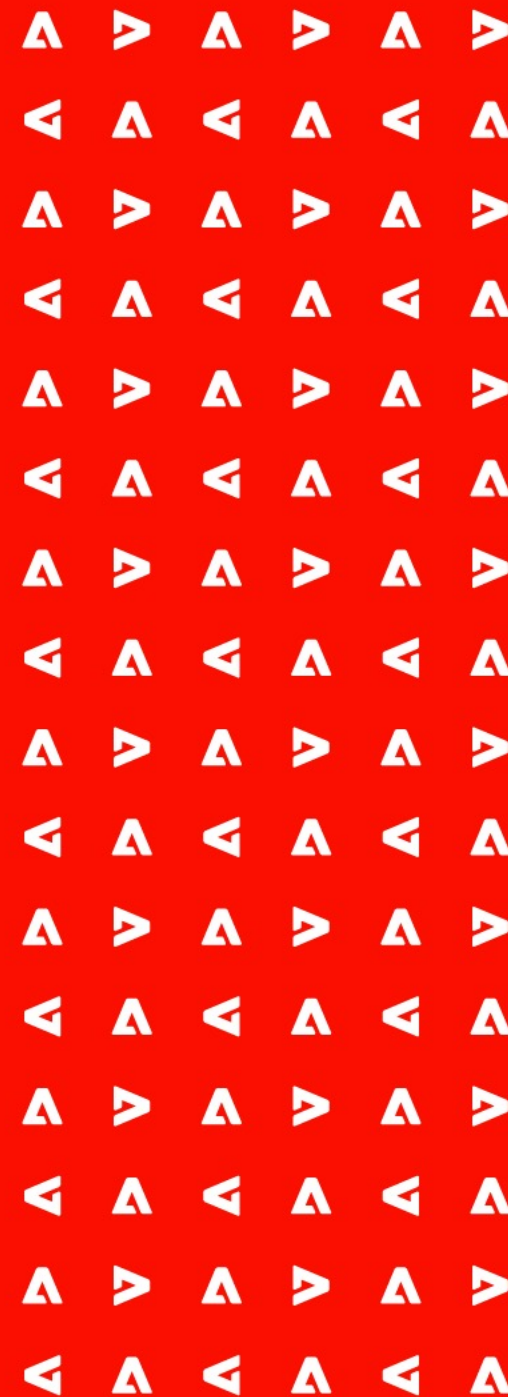




Beginner Workshop: Measuring ROI for your unique business needs

September 2021



Housekeeping



Slides for this webinar can be found in PDF form using the resources widget



Have a question? Use the chat box and we'll answer your question via email or at the end of the session



Take our survey to help us improve your future webinar experience



Check out additional resources to help improve your Marketo Engage skills

Introduction

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Marketo Power User Since 2014

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Introduction



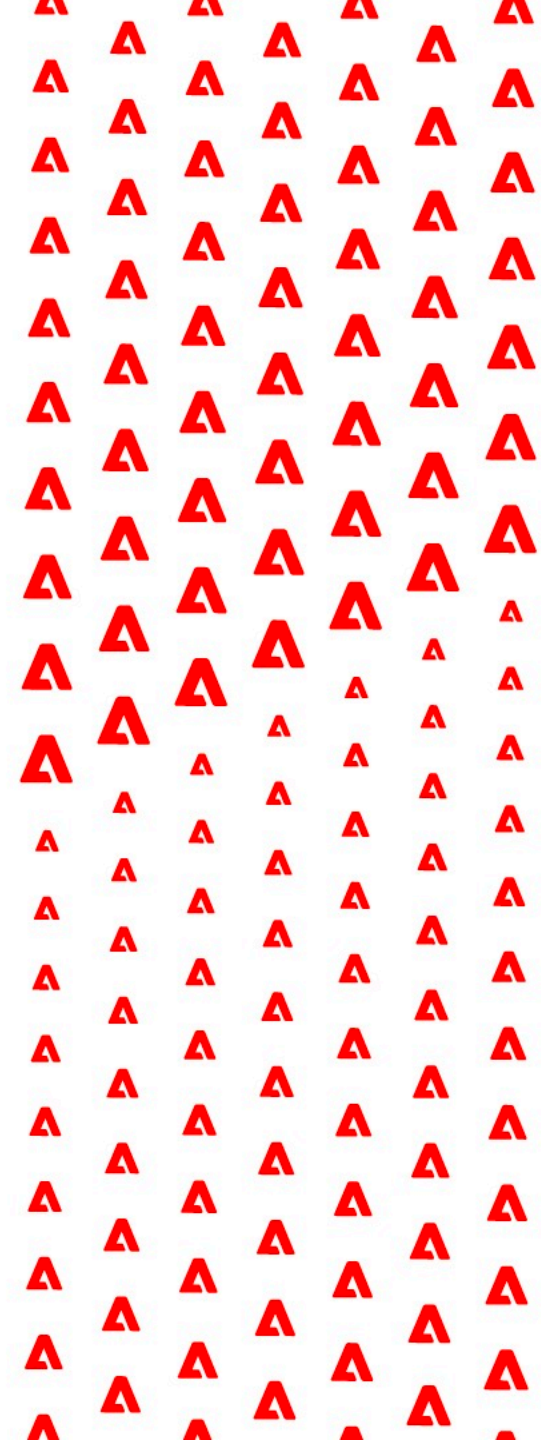
Agenda

- Introduction
- Setting up your Marketo Engage architecture to track and report on ROI
- Leveraging different attribution models for ROI reporting
- Tracking Marketing spend on programs vs. revenue earned for true ROI reporting
- Q&A

The ROI Reporting Challenge

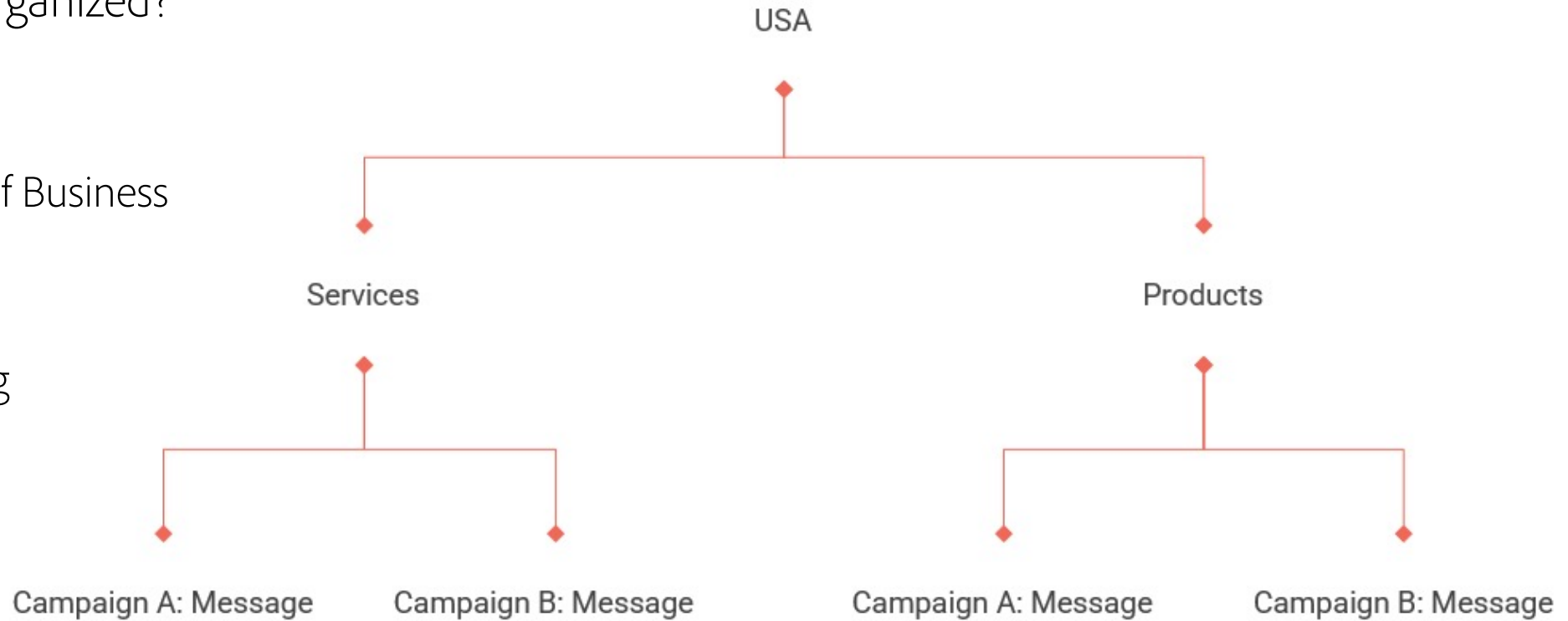
- Many marketers struggle to effectively report out on ROI. Why?
 - Disparate systems
 - Systems not integrated correctly
 - Tying people to revenue can be challenging
 - Sales and Marketing often use two different systems of record with different methodologies
 - Spend isn't always associated to each Marketing program
- Marketo Engage has out-of-the-box functionality that makes it easy to start your ROI reporting journey

Setting Up Your Marketo Engage Architecture to Track and Report on ROI



Step 1: Create Campaign Hierarchy

- How is your business organized?
 - Geographics/Regions
 - Business Units/Line of Business
 - Verticals
 - Campaign/Messaging



Step 2: Implement Your Campaign Hierarchy in Marketo

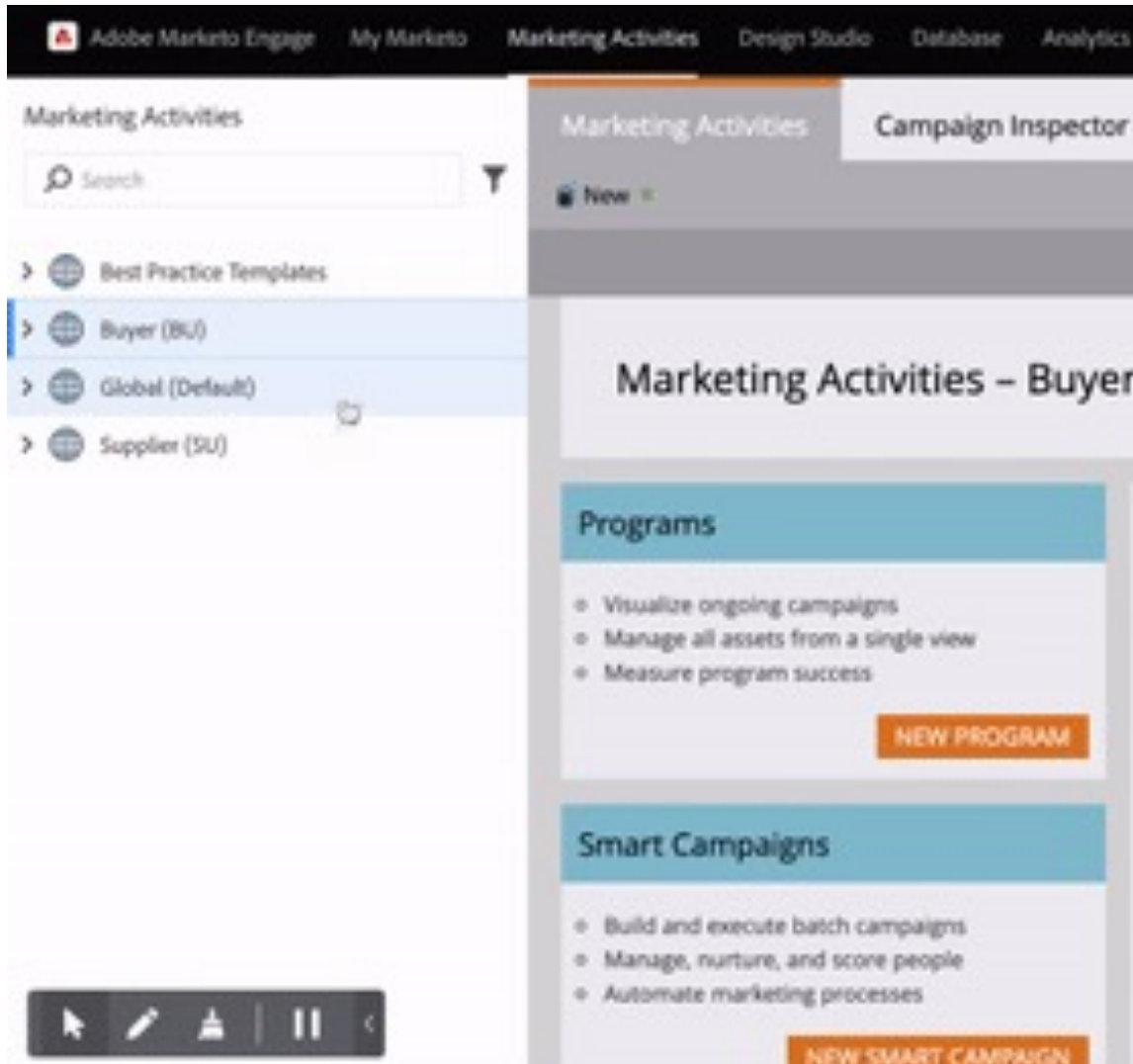
- To help with organization and reporting, match your folder structure in Marketing Activities to your Campaign Hierarchy



Name	# of Us...	Partitions	Language
AMER	2	Australia*, Canada, Default, E...	English
Default	2	Australia, Canada, Default*, E...	English
North America	2	Mexico	English

- 
- BU-Active Marketing Programs
 - BU-BA
 - BU-CONS
 - BU-CU
 - BU-EM
 - BU-HOA
 - BU-HR
 - BU-HSS
 - BU-NT
 - BU-PA
 - BU-RE

Step 2: Implement Your Campaign Hierarchy in Marketo



- To help with organization and reporting, match your folder structure in Marketing Activities to your Campaign Hierarchy

Step 3: Organize Channels and Content Types

Asset Types: What type of content do you create?

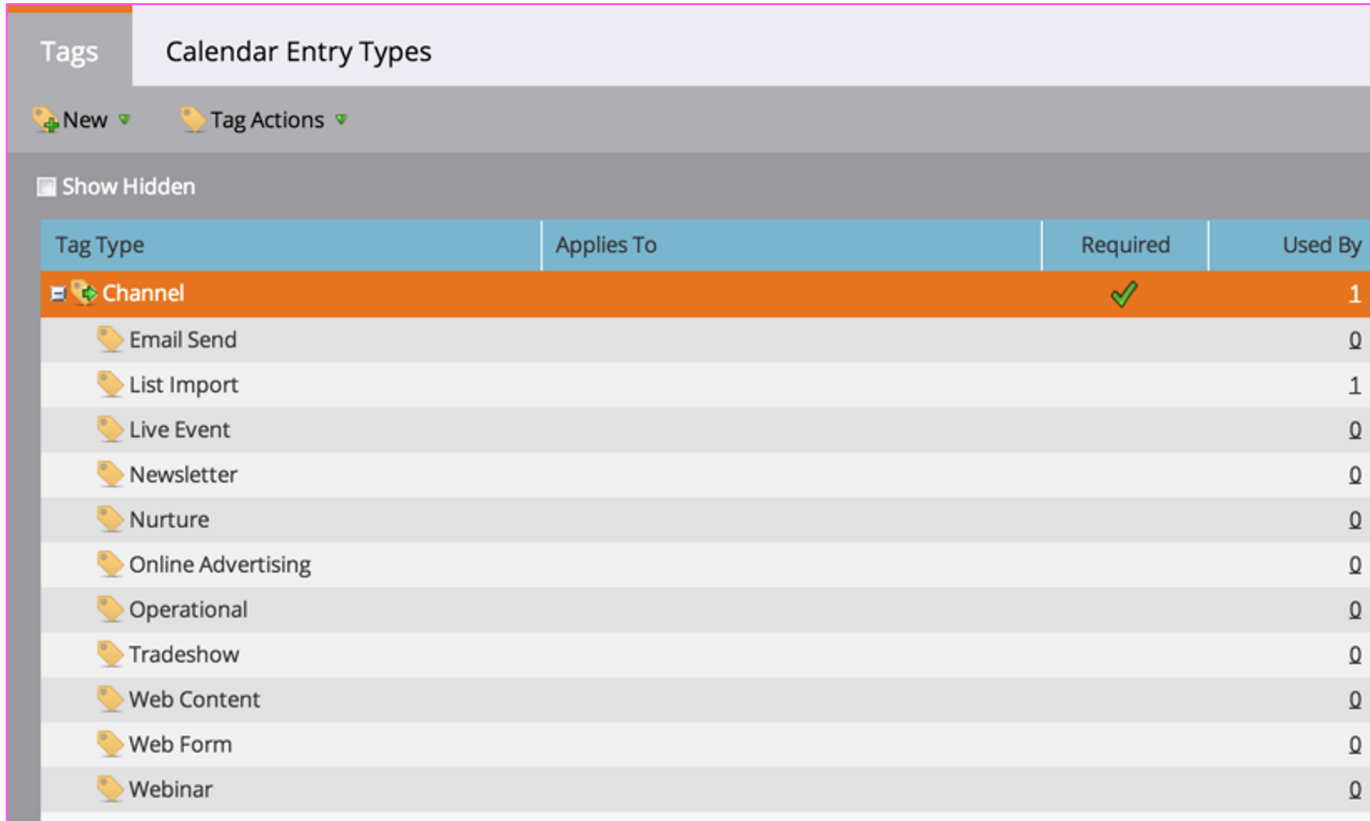
- eBooks, whitepapers, webinars, podcasts, videos
- What types of content are the most cost-effective to create?

Channel Types: Where do you distribute your content?

- Events, Email, Paid Media, Social
- Determine content + channel breakdown to understand which combinations are yielding the greatest results.

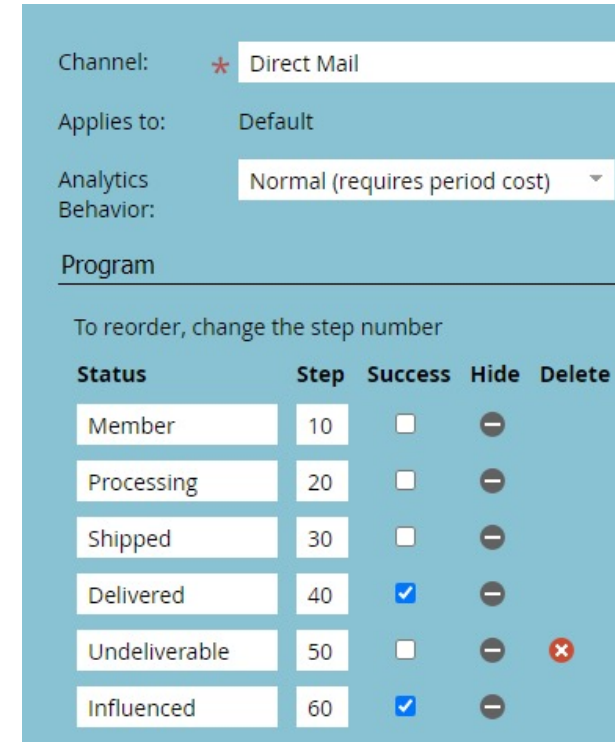
Step 4: Use Tags to Track Channel and Asset Types in Marketo Engage

- Leverage Marketo's program channels and tagging capabilities to organize your campaigns based on the campaign hierarchy you established.



The screenshot shows the 'Tags' page in Marketo Engage, specifically the 'Calendar Entry Types' section. It features a table with columns for 'Tag Type', 'Applies To', 'Required', and 'Used By'. The 'Channel' tag type is highlighted in orange and is marked as 'Required' with a green checkmark and 'Used By' 1. Other tag types include Email Send, List Import, Live Event, Newsletter, Nurture, Online Advertising, Operational, Tradeshow, Web Content, Web Form, and Webinar, all with 'Used By' counts of 0.

Tag Type	Applies To	Required	Used By
Channel		✓	1
Email Send			0
List Import			1
Live Event			0
Newsletter			0
Nurture			0
Online Advertising			0
Operational			0
Tradeshow			0
Web Content			0
Web Form			0
Webinar			0

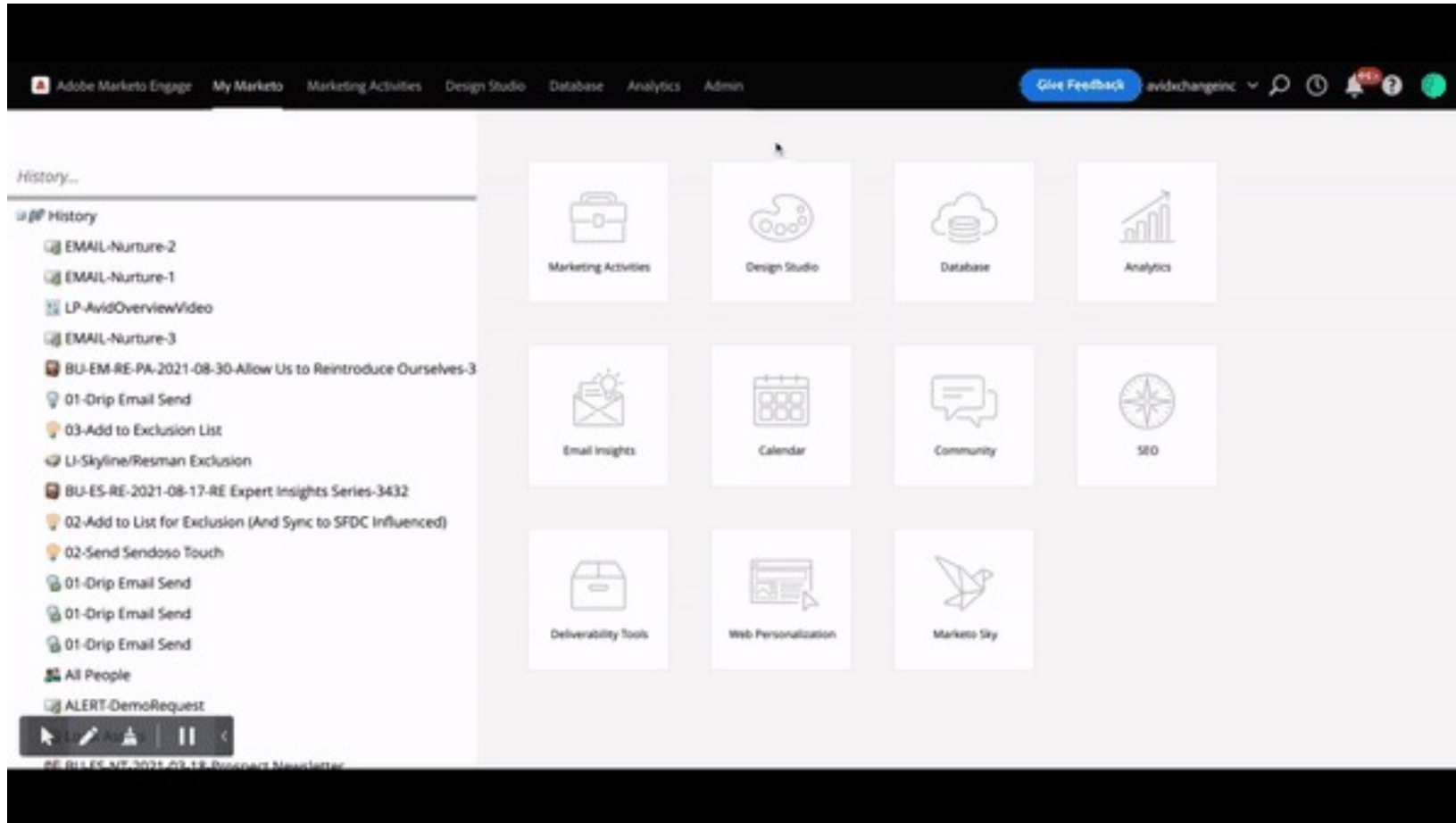


The screenshot shows the configuration page for a program in Marketo Engage. It includes fields for 'Channel' (Direct Mail), 'Applies to' (Default), and 'Analytics Behavior' (Normal (requires period cost)). Below these is a table for program steps with columns for 'Status', 'Step', 'Success', 'Hide', and 'Delete'.

Status	Step	Success	Hide	Delete
Member	10	<input type="checkbox"/>	⊖	
Processing	20	<input type="checkbox"/>	⊖	
Shipped	30	<input type="checkbox"/>	⊖	
Delivered	40	<input checked="" type="checkbox"/>	⊖	
Undeliverable	50	<input type="checkbox"/>	⊖	✖
Influenced	60	<input checked="" type="checkbox"/>	⊖	

- Identify program success and ensure it's appropriately flagged for each channel type.

Create Custom Tags for Additional Reporting



- Create custom tags in the Admin section to further break down your reporting. Custom tags can be leveraged to filter down by:

- Content Type
- Geography
- Verticals
- Marketo User

Step 5: Start Associating Costs to Your Campaigns

- What Costs Should You Associate to Your Campaigns?
 - **Capture variable costs** vs. fixed costs.
 - **Variable costs:** production cost for direct mail, cost of speakers for webinars, online advertising budget
 - **Fixed costs:** headcount, capital resources
 - Can be difficult to calculate and add a layer of complexity
 - As a Marketer, the goal of your cost reporting is to **enable comparisons between Marketing campaigns/programs.**
 - You achieve an accurate comparison, by **CONSISTENTLY** excluding the fixed cost and capturing variable costs only.

Step 5: Leverage Marketo's Period Cost Functionality

- Program with costs associated, such as online advertising campaigns, direct mail, with it should be added as period costs with the appropriate month.
- Programs with no variable costs, such as web forms or email programs, add a period cost of \$0 or \$1 so it will pull into reporting.

The screenshot displays the Marketo interface for a specific program. At the top, the program name 'BU-CS-NT-2020-Salesify Leads-1777' is shown, along with navigation tabs for 'Assets', 'Setup', 'My Tokens', and 'Members'. Below this, there are buttons for 'New' and 'Program Actions'. The view is set to 'Summary'. The main content area shows the program name and a sub-name 'MA_PAID_Content Syndication_Salesify_2020'. Under the 'Settings' section, the following details are listed: Channel is 'Online Advertising', Created is 'May 28, 2020 1:27 PM EDT by Hallie Moser', and Last Modified is 'May 28, 2020 1:30 PM EDT by Hallie Moser'. The 'Results' section shows 'Total Members' as 0, 'Acquired By' as 0, 'Socially Acquired' with a 'Calculate' link, and 'Success' as 0 with a green checkmark icon. At the bottom, there is a section for 'Members by Program Status'.

Step 5: Tracking Ongoing Costs

Ongoing costs, such as monthly online advertising fees, should be added each month.

Ongoing programs with no costs such as nurture or web forms, add multiple period costs when you do the initial setup of the program. For example: add 12 period costs of \$0 beginning with January.

The screenshot displays the Adobe Campaign interface for a program named "BU-CS-NT-2020-Salesify Leads-1777". The top navigation bar includes tabs for "Assets", "Setup", "My Tokens", and "Members". Below the navigation bar, there are action buttons: "New", "Program Actions", "Edit", and "Delete".

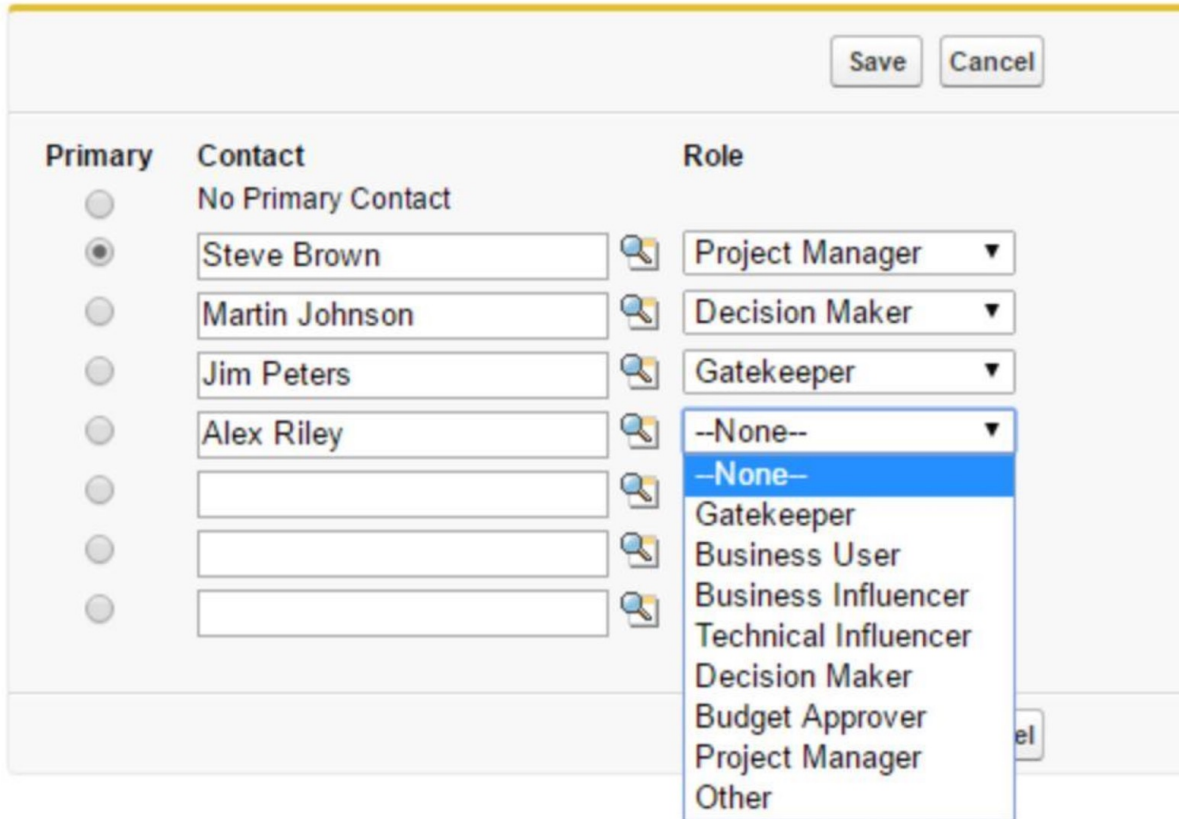
The main content area is divided into two sections. The left section, titled "Summary", shows the following details:

- Tags:**
 - Channel:** Online Advertising
 - Verticals:** Non Targeted
- Costs (Total: 500):**
 - Month:** 6/2020 **Cost:** 500 June budget for content syndication program

The right section, titled "Search...", contains a list of navigation items:

- Tags
- Verticals
- Costs
- Period Cost** (highlighted in orange)
- Settings
- Analytics Behavior

Step 6: Tie Your Marketing Programs to Revenue



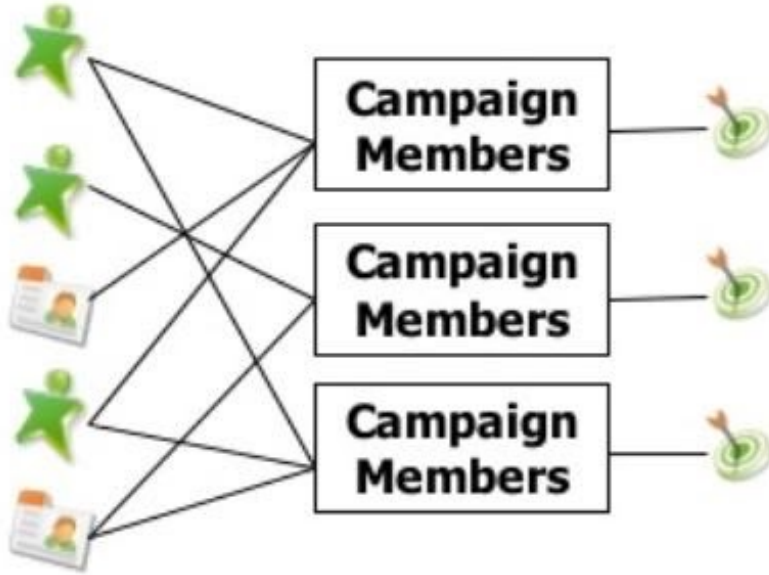
The screenshot shows a CRM interface with a table of contacts and their roles. At the top right, there are 'Save' and 'Cancel' buttons. The table has three columns: 'Primary', 'Contact', and 'Role'. The 'Primary' column has radio buttons. The 'Contact' column has text input fields with search icons. The 'Role' column has dropdown menus. The first row is selected, showing 'Steve Brown' as the contact and 'Project Manager' as the role. The dropdown menu for the role is open, showing a list of roles: --None--, --None--, Gatekeeper, Business User, Business Influencer, Technical Influencer, Decision Maker, Budget Approver, Project Manager, and Other.

Primary	Contact	Role
<input type="radio"/>	No Primary Contact	
<input checked="" type="radio"/>	Steve Brown	Project Manager
<input type="radio"/>	Martin Johnson	Decision Maker
<input type="radio"/>	Jim Peters	Gatekeeper
<input type="radio"/>	Alex Riley	--None--
<input type="radio"/>		--None--
<input type="radio"/>		Gatekeeper
<input type="radio"/>		Business User
<input type="radio"/>		Business Influencer
<input type="radio"/>		Technical Influencer
<input type="radio"/>		Decision Maker
<input type="radio"/>		Budget Approver
<input type="radio"/>		Project Manager
<input type="radio"/>		Other

People must be associated with the Deal/Opportunity/Account to be tied to Revenue.

- Must use contact roles on your opportunities

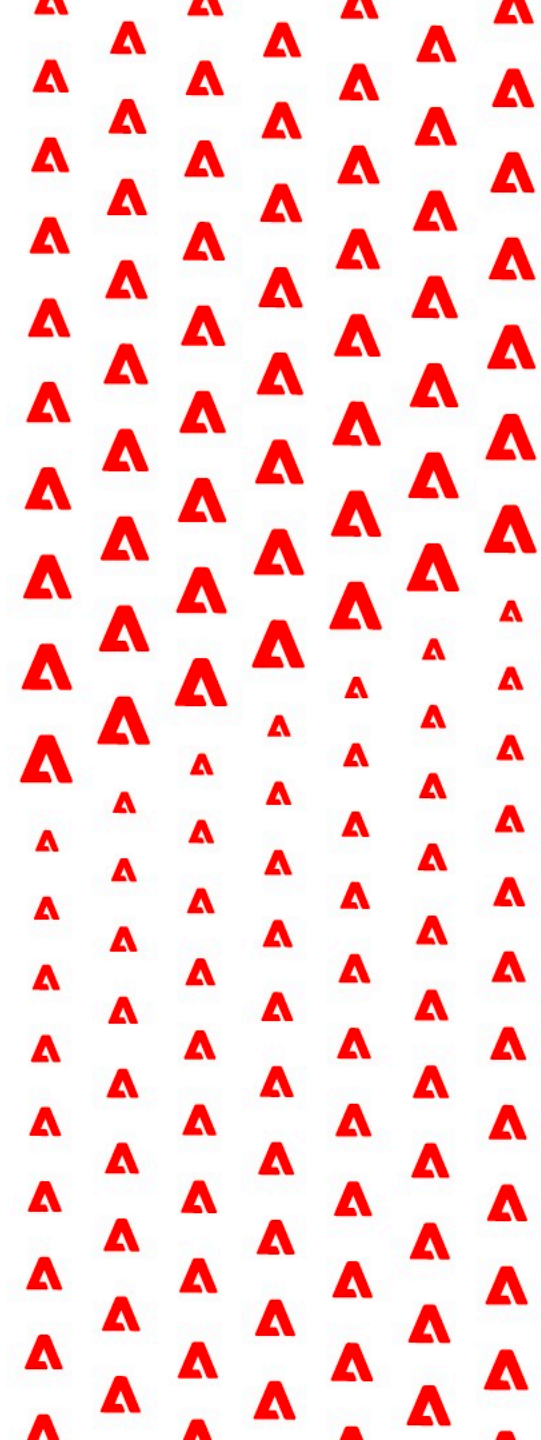
Step 5: Tie People to the Correct Program or Campaign



People must be associated with the correct Marketing Program or Activity in order for you to successfully gauge program success.

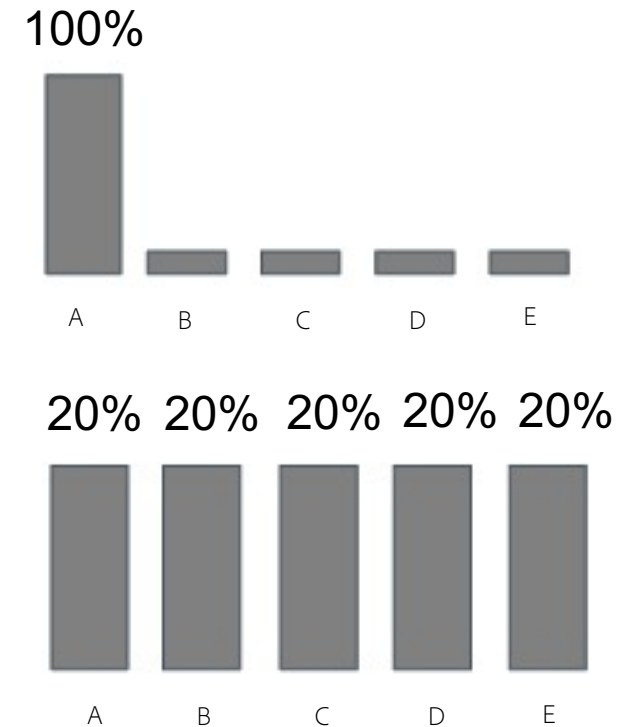
Campaign History		Add to Campaign		
Action	Campaign Name	Start Date	Type	Status
Edit Del View	2013 Q3 Email Newsletter	9/1/2013	Email	Sent
Edit Del View	2013 Direct Mail Piece	7/1/2013	Advertisement	Sent
Edit Del View	2014 Direct Mail Piece	9/1/2013	Advertisement	Sent

Leveraging Different Attribution Models for ROI Reporting



Step 3: Revenue Attribution

- Attribution Models: Determine how revenue/value is assigned to touchpoints
 - **First Touch (FT) Attribution Model** – 100% of Revenue credit is given to the first touchpoint.
 - **Multi-Touch (MT) Attribution Model** – Revenue credit is evenly split among each touchpoint.



Attribution Modeling: Comparing Models

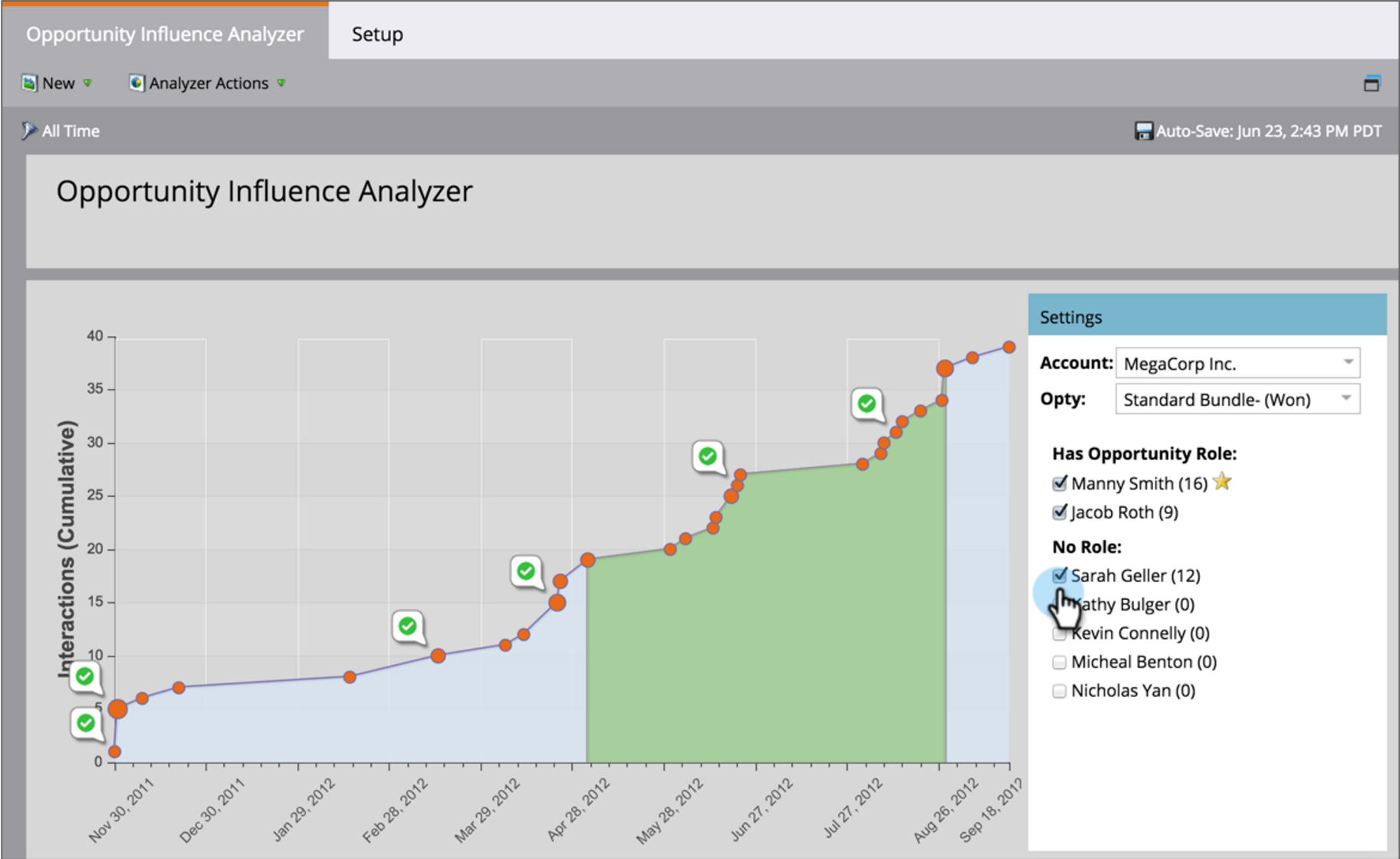
- Best Practice – look at both MT and FT models. These tell a large part of the story, though some companies may require weighted or other custom MT models.

Channel	Pipeline (FT)	Pipeline (MT)
Social Media Advertising	\$100,000	\$500,000
Paid Search	\$410,000	\$430,000
Content Syndication	\$600,000	\$90,000

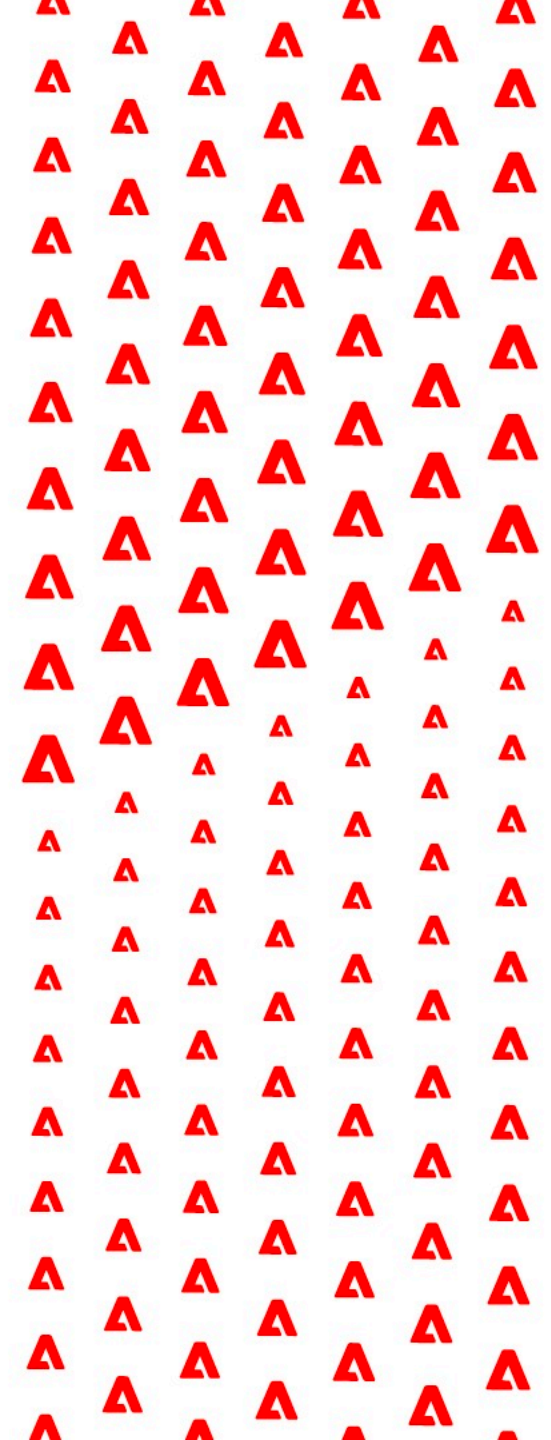
Best at pushing leads through the lead lifecycle

Best at engaging new leads

Attribution Modeling



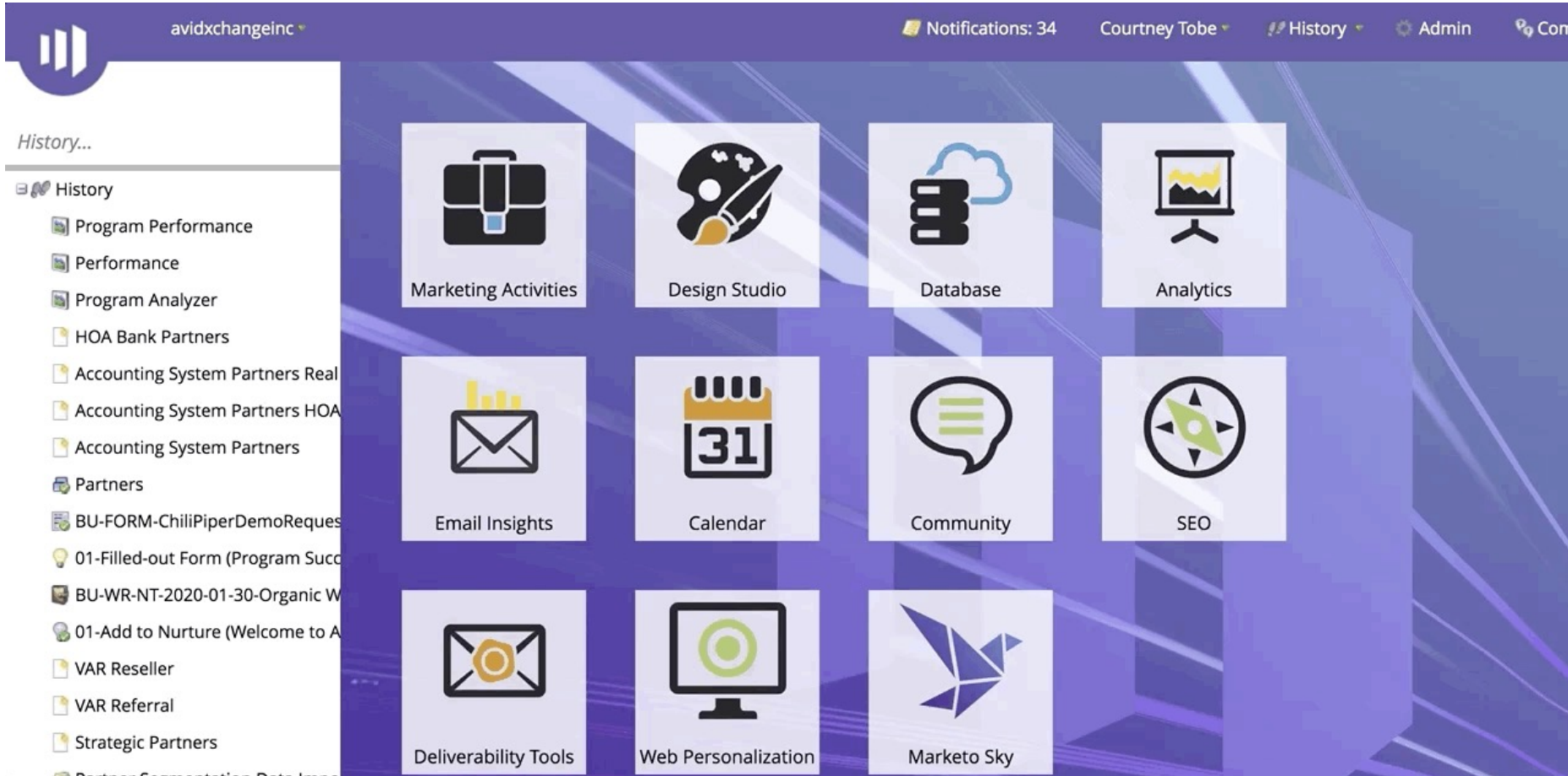
Track Marketing Spend on Programs vs. Revenue Earned for True ROI Reporting



Out-of-the-Box Marketo Reports for ROI Reporting

- Marketo has a handful of out-of-the-box reports to help kick start your ROI reporting
 - Program Analyzer
 - Program Performance Report
- In order to leverage these reports, your Marketo programs must be fully set up:
 - Must be using period cost for this reporting type to be effective
 - If you want your programs without a period cost to be included in this reporting, put \$0 in period cost of the program setup.
 - Program statuses must be included in your Marketo Programs.
 - Program success must be defined.

Measure ROI with the Program Performance Report



Easily track and measure the ROI on your programs. The report includes:

- Channel
- New Names
- Success
- Total Cost

Program Performance Report Filtering Options

Filter by:

- Channel type to bring in program statuses.
- Tags you have set up, ie: verticals, marketing managers, etc. to get a clear view of just programs related to those tags
- Period costs occurred in a certain time frame.

Important to note: this report can't be filtered by program date range, it only allows you to have an all time view.

The screenshot displays the 'Setup' tab of the 'Program Performance Report' interface. The main area contains a table with the following data:

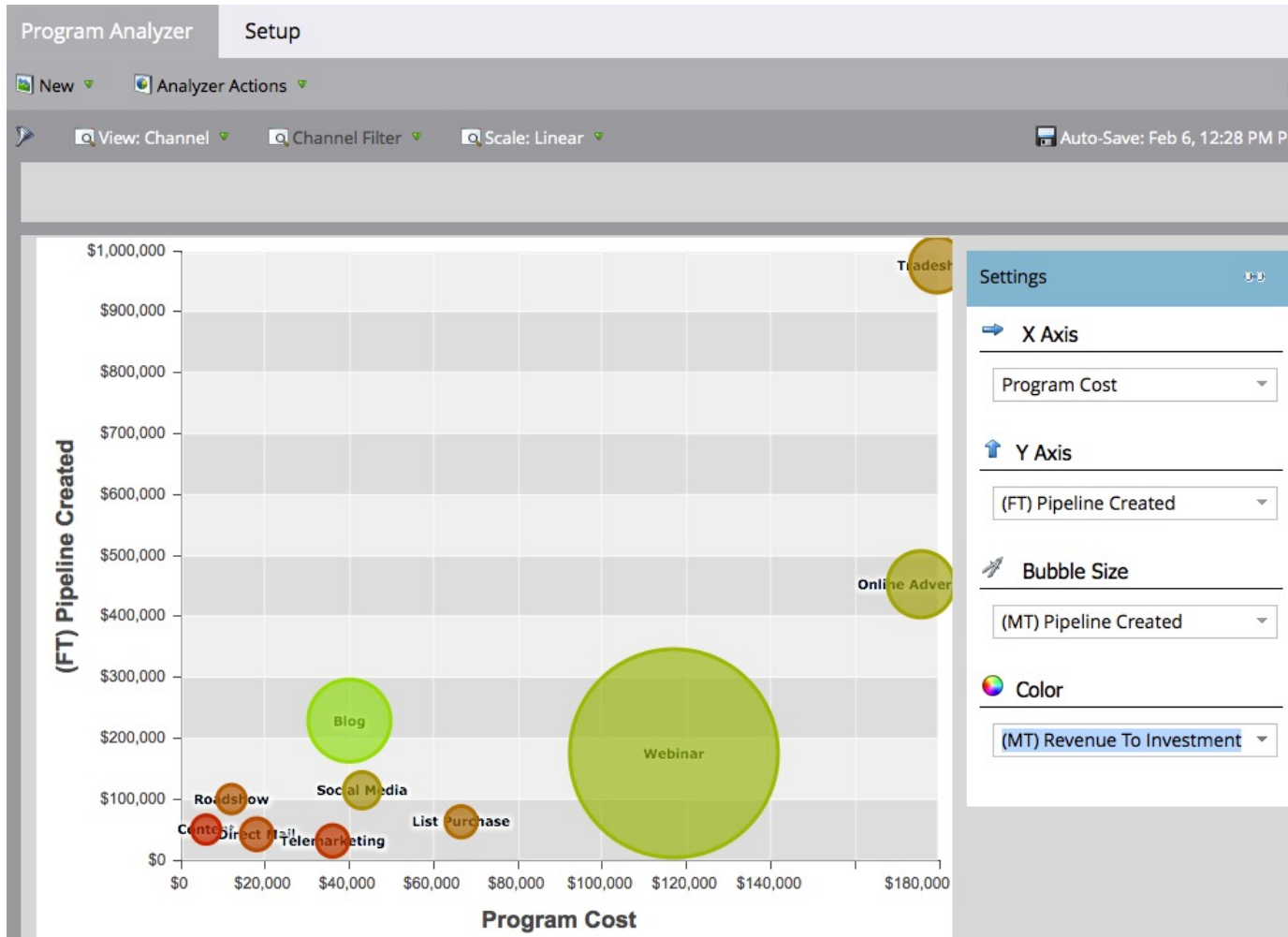
Ty...	Name	Value
Settings		
	Export Rows Available	5,000
Filters		
	Period Cost	Jan, 2020 - May, 2020
	Channel	Webinar

On the right side, there is a navigation pane with a search bar and a list of categories: Settings, Filters, Tags, Verticals (highlighted in orange), Archived Programs, Period Cost, and Programs.

Key Takeaway

- Monitor Program ROI
 - If you continue to see high-cost programs that are not generating results, you may need to take a step back and re-evaluate.
 - Instead, you can funnel those dollars into programs that consistently generate net new leads and return results.
 - Be sure to take performance by program types into account, however, because certain program types are better at generating net new leads, while others are more effective at closing business.

Visualize Program Performance Using the Program Analyzer

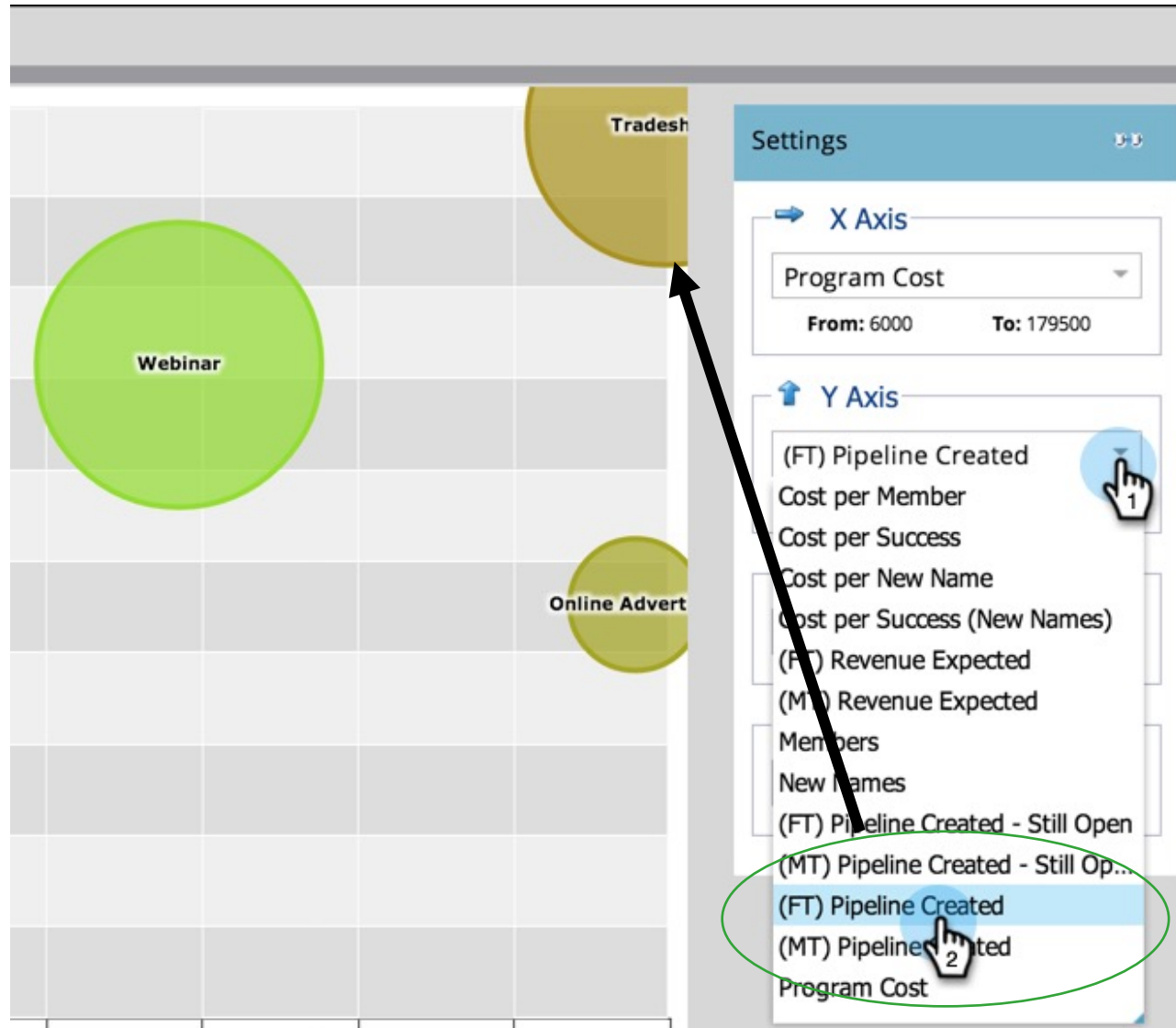


Visualize which programs and channels are performing the best by comparing every cost and return in detail, by program or channel.

This report type is only available if you have purchased Revenue Cycle Modeler.

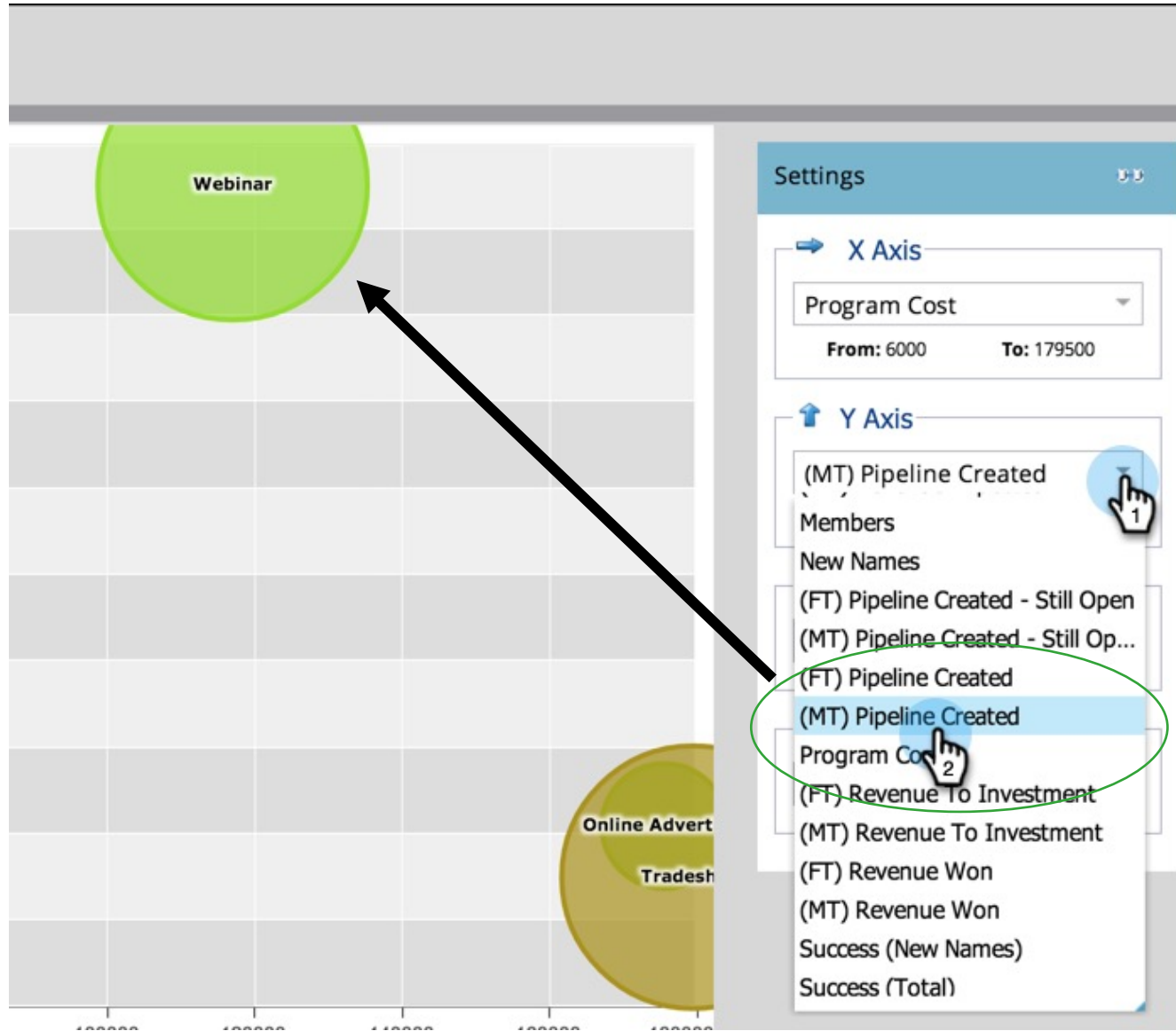
Note: If you do not have RCM, you can export the data from the Program Performance Report to try and create a similar view in Excel or your own reporting tool.

Evaluate Channel Effectiveness



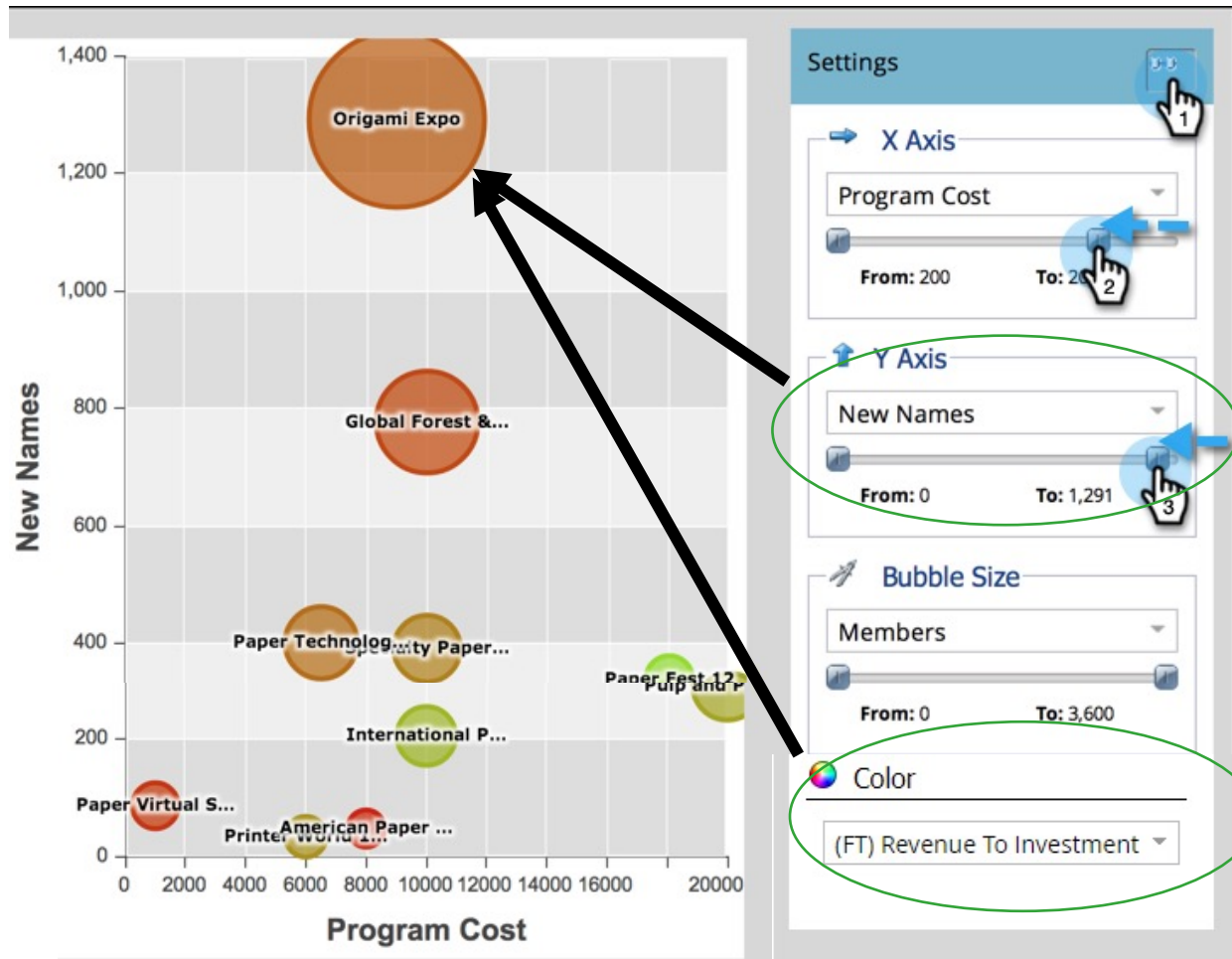
- In this example, we can see that the tradeshow channel is most effective in generating FT pipeline, but it is also the most expensive channel.

Compare Channel Effectiveness



- In this example, we can see that the webinar channel is most effective in contributing to MT pipeline, and it is less expensive than Tradeshows and Online Advertising.

Compare Program Effectiveness



- You can also leverage this report to explore individual program performance by channel or compare channels.
- This example is showing Tradeshow program effectiveness at generating new names relative to cost.
 - While Origami Expo generated a lot of net new names, the red color is showing us that it wasn't that effective at generating revenue.

Compare Program Effectiveness



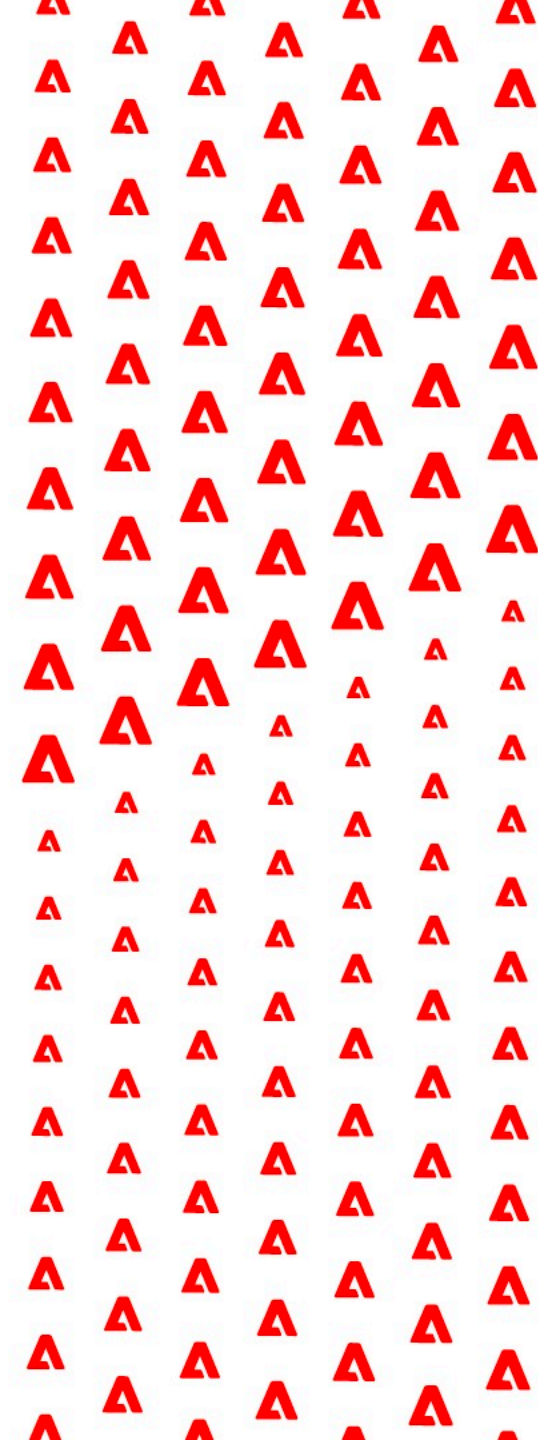
- When we change the bubble size to report on (FT) Revenue Won instead of program members, you see that the size of Origami Expo's bubble gets much smaller, and that Paper Fest 12 had the best ROI and was also the most effective program at influencing revenue.

Key Takeaway

- Visualize both program and channel effectiveness by different attribution models and different program success metrics.
 - Some programs will be better at generating net new leads, while some will be better at closing business.
- If a program that is effective at generating net new leads, never results in closed business, however, you might want to re-evaluate the quality of these leads and determine if it would be worth putting your dollars toward programs that generate net new leads and also result in closed business over time.

How Can I Get Started?

- Marketo Product Docs
 - [Period Costs](#)
 - [Create a New Program Tag and Tag Values](#)
 - [Create a Program Channel](#)
 - [Program Performance Report](#)
 - [Success Path Analyzer Report](#)
 - [Understanding Attribution](#)
 - [Compare Channel Effectiveness with the Program Analyzer](#)
 - [Compare Program Effectiveness with the Program Analyzer](#)
- Marketo Community
- Marketo User Groups
- Attend next month's ROI Reporting webinar
- Let's Chat
 - Ctobe@avidxchange.com
 - LinkedIn: /courtneytobe/



Q&A



