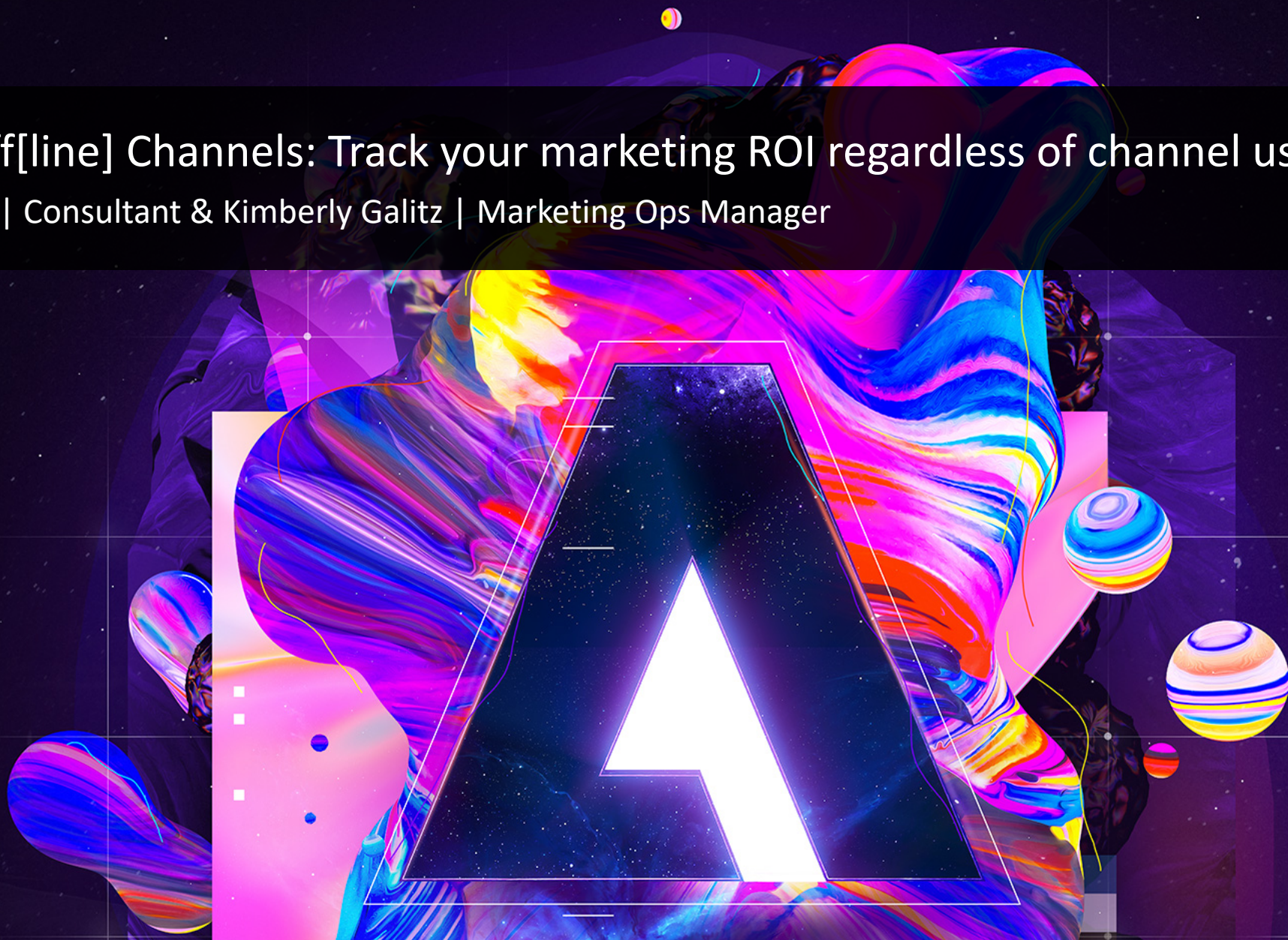




Adobe

On or Off[line] Channels: Track your marketing ROI regardless of channel using Bizible

Ajay Sarpal | Consultant & Kimberly Galitz | Marketing Ops Manager



#AdobeRemix
Vasjen Katro / Baugasm

ABSTRACT

It's no secret that as marketers, we are busy, and we are marketing in more clever ways than ever. Whether it's a postcard mailer, a tradeshow or baseball game, an online ad or organic search, leads interact with us in a variety of ways. Don't lose track of all the meaningful interactions you've had with your leads—learn how to track each and every touch, and the ROI for all your hard work! From this session you'll take away:

- 1) The benefit of being able to track both online and offline channels
- 2) How to and best practices for tracking both online and offline channels
- 3) What online and offline channel reporting looks like

MEET YOUR SPEAKERS



Ajay Sarpal

2x Marketo Champion | 2019 Fearless Marketer | 5x Marketo Certified Expert | 9 Advanced Specialization on Marketo | Salesforce Certified Admin, Sales Cloud Consultant and App Builder | Certified Net Promoter Associate from Satmetrix



Kimberly Galitz

Marketing Automation & Attribution Specialist (Marketing Ops Manager) | 2020 Marketo Champion | Marketo Certified Expert

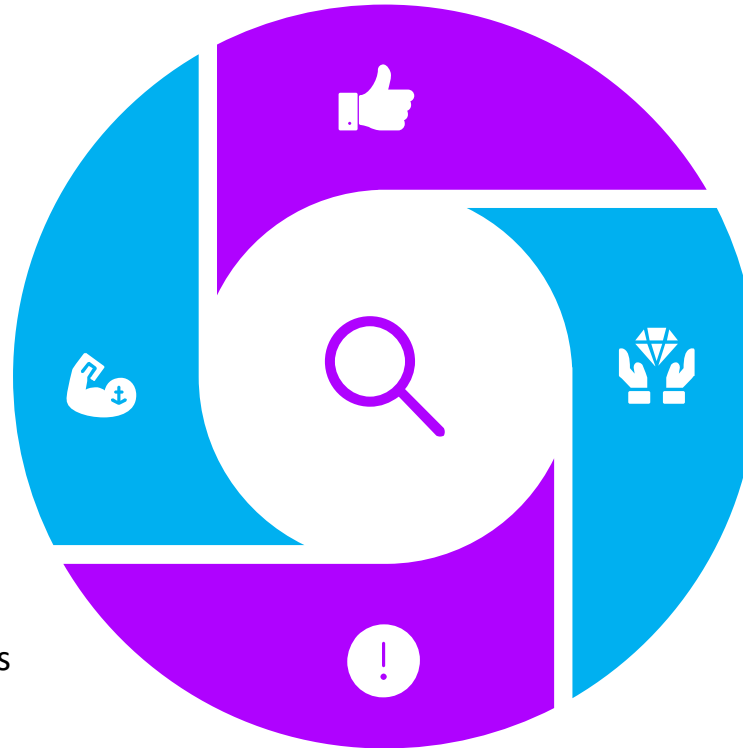
AGENDA

1. Why do we love Bizible?

Ajay's story
Benefits of Full Path Model

2. Online and Offline Channels

The benefit of being able to track both plus
How tos and best practices



3. Online and Offline Channel Reporting

What does it look like?
Various ways to get insights from Bizible

4. Questions?

Story of a frustrated marketer

How to find our best performing campaigns or channels?



Marketing



Which channels are driving the most leads?

Which channels or programs are influencing top/ bottom/ middle of the funnel?



Why do we love Bizible?



Which channels are driving the most opportunities?

The sales team is complaining that...

Marketing is not influencing the opportunities



Sales



Which channel or marketing source is best at winning the opportunities?

Lead quality is questionable, and volume is low. How do we generate qualified leads?

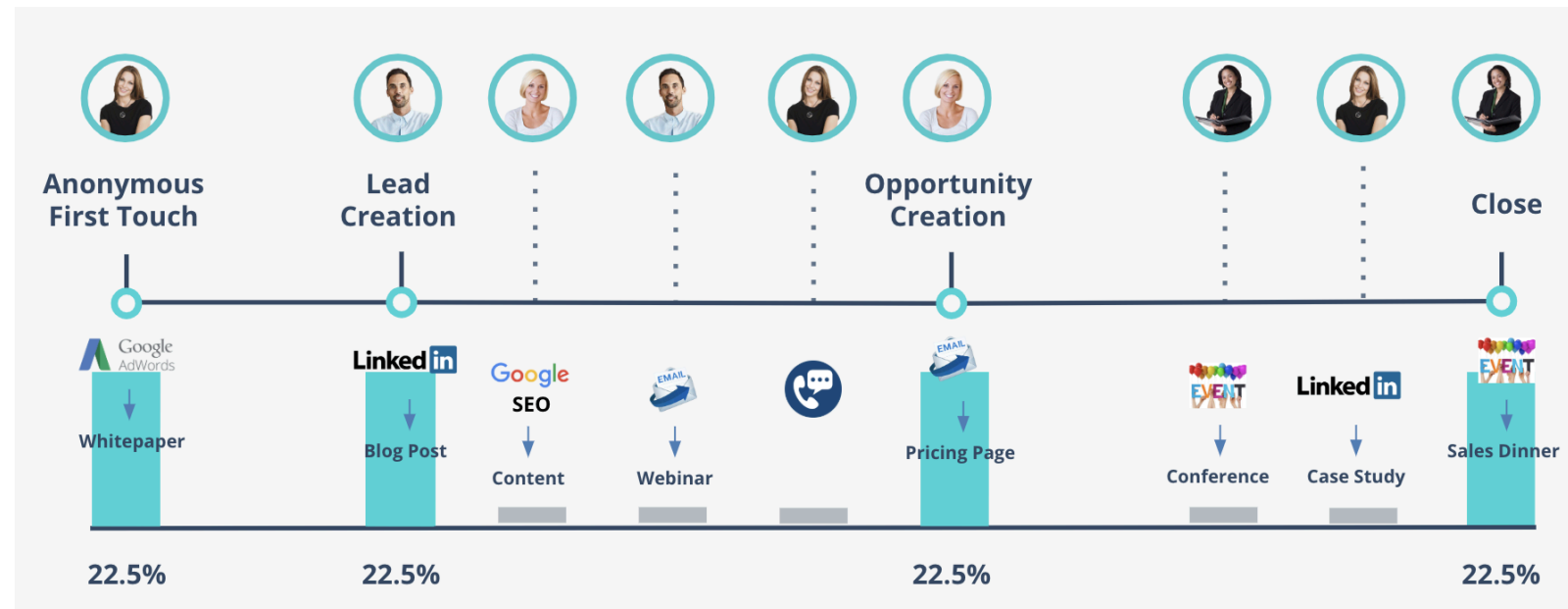


Why do we love Bizible?



How to address the misalignment between sales and marketing teams?

Marketing Attribution insights after implementing Bizible:



The above picture shows the complete Sales Cycle starting with FT, LC, OC and CW marketing touches. The picture explains:

- Anonymous First Touch is from Google Adwords
- Lead Creation Touch is from LinkedIn Blog Post
- Opportunity Creation Touch is from Pricing Page
- Closed-Won Deal Touch is from Sales Dinner

Online vs. Offline Channels

High Level

Online Channels:

Anything associated with your website, or any integrated site

Examples:

- Paid Search
- Organic Search

Offline Channels:

Anything where no digital interaction takes place

Examples:

- Direct Mail
- Tradeshows
- Live Events



If you are spending money, you want to prove ROI!

Best practices for Online and Offline Channels

Review custom channel mapping for accuracy (1x/month)

- Online Channels
- Offline Channels

Online Channels

Reporting

- Attribution Settings
- Segments
- Marketing Spend
- Touchpoint Settings
- Revenue Planner

Channels

- Create Channels
- Online Channels
- Offline Channels

Integrations

- Connections
- Misc Tracking
- Ads

My Account

- Account Configuration
- Settings
- Features Settings

Marketing ROI

Decision Engine

Diagnostics

Use the Bizible Template to add, update, and sort your rules. Do note that the row order does matter and will be updated on the next new version.

After your file has been uploaded, you will be unable to make changes for another 7 days in order for our system to process the data.

~ Show Example

CHANNEL RULES

PRIORITY	CHANNEL	SUB CHANNEL	CAMPAIGN	MEDIUM
1	Social	Other Paid		
2	Events	Sponsored Events		
3	Partner Marketing	Other		

Best practices for Online and Offline Channels

Review custom channel mapping for accuracy (1x/month)

Online Channels

Revenue Planner

Channels

- Create Channels
- Online Channels
- Offline Channels

Integrations

- Connections
- Misc Tracking
- Ads
- Marketing Automation

CRM

- Stage Mapping
- Leads
- Contacts
- Opportunities
- General

After your file has been uploaded, you will be unable to make changes for another 7 days in order for our systems to reprocess and update the Touchpoints.

▼ Show Example

CHANNEL RULES

[Lift Date Restriction](#) [Download Original Template](#) [Download Current Rules](#)

PRIORITY	CHANNEL	SUB CHANNEL	CAMPAIGN	MEDIUM	SOURCE	LANDING PAGE	REFERRING WEBSITE
1	Social	Other Paid					[Other Paid Social]
2	Events	Sponsored Events			event		
3	Partner Marketing	Other			partner		
4	Display	Google		display			googlesyndication;doubleclick
5	Paid Search	AdWords					[AdWords Paid Search]
6	Paid Search	AdWords		paid;cpc	google		
7	Paid Search	Bing					[Bing Paid Search]
8	Paid Search	Bing		paid;cpc	bing		
9	Paid Search	Yahoo					[Yahoo Paid Search]
10	Display	Google					[AdWords Display]
11	Organic Search	Google					[Google Organic Search]

To edit the rules, click on Download Current Rules and open the spreadsheet.

Best practices for Online and Offline Channels

Review custom channel mapping for accuracy (1x/month)

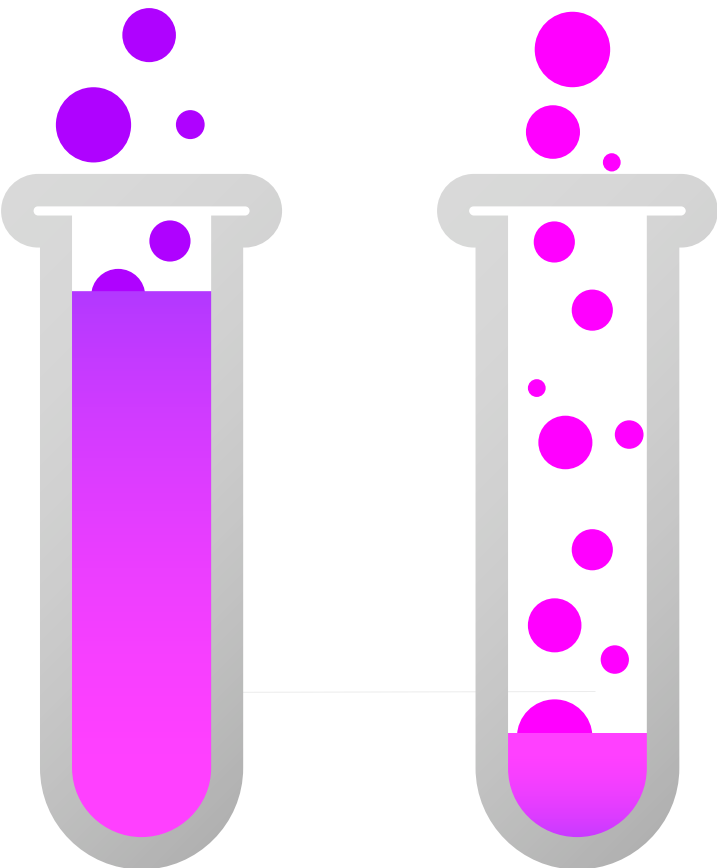
Online Channels

1	Channel	Sub Channel	Campaign	Medium	Source	Landing Page	Referring Website
2	Paid Search	AdWords					[AdWords Paid Search]
3	Paid Search	Bing					[Bing Paid Search]
4	Paid Search	Yahoo					[Yahoo Paid Search]
5	Display	DoubleClick					[DoubleClick]
6	Display	Google					[AdWords Display]
7	Paid Social	Facebook					[Facebook Paid]
8	Paid Social	LinkedIn					[LinkedIn Paid]
9	Paid Search	Other					[Other Paid Search]
10	Paid Social	Other					[Other Paid Social]
11	Organic Search	Google					[Google Organic Search]
12	Organic Search	Bing					[Bing Organic Search]
13	Organic Search	Yahoo					[Yahoo Organic Search]
14	Organic Search	Other					[Other Organic Search]
15	Social	Facebook			Facebook		
16	Social	Facebook		Facebook			
17	Social	Facebook					[Facebook]
18	Social	LinkedIn			LinkedIn		
19	Social	LinkedIn		LinkedIn			
20	Social	LinkedIn					[LinkedIn]
21	Social	Twitter			Twitter		
22	Social	Twitter		Twitter			
23	Social	Twitter					[Twitter]

Best practices for Online and Offline Channels

Review custom channel mapping for accuracy (1x/month)

Offline Channels



The screenshot shows the Bizible user interface. At the top, there are navigation tabs: 'My Account', 'Marketing ROI', 'Decision Engine', and 'Diagnostics'. A dropdown menu is open under 'My Account', showing options: 'Account Configuration', 'Settings' (highlighted with a red arrow labeled '1'), and 'Features Settings'. The left sidebar contains a navigation menu with sections: 'Reporting' (Attribution Settings, Segments, Marketing Spend, Touchpoint Settings, Revenue Planner), 'Channels' (Create Channels, Online Channels, Offline Channels), and 'Integrations' (Connections, Misc Tracking, etc.). A red arrow labeled '2' points to the 'Offline Channels' link. The main content area shows a 'CHANNEL RULES' table with columns: PRIORITY, CHANNEL, SUB CHANNEL, CAMPAIGN, and MEDIUM. The table contains three rows of data.

PRIORITY	CHANNEL	SUB CHANNEL	CAMPAIGN	MEDIUM
1	Social	Other Paid		
2	Events	Sponsored Events		
3	Partner Marketing	Other		

Best practices for Online and Offline Channels

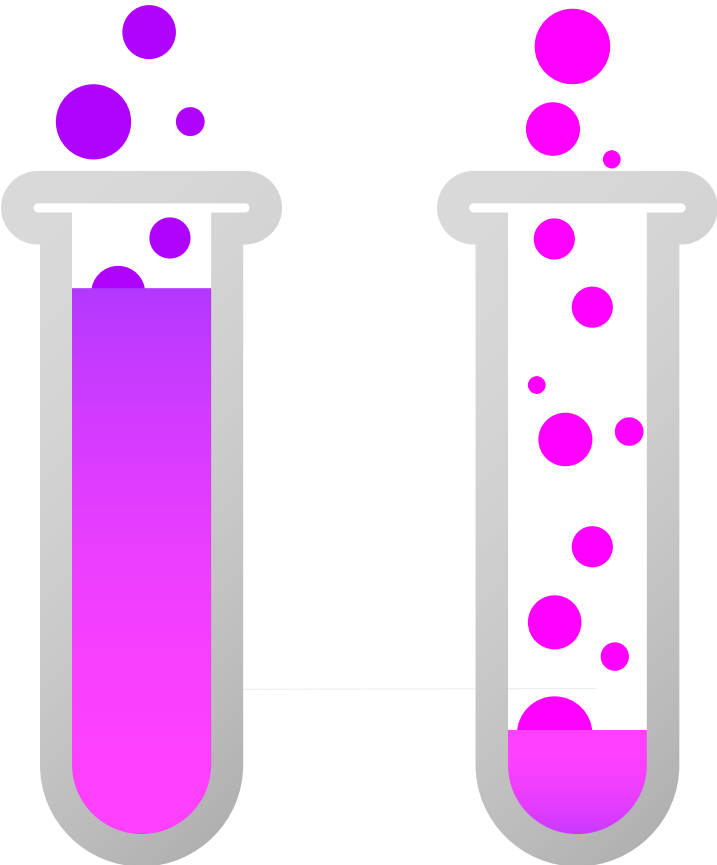
Review custom channel mapping for accuracy (1x/month)

Offline Channels

CHANNEL RULES	Maps to Channel & Subchannel	
SALESFORCE CAMPAIGN TYPE	CHANNEL	SUBCHANNEL
AppExchange	Other	AppExchange
Content Syndication	Other	Content Syndication
Free AppExchange Apps	Other	AppExchange
Offline Media	Direct Mail	
Other	Other	
Partner Marketing	Partner Marketing	
Public Relations	Other	
Referral Program	Other	Partner Program
Sponsored Events	Events	Sponsored Events
Telemarketing	BDR	Call
Pipeline Marketing	Partner Marketing	PipelineMarketing dot com
Field Marketing	Events	Field Marketing

Best practices for Online and Offline Channels

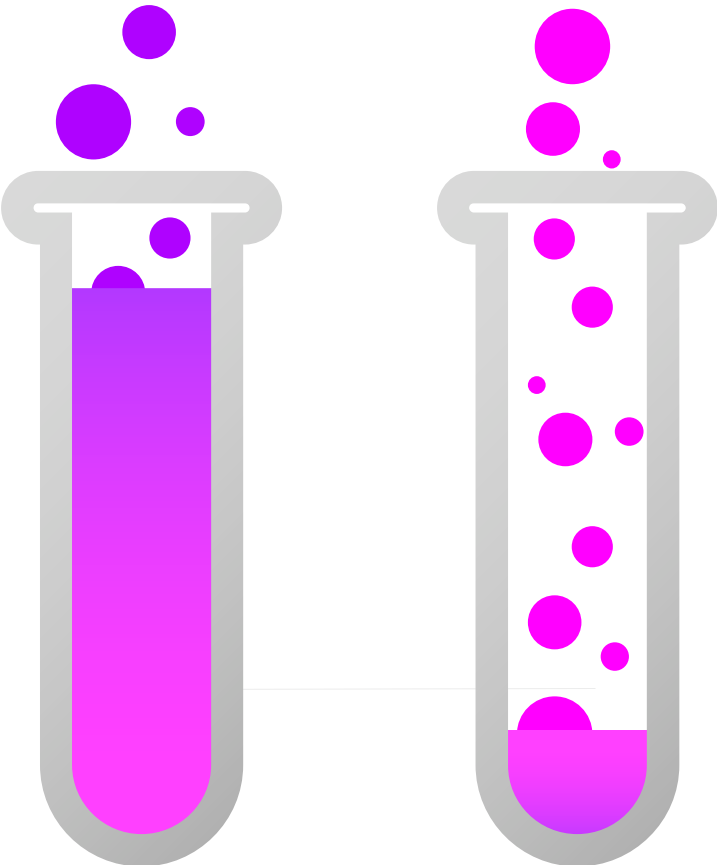
Sync Bizible Touchpoints for new offline campaigns (2x/month)



Initial Campaign Name	--None--
Enable Bizible Touchpoints	<input checked="" type="checkbox"/> Include all Campaign Members
Touchpoint Start Date	<input type="checkbox"/> Include only "Responded" Campaign Members
Touchpoint End Date	<input type="checkbox"/> Exclude all Campaign Members

Best practices for Online and Offline Channels

Evaluate touchpoint suppression settings (1x/quarter)



bizible My Account ¹ Discover Learn Ajay Sarpal ^v

Reporting

- Attribution Sett...
- Segments
- Marketing Spend
- Touchpoint Setti... ²**
- Touchpoint Fields

Channels

- Create Channels
- Online Channels
- Offline Channels

Integrations

- Connections
- Misc Tracking
- Ads
- Marketing Autom...

CRM

- Stage Mapping
- Leads
- Contacts
- Opportunities
- Activities
- Campaigns
- Custom
- General
- Accounts

Users

- View/Add Accoun...

Touchpoint Settings

No Settings Available

Remove Bizible Touchpoints from CRM ?

Field	Operator	Value	
<input type="text" value="-- Select Field --"/>	<input type="text" value="-- Select Operator --"/>	<input type="text" value="Enter Value"/>	<input checked="" type="checkbox"/> + <input type="checkbox"/>

+

Suppress Bizible Touchpoints from CRM ?

Field	Operator	Value	
<input type="text" value="-- Select Field --"/>	<input type="text" value="-- Select Operator --"/>	<input type="text" value="Enter Value"/>	<input checked="" type="checkbox"/> + <input type="checkbox"/>

+

Remove Bizible Attribution Touchpoints from CRM ?

Field	Operator	Value	
<input type="text" value="-- Select Field --"/>	<input type="text" value="-- Select Operator --"/>	<input type="text" value="Enter Value"/>	<input checked="" type="checkbox"/> + <input type="checkbox"/>

+

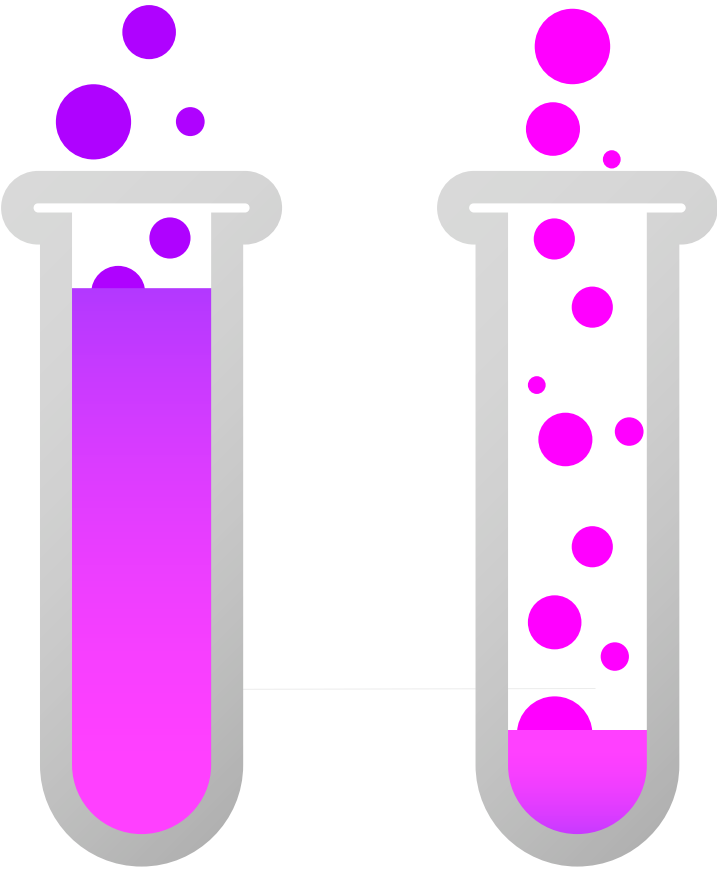
Suppress Bizible Attribution Touchpoints from CRM ?

Field	Operator	Value	
<input type="text" value="-- Select Field --"/>	<input type="text" value="-- Select Operator --"/>	<input type="text" value="Enter Value"/>	<input checked="" type="checkbox"/> + <input type="checkbox"/>

+

Best practices for Online and Offline Channels

Evaluate touchpoint suppression settings (1x/quarter)



Remove Bizible Attribution Touchpoints from CRM ?

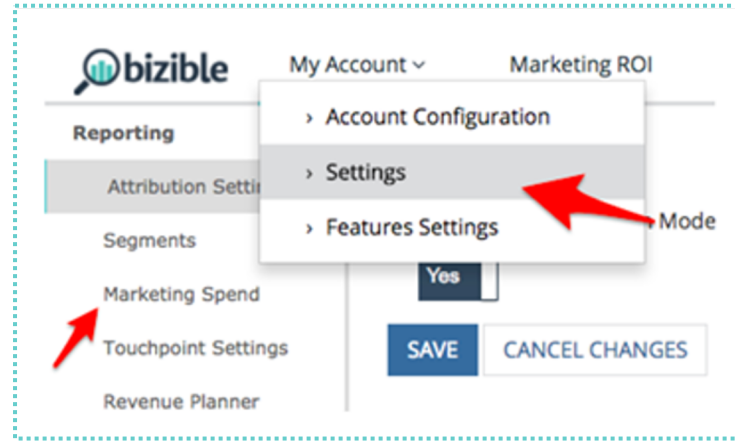
Field	Operator	Value		
Opportunity.StageName	matches any	Cancelled, Closed Lost	and	+
Opportunity.CloseDate	is less or equal than	12/31/2016		
Opportunity.RecordType.Name	is equal to	Renewal		+

+

Best practices for Online and Offline Channels

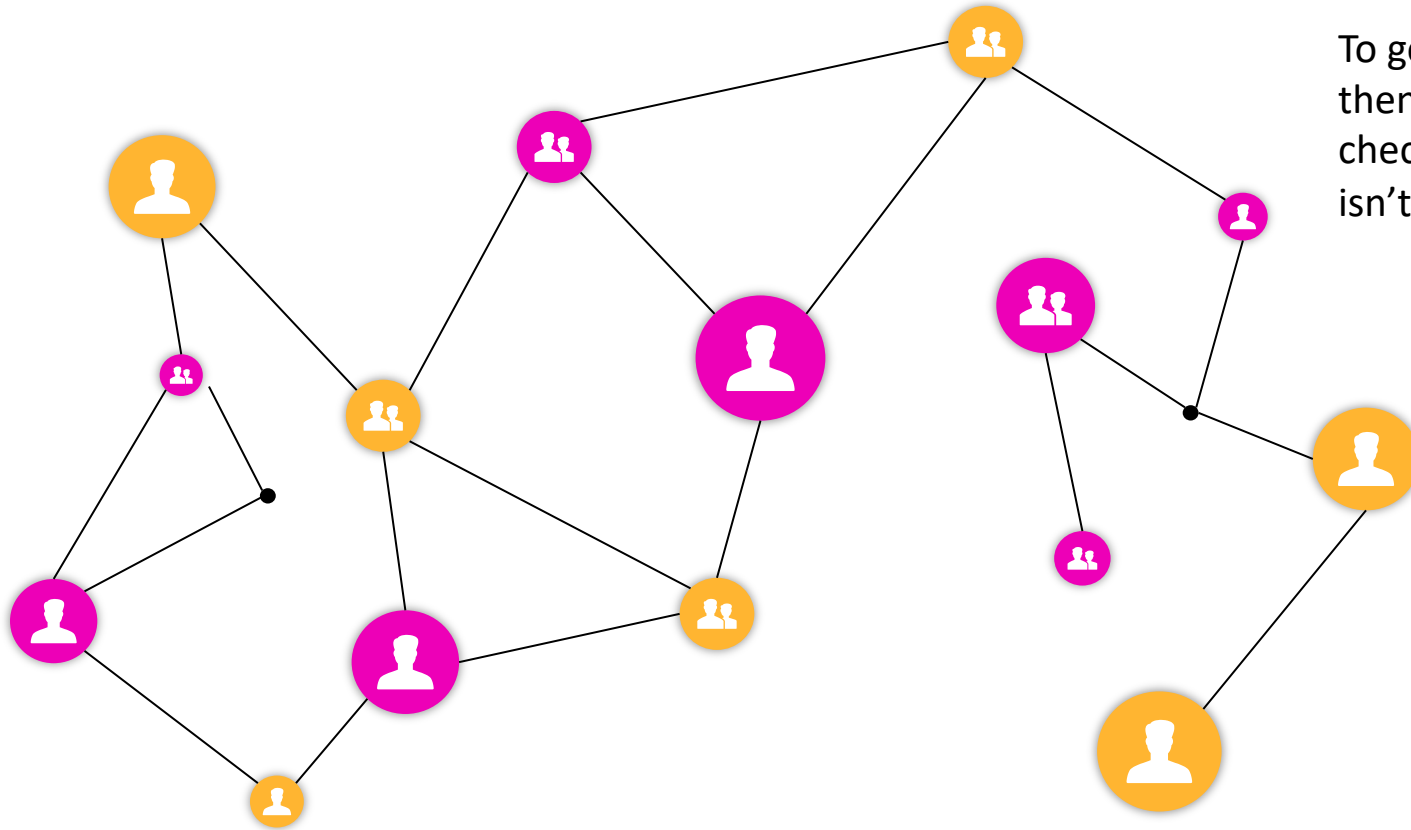


Upload spend for all channels (1x/month)



Update list of domains to track (1x/month)

How Tos and Best Practices for Tracking



To get started, write down all of your marketing channels and then put them into the “online” or “offline” bucket. Be sure to check with everyone on your marketing team to ensure there isn’t anything getting left out!

ONLINE	OFFLINE
Paid Search	Direct Mail
Paid Social	Tradeshaw
Organic Search	Inbound Call

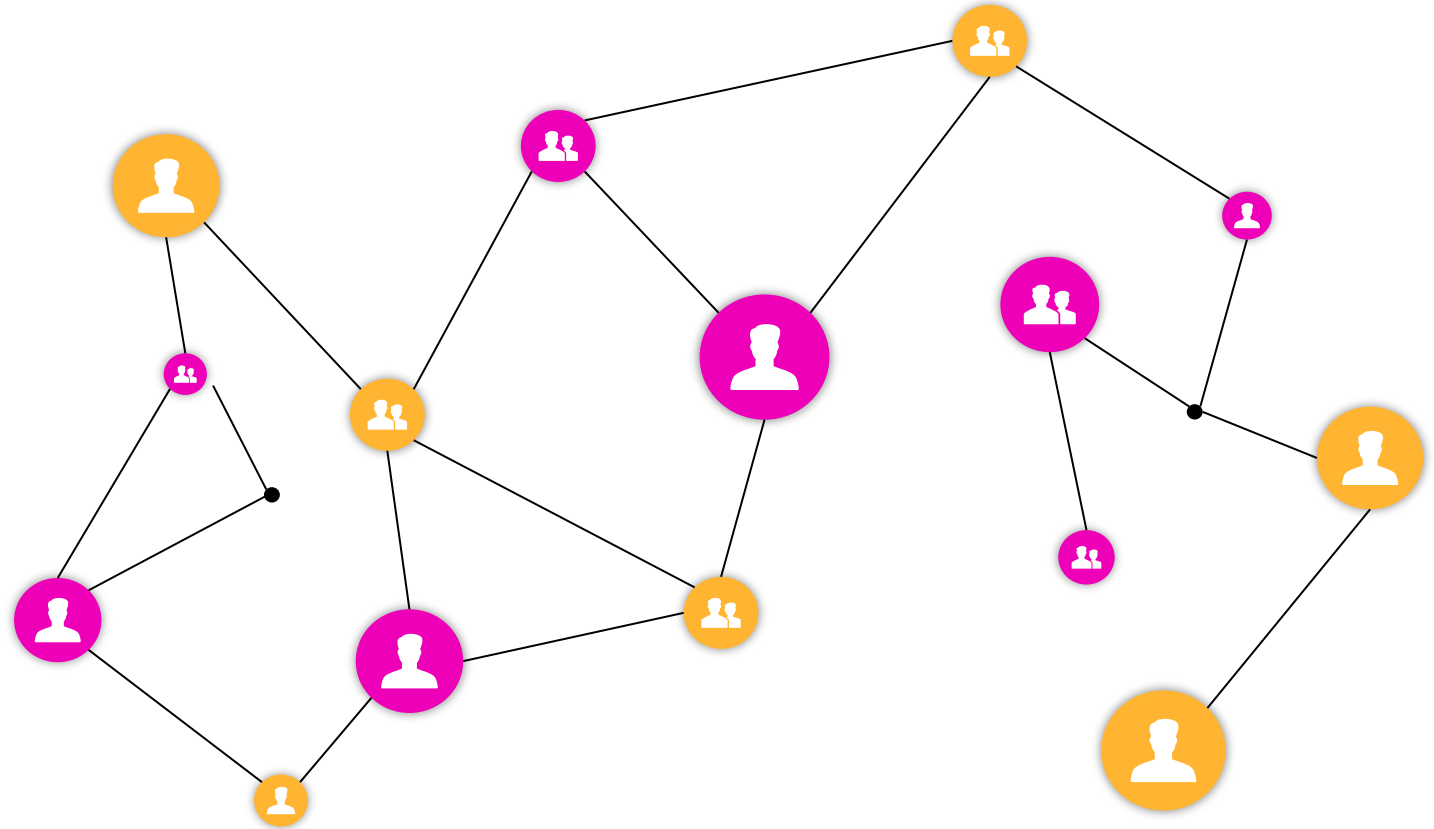
How Tos and Best Practices for Tracking

Pro Tip!

Offline channel logic is determined by the CAMPAIGN OBJECT

EXAMPLE:

- Campaign Type: “Event-Live-Show”
- Channel “Event” and
- Subchannel “Live-Show”



Offline Touchpoints

OFFLINE CAMPAIGNS + TOUCHPOINTS CHOICES:

- Include ALL Campaign Members
 - Include only “Responded Members”
 - Exclude all Campaign Members
-
- Responded status can be whatever your team wants it to be! Use cases where this is advantageous would be things such as live events, strategic gifting and tradeshows.

EXAMPLE 1:

- You are creating a campaign for prospect meetings held at a tradeshow event
- The campaign member statuses include:
 - Invited
 - Registered
 - Attended
 - No-Show
- Which of these statuses do we feel are meaningful?

Offline Touchpoints

- We decide the meaningful touch here is: Attended Status
- In our CRM campaign we can choose the **'include only "responded" campaign members'** option
- We then choose which campaign status equals responded (advanced setup)

Campaign Campaign_TEST
◀ Back to List

Campaign Members [10+] | Campaign Hierarchy [2] | Open Activities [0] | Activity History [0] | Opportunities [4] | Attachments [0]

Edit Delete Clone Manage Members Advanced Setup Bulk Update Touchpoint Date Import to SalesLoft

Campaign Owner		Status	In Progress
Campaign Name	:	Start Date	7/1/2018
Active	✓	End Date	9/30/2018
Parent Campaign	<a>2018_Q3_Events.L0	Enable Bizible Touchpoints	Include all Campaign Members
Type	Webinars	Actual Cost in Campaign	
Subtype			
Description			
Campaign Notes			

▼ Attributes

Classic

Status	In Progress
Start Date	1/1/2020
End Date	4/30/2020
Enable Bizible Touchpoints	Include only "Responded" Campaign Members
Actual Cost in Campaign	

Offline Touchpoints

- We decide the meaningful touch here is: Attended
- In our CRM campaign we can choose the **'include only "responded" campaign members'** option
- We then choose which campaign status equals responded (advanced setup)

Lightning

The screenshot displays the Salesforce Lightning interface for a campaign record. The record is titled 'TEST_CAMPAIGN' and is in the 'In Progress' status. The 'Details' tab is active, showing various fields for campaign configuration. A dropdown menu is open for the 'Enable Bizible Touchpoints' field, showing three options: '--None--', 'Include all Campaign Members', and 'Include only "Responded" Campaign...'. The 'Include only "Responded" Campaign...' option is selected. The 'Activity' tab is also visible on the right, showing filters and a message: 'No next steps. To get things moving, add a task or set up a meeting.' The interface includes a search bar, navigation tabs, and a 'Save' button at the bottom.

Field	Value
Campaign Owner	TEST OWNER
Campaign Name	TEST_CAMPAIGN
Active	<input checked="" type="checkbox"/>
Parent Campaign	TEST_CAMPAIGN
Type	Event- Tradeshaw
Subtype	Attended
Status	In Progress
Start Date	1/1/2020
End Date	4/30/2020
Enable Bizible Touchpoints	--None--
Actual Cost in Campaign	--None--

Offline Touchpoints

Here is where you want to go to access the “responded” statuses in your CRM Campaigns (this is a Salesforce example)

Campaign Members [10+] | Campaign Hierarchy [2] | Open Activities [0] | Activity History [0] | Opportunities [4] | Attachments [0]

Edit Delete Clone Manage Members ▼ **Advanced Setup** Bulk Update Touchpoint Date Import to SalesLoft

Classic

Status	Responded	Default
Invited	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Registered	<input type="checkbox"/>	<input type="checkbox"/>
Attended	<input checked="" type="checkbox"/>	<input type="checkbox"/>
No Show	<input type="checkbox"/>	<input type="checkbox"/>

Lightning

Member Status ↑	Is Default	Responded	Last Modified Date	Last Modified By Alias
1 Attended	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2/11/2020 8:29 AM	Kimberly Galitz
2 Invited	<input checked="" type="checkbox"/>	<input type="checkbox"/>	2/11/2020 8:29 AM	Kimberly Galitz
3 No Show	<input type="checkbox"/>	<input type="checkbox"/>	2/11/2020 8:29 AM	Kimberly Galitz
4 Registered	<input type="checkbox"/>	<input type="checkbox"/>	2/11/2020 8:29 AM	Kimberly Galitz

Edit Delete

Offline Touchpoints

OFFLINE CAMPAIGNS + TOUCHPOINTS CHOICES:

- Include ALL Campaign Members
 - Include only “Responded Members”
 - Exclude all Campaign Members
-
- Responded status can be whatever your team wants it to be! Use cases where this is advantageous would be things such as live events, strategic gifting and tradeshows.

EXAMPLE 2:

- You are creating a campaign for a postcard mailer you sent out
- The campaign member statuses include:
 - Sent
 - Responded
- Which of these statuses do we feel are meaningful?

Offline Touchpoints



Campaign Member Statuses (2)



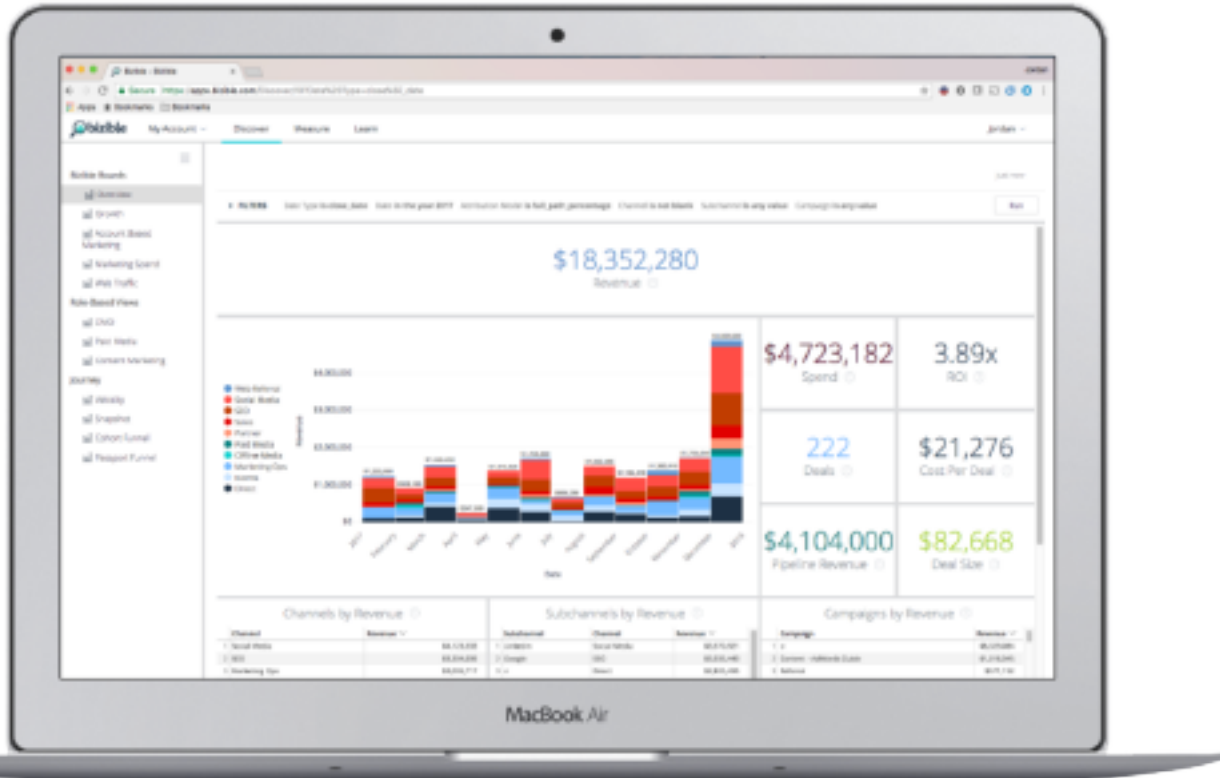
New

Change Default Status

2 items • Sorted by Member Status • Updated a minute ago

	Member Status ↑	Is Default	Responded	Last Modified Date	Last Modified By Alias	
1	Responded	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1/24/2020 8:08 AM	Kimberly Galitz	▼
2	Sent	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1/24/2020 8:08 AM	Kimberly Galitz	▼

[View All](#)



Various ways to get insights from Bizible:

Bizible Dashboards (Discover)

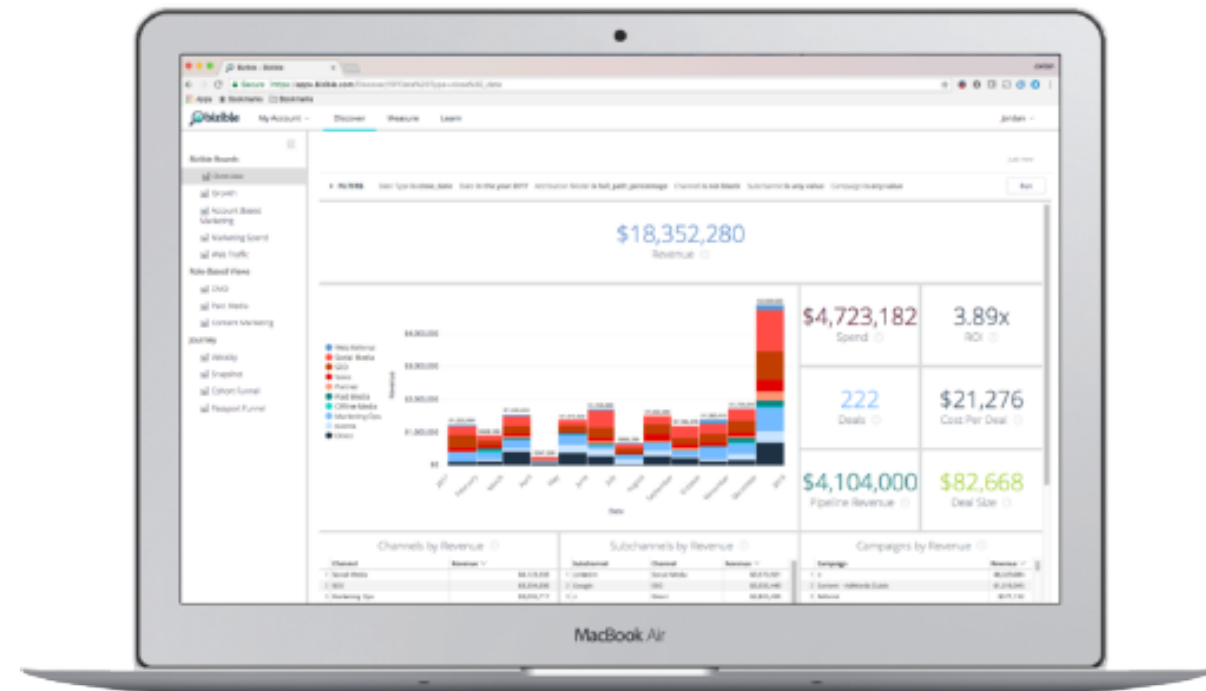
- Bizible Boards
- Role- Based Views
- Journey

CRM Reports
CRM Dashboards

Bizible Discover

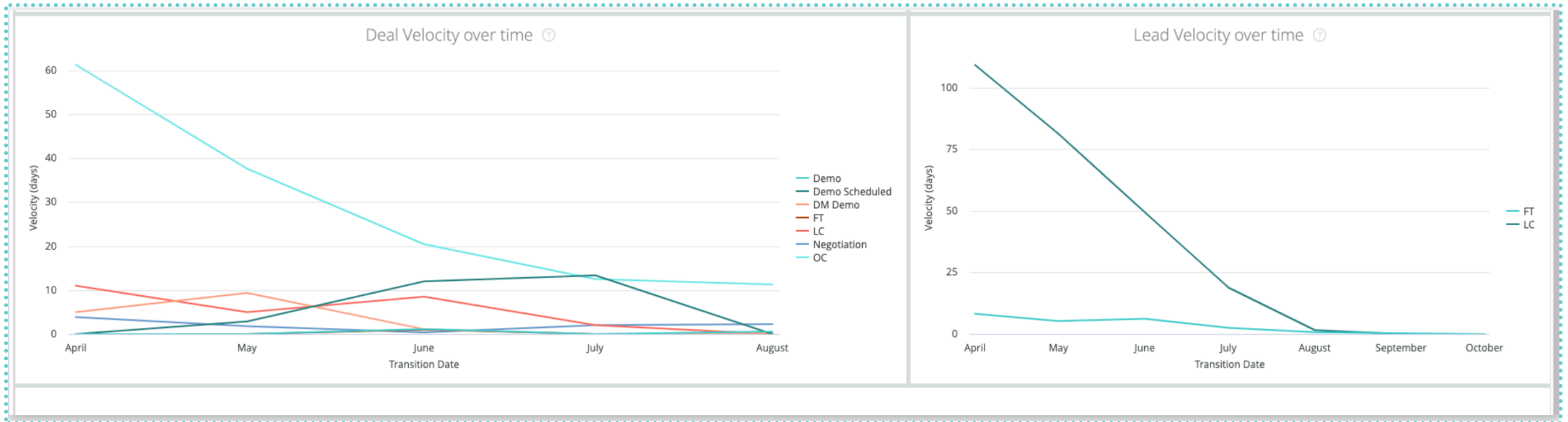
Bizible Discover Dashboard!

Get insights right here for Growth, ABM, Marketing Spend Revenue, deals, pipeline, opportunities, and leads, spend and ROI all by channel, and you can deep dive in a few clicks



Bizable Discover

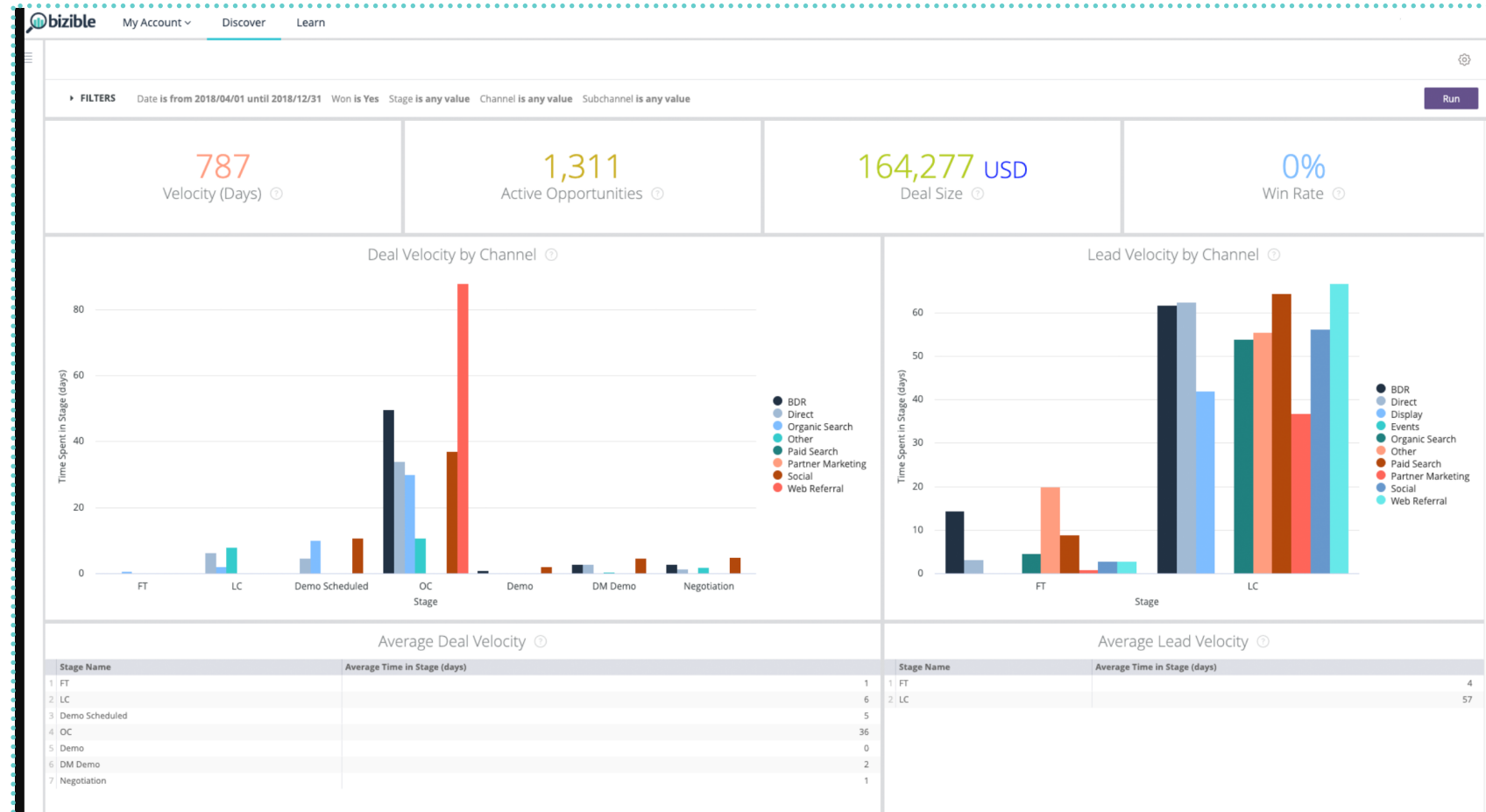
Bizable Discover: Deal Velocity



Bizible Discover

Bizible Discover: Deal Velocity



















Drill down into deal or lead velocity by channel



Reporting - Let's check out all the cool things you can do!

Bizible has these amazing out of the box reports in your CRM! Start here!

(in the Reports and Dashboards section, just type "101" in the search box)

Action	Name ↑	Folder	Created By
 	Bizible 101 Leads by Channel  Displays all leads grouped by their Marketing Channel. This report only works if the Touchpoints feature is enabled for Leads.	Bizible Touchpoint Reports	Admin, Salesforce
 	Bizible 101 Leads by ID  Displays touchpoint data for all leads. This report only works if the Touchpoints feature is enabled for Leads.	Bizible Touchpoint Reports	Admin, Salesforce
 	Bizible 101 Leads/Contacts by Channel  Displays all leads and contacts grouped by their Marketing Channel. This report only works if the Touchpoints feature is enabled for Leads.	Bizible Touchpoint Reports	Admin, Salesforce
 	Bizible 101 Leads/Contacts by ID  Displays touchpoint data for all leads and contacts. This report only works if the Touchpoints feature is enabled for Leads.	Bizible Touchpoint Reports	Admin, Salesforce
 	Bizible 101 Opportunities by Channel  Displays all opportunity touchpoints by their Marketing Channel.	Bizible Touchpoint Reports	Admin, Salesforce
 	Bizible 101 Opportunities by ID  Displays touchpoint data for all opportunities.	Bizible Touchpoint Reports	Admin, Salesforce

Reporting - Let's check out all the cool things you can do!

Bizable 101 | Leads by Channel – See which channel are driving the most leads! Top of the funnel measurement

Bizable 101 | Leads by Channel

Report Generation Status: Complete

Report Options:

Summarize information by: Marketing Channel Show All leads

Time Frame: Date Field Created Date Range This Week From 11/10/2019 To 11/16/2019

Run Report Show Details Customize Save As Printable View Export Details Add to Campaign Subscribe

Grouped By: Marketing Channel Sorted By: Marketing Channel

	Count - First Touch	Count - Lead Creation Touch	Count - U-Shaped
Marketing Channel: Advertising (5 records)	2.00	2.00	2.00
Marketing Channel: Email (5 records)	3.00	2.00	2.50
Marketing Channel: Event (40 records)	80.00	70.00	75.00
Marketing Channel: Organic Search (100 records)	82.00	73.00	80.00
Marketing Channel: Organic Social (5 records)	2.00	3.00	2.50
Marketing Channel: Other (5 records)	2.00	3.00	2.50
Marketing Channel: Paid Search (120 records)	80.00	70.00	75.00
Marketing Channel: Paid Social (5 records)	2.00	3.00	2.50
Marketing Channel: Referring Website (10 records)	1.00	3.00	2.00
Marketing Channel: Research (100 records)	80.00	70.00	75.00
Marketing Channel: SDR (5 records)	2.00	3.00	2.50
Marketing Channel: Website (100 records)	80.00	70.00	75.00
Grand Totals (500 Records)	416.00	372.00	394.00

Reporting - Let's check out all the cool things you can do!

Closed Won by Channel – see which channels are driving impact at the bottom of the funnel!

I always recommend you check the number of opportunities (use the really fun Power of 1 field to make sure you aren't double counting), look at your revenue in aggregate, and then weighted attribution models to see how they compare.

CLOSED WON BY CHANNEL		Opportunity: # Count Opportunity	Opportunity: Amount	Revenue - Full Path	Revenue - W-Shaped
<input type="checkbox"/>	Marketing Channel: Unicorn (30 records)	30	\$2,000,000.00	\$45,000.00	\$6,000.00
<input type="checkbox"/>	Marketing Channel: Advertising (70 records)	30	\$2,000,000.00	\$55,000.00	\$7,000.00
<input type="checkbox"/>	Marketing Channel: Display (60 records)	20	\$3,000,000.00	\$80,000.00	\$9,000.00
<input type="checkbox"/>	Marketing Channel: Email (40 records)	200	\$22,000,000.00	\$5,545,000.00	\$7,000,000.00
<input type="checkbox"/>	Marketing Channel: Event (40 records)	20	\$3,000,000.00	\$80,000.00	\$9,000.00
<input type="checkbox"/>	Marketing Channel: Organic Search (80 records)	30	\$9,000,000.00	\$900,000.00	\$12,000.00
<input type="checkbox"/>	Marketing Channel: Organic Social (50 records)	10	\$1,000,000.00	\$10,000.00	\$2,000.00
<input type="checkbox"/>	Marketing Channel: Other (40 records)	22	\$10,000,000.00	\$170,000.00	\$7,000.00
<input type="checkbox"/>	Marketing Channel: Paid Search (40 records)	170	\$18,000,000.00	\$270,000.00	\$12,000.00
<input type="checkbox"/>	Marketing Channel: Paid Social (60 records)	10	\$300,000.00	\$170,000.00	\$112,000.00
<input type="checkbox"/>	Marketing Channel: Website (60 records)	300	\$30,000,000.00	\$17,000,000.00	\$11,000,000.00
Grand Totals (570 records)		842	\$100,300,000.00	\$24,325,000.00	\$18,176,000.00

Reporting - Let's check out all the cool things you can do!

Drill down by Marketing Channel – Path to see exactly what is driving impact. In this example you can see for the channel event, specifically what events or what mediums are driving the most impact.

	Opportunity: # Count Opportunity	Revenue - Full Path	Opportunity: Amount	Count - Lead Creation Touch	Revenue - Lead Creation	Revenue - W-Shaped
<input type="checkbox"/> Marketing Channel - Path: Email.Event (9 records)	10	\$5,000.00	\$22,000.00	0.0	\$0.00	\$10,000.00
<input type="checkbox"/> Marketing Channel - Path: Event.Private Hospitality (45 records)	20	\$15,000.00	\$220,000.00	2.0	\$110,000.00	\$100,000.00
<input type="checkbox"/> Marketing Channel - Path: Event.Tradeshow (482 records)	100	\$15,000,000.00	\$50,000,000.00	50.0	\$10,000,000.00	\$10,500,000.00
<input type="checkbox"/> Marketing Channel - Path: Event.Webinar (45 records)	30	\$1,000,000.00	\$10,000,000.00	20.0	\$1,900,000.00	\$2,000,000.00
Grand Totals (581 records)						

Bizable – CRM Dashboards

SALESFORCE DASHBOARDS

- Top Blog posts
- Top Referring pages
- Top Events (by campaign)
- Top Visits (by asset)

b2b.digital.marketing.analytics		\$3
Total		\$75,992
<i>What are my top revenue generating Keywords?</i>		
Top Awareness Blogs		
Landing Page	Sum of Revenue - Custom Model	
www.bizible.com/blog/lead-generation-is-dead-pipeline-marketing-killed-it	\$281,940	
www.bizible.com/blog/infographic-periodic-table-b2b-marketing-attribution	\$150,720	
www.bizible.com/blog/marketing-attribution-models-complete-list	\$60,640	
www.bizible.com/blog/best-practices-utm-parameters-tagging-urls	\$30,480	
www.bizible.com/blog/b2b-marketing-attribution-heat-map	\$26,880	
www.bizible.com/blog/salesforce-campaign-attribution	\$23,904	
www.bizible.com/blog/b2b-industry-analysis-best-marketing-channels	\$17,400	
www.bizible.com/blog/bid/346327/How-to-Hack-Your-Salesforce-Campaigns-to-Get-Better-Metrics	\$17,160	
Total		\$609,124
<i>What are my top revenue generating Blogs?</i>		

SU - ABC Accounts - Mktg JF - Intl		\$32,455
Total		\$1,866,478
<i>What are my top revenue generating Social Ads?</i>		
Top Referrers		
Touchpoint Source	Sum of Count - U-Shaped	
reachforce.com	122	
business2community.com	38	
hubspot.com	21	
optimizely.com	16	
marketingprofs.com	11	
invoca.com	11	
b2bmarketingzone.com	8	
ringdna.com	7	
seattlebusinessmag.com	6	
wikipedia.org	4	
cmswire.com	3	
marketingcharts.com	3	
newbreedmarketing.com	3	
stfi.re	3	
Total		256
<i>What are my top revenue generating Referring Pages w/ out UTM Parameters?</i>		

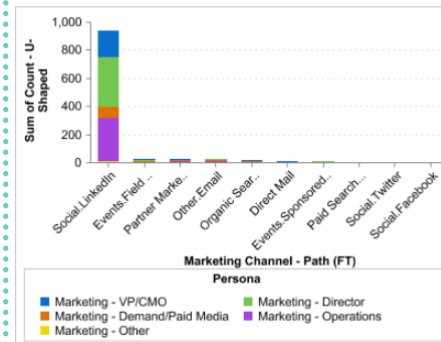
Top Events		Sum of Revenue - Custom Model
Ad Campaign Name		
2016 Demandbase (attendee list)		\$174,127
2016 Demandbase Virtual Event (all event attendees)		\$103,741
2016 #FlipMyFunnel - SF (attendees)		\$90,966
2016 MarketingLovesSales Attended		\$45,184
2016 ABM Ignite San Francisco Attended		\$38,528
2016 SaaStr (booth leads)		\$31,052
2016 MarTech (booth leads)		\$22,748
2016 Marketo Summit (booth demos)		\$14,794
2016 Marketo Summit Appointments		\$13,928
2016 #FlipMyFunnel - SF (booth demos)		\$12,293
2016 ABM Ignite Boston Attended		\$9,541
2016 MarTech Party (attended)		\$9,114
Total		\$566,016
<i>What are my top revenue generating Events?</i>		
Direct Visits by Asset		
Form URL	Sum of Count - U-Shaped	
info.bizible.com/definitive-guide-to-pipeline-marketing	40	
info.bizible.com/intro-guide-b2b-marketing-attribution	31	
info.bizible.com/b2b-marketing-operations-webinar-tealium	26	
info.bizible.com/demo	16	
info.bizible.com/report/2016-b2b-adwords-benchmarks	16	
info.bizible.com/account-based-marketing-webinar	14	
info.bizible.com/ebook/core-competencies-marketing-operations-leader	12	
info.bizible.com/2015-state-of-pipeline-marketing	12	
Total		165
<i>When people visit our site Web Direct, what content is most downloaded?</i>		

Bizible – CRM Dashboards

SALESFORCE DASHBOARDS

- Personas and MQL influence
- Top Paid Keywords
- Top Social Ads

(ABM) MQL Targeted Persona Volume



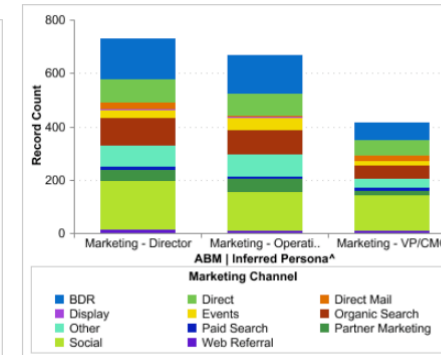
What channels are best at generating interest from targeted personas?

Top Paid Keywords

Keyword Text	Sum of Revenue - Custom Model
attribution modelling	\$32,580
bizible	\$27,135
[bizible]	\$11,020
pipeline marketing	\$1,740
"bizible"	\$803
"marketing attribution"	\$800
"brightfunnel"	\$557
"full circle insights"	\$432
"bizib"	\$418
account based attribution	\$280
[bizable]	\$212
marketing attribution	\$11
b2b digital marketing analytics	\$3
Total	\$75,992

What are my top revenue generating Keywords?

(ABM) MQL Targeted Persona by Channel



What sources are most impactful to our target personas?

Top Social Ads

Ad Campaign Name	Sum of Revenue - Custom Model
SU - ABC Accounts - Paid Media Skills	\$338,705
SU Blog - B2B Mktg1	\$313,366
SU Blog - ABC Accounts - Mktg JF	\$222,573
SU ABC Accounts - CMO JT	\$196,329
SU - CMO JT	\$187,494
SU - ABC Accounts - Mktg JF	\$124,101
SU - SaaS Skill - Mktg JF	\$100,654
SU - ABM Accounts - Mktg JF	\$85,543
SU - ABC Accounts - Mktg Ops Skills	\$72,174
SU - PM Accounts - Mktg JF	\$71,269
SU - ABC Accounts - Mktg Ops JT	\$62,610
SU - ABC Accounts - CMO JT	\$59,206
SU - ABC Accounts - Mktg JF - Intl	\$32,455
Total	\$1,866,478

What are my top revenue generating Social Ads?

(ABM) MQLs & Opps w/ CMO Touchpoints by Channel



What channels are best at reaching CMOs at Targeted accounts?

Top 10 Assets

Asset Name	Sum of Revenue - Custom Model
definitive guide to pipeline marketing	\$422,160
cmos guide to b2b marketing attribution	\$328,320
sopm 2016	\$155,326
2016 b2b adwords benchmarks	\$112,320
2015 state of pipeline marketing	\$97,260
b2b marketing operations webinar	\$86,400
marketers guide salesforce reports	\$86,400
adwords for lead generation	\$79,488
h1 2015 b2b adwords benchmarks	\$69,120
intro guide b2b marketing attribution	\$48,120

What are my top revenue generating Assets?

Top Events

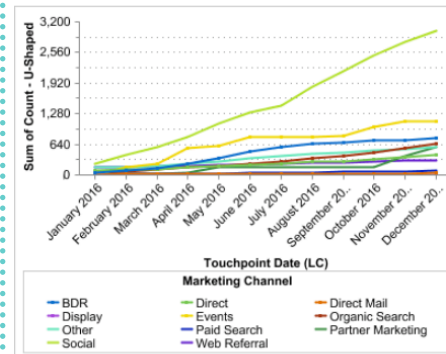
Ad Campaign Name	Sum of Revenue - Custom Model
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Bizable – CRM Dashboards

SALESFORCE DASHBOARDS

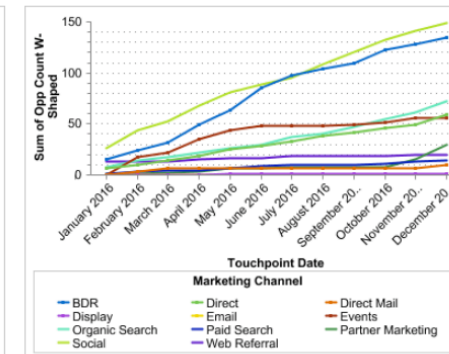
- MQL Volume
- Sales Qualified Volume
- Top Revenue by Channel
- MoM Comparisons

MoM - MQL Volume



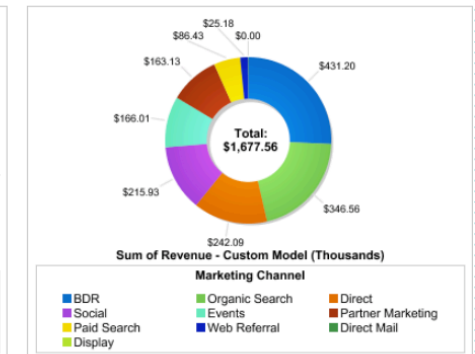
What top of the funnel channels are best at generating Marketing Qualified Leads?

MoM - SAO Volume



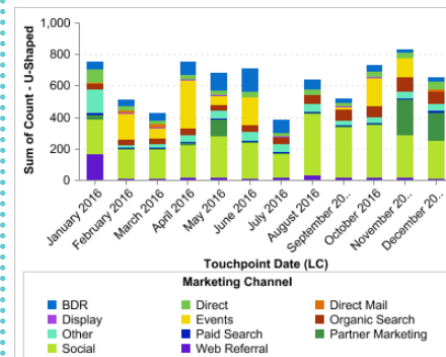
What channels are best at influencing Sales Accepted Opportunities?

Total Revenue from Marketing & Sales

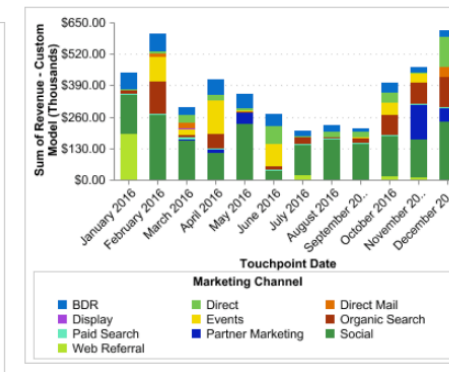


What channels generate the most revenue?

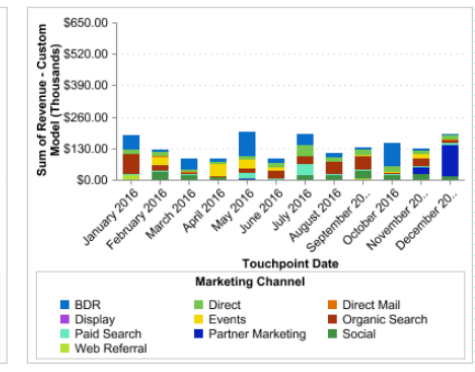
MoM - MQLs from Marketing & Sales



MoM - Pipeline Revenue from Marketing & Sales



MoM - Revenue from Marketing & Sales



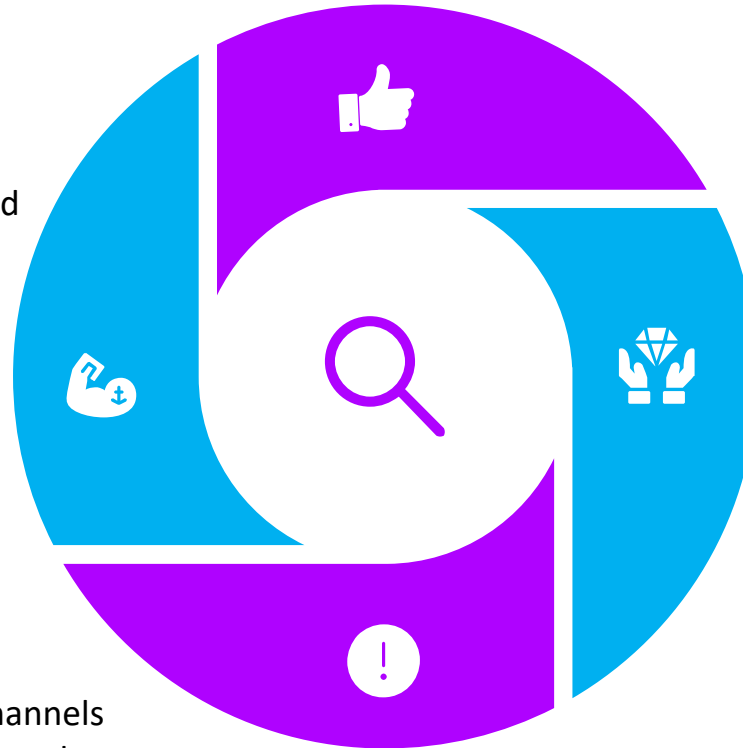
To sum it up...

1. We love Bizible because...

- You can prove marketing's impact
- The Full Path Model gives you extended benefits
- There are various ways to get insights from Bizible

2. You can track Online and Offline Channels

Being able to track online and offline channels gives you the ultimate flexibility and control



3. Online and Offline Channel Reporting

Many ways to slice and dice reports to show the impact of your online and offline channels

4. Questions?



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Questions?



Adobe



Adobe