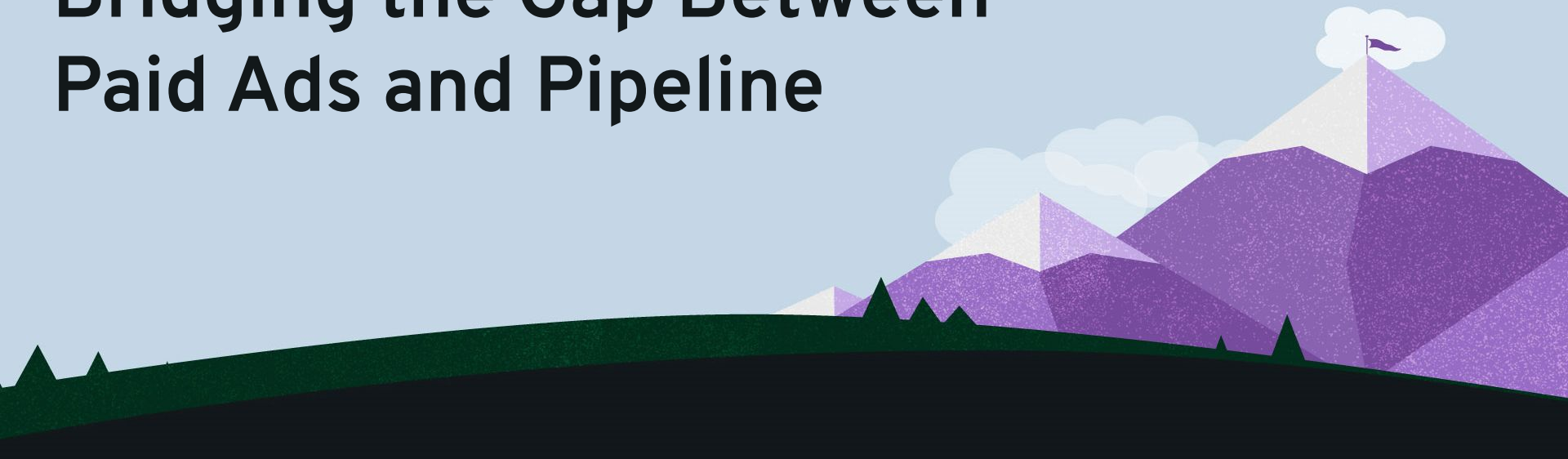


SESSION:

Bridging the Gap Between Paid Ads and Pipeline



Bridging the Gap Between Paid Ads and Pipeline

Intermediate | Admin



Jennifer Schneider
Qualified Success Architect
QUALIFIED



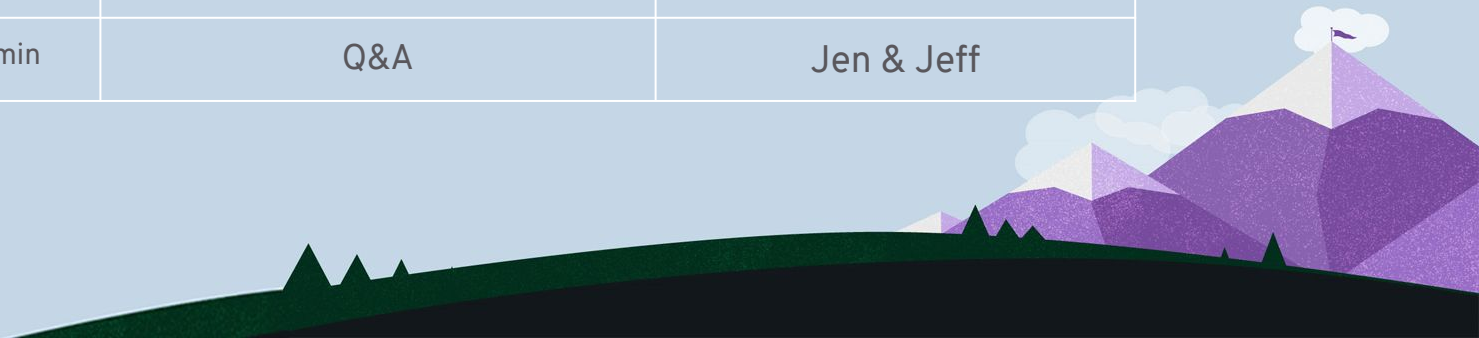
Jeff Ostenson
Lead Solutions Engineer
QUALIFIED



Speaker Agenda

What's going on here?

Time	Agenda	Who
2min	Intros	Jen & Jeff
13min	Customer Journey & Attribution	Jen
15min	Demo & Dashboard	Jeff & Jen
10min	Q&A	Jen & Jeff



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 Google Analytics

 **QUALIFIED**

68%

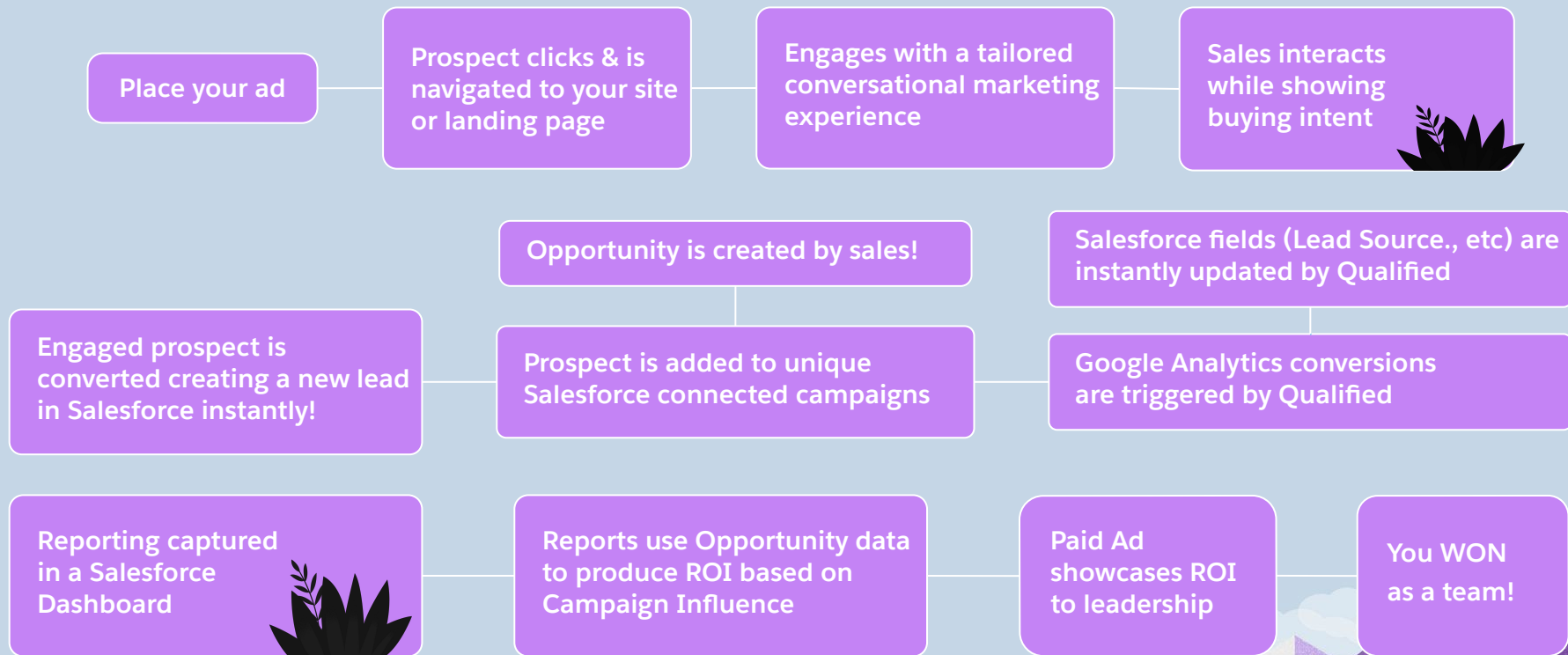
say improving the measurability of ROI is a top priority when it comes to data-driven strategies.*

9% of marketers rate their company's understanding of data-driven attribution as excellent.*



What if I told you it IS possible to attribute revenue to paid ad spend in Salesforce?

*According to a recent blog by [Marketing Evolution](#)



Attribution Framework

Build Your
Foundation

Curate Your
Experiences

Measure
Your ROI

Dashboard Demo 'Fever'





Build Your Foundation...

It all starts with the Campaign Object



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Pre -Requisites

- Pardot Lightning App Enabled
- Engagement History Report Type Creation
- Campaign Influence 2.0 Enabled & Report Type Creation
- Parent-Child Campaign set up for Qualified Experiences & for Paid Ads
- Taxonomy, Taxonomy, Taxonomy
- Revenue & Custom Campaign Fields



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Campaigns & Taxonomy

Building your Foundation

Qualified Experience Hierarchy

CAMPAIGN > QUALIFIED [PARENT]

Campaign Hierarchy

CAMPAIGN NAME

▼ [Qualified \[Parent\]](#) **current**

 [Qualified | Q1-20 LinkedIn Provider Choice Ad](#)

[Qualified | Q2-20 Facebook Healthcare Comparison Ad](#)

[Qualified | Q3-20 LinkedIn Healthcare Ad](#)

Paid Ads Hierarchy

CAMPAIGN > PAID ADS [PARENT]

Campaign Hierarchy

CAMPAIGN NAME

▼ [Paid Ads \[Parent\]](#) **current**

 [Q1-20 LinkedIn Provider Choice Ad](#)

[Q2-20 Facebook Healthcare Comparison Ad](#)

[Q3-20 LinkedIn Healthcare Ad](#)

Campaign Configuration & Custom Fields

Building your Foundation

Campaign Custom Fields

@ Campaign
Q3-20 LinkedIn Healthcare Ad

Details
Related
Engagement
Build

Campaign Owner Jennifer Schneider	Campaign Record Type Active
Campaign Name Q3-20 LinkedIn Healthcare Ad	Type Advertisement
Parent Campaign Paid Ads [Parent]	Status In Progress
Start Date 12/5/2019	Campaign Category DemandGen
End Date	Paid Ad Platform LinkedIn Ads
✓ Campaign Overview	
Budgeted Cost in Campaign \$5,000	Num Sent in Campaign 0
Actual Cost in Campaign \$7,000	Expected Response (%) 0.00%

Campaign Object | Workspace

[Step Inside Pardot Lightning](#)





Curating Your Experiences...

Align your Customer Journey





Align in a Digital-First World

- Create Specific Experiences That Extend the Digital Story
- Track Unique Conversion Custom GA Events
- Convert & Add members to Your Paid Ads Campaign Hierarchy Within Each Experience
- Use Campaign Statuses for an Extra Level of Detail in Your Reporting



Google Analytics



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Experience Management

You control what is a conversion & push to system of choice or both!

Add Custom Events & Triggers!



Track an Event

"Converted | Meeting Booked"



Add Members to Both Campaigns



Add to Salesforce Campaign

Qualified | Q3-20 LinkedIn Healthcare Ad



Add to Salesforce Campaign

Q3-20 LinkedIn Healthcare Ad





It's ALWAYS About ROI...

Let's get 'Geeky' with Salesforce Reporting



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Attribution & ROI

- Use Paid Ads Campaign Hierarchy to Understand Which Ad is Driving the Most Traffic to the Site
- Use Experience Campaign Hierarchy to Track Which is Converting Better
- Lead Attribution Qualified + UTM's (Lead & Contact Object)
- Campaign Custom Field Reporting for More Detailed Reports

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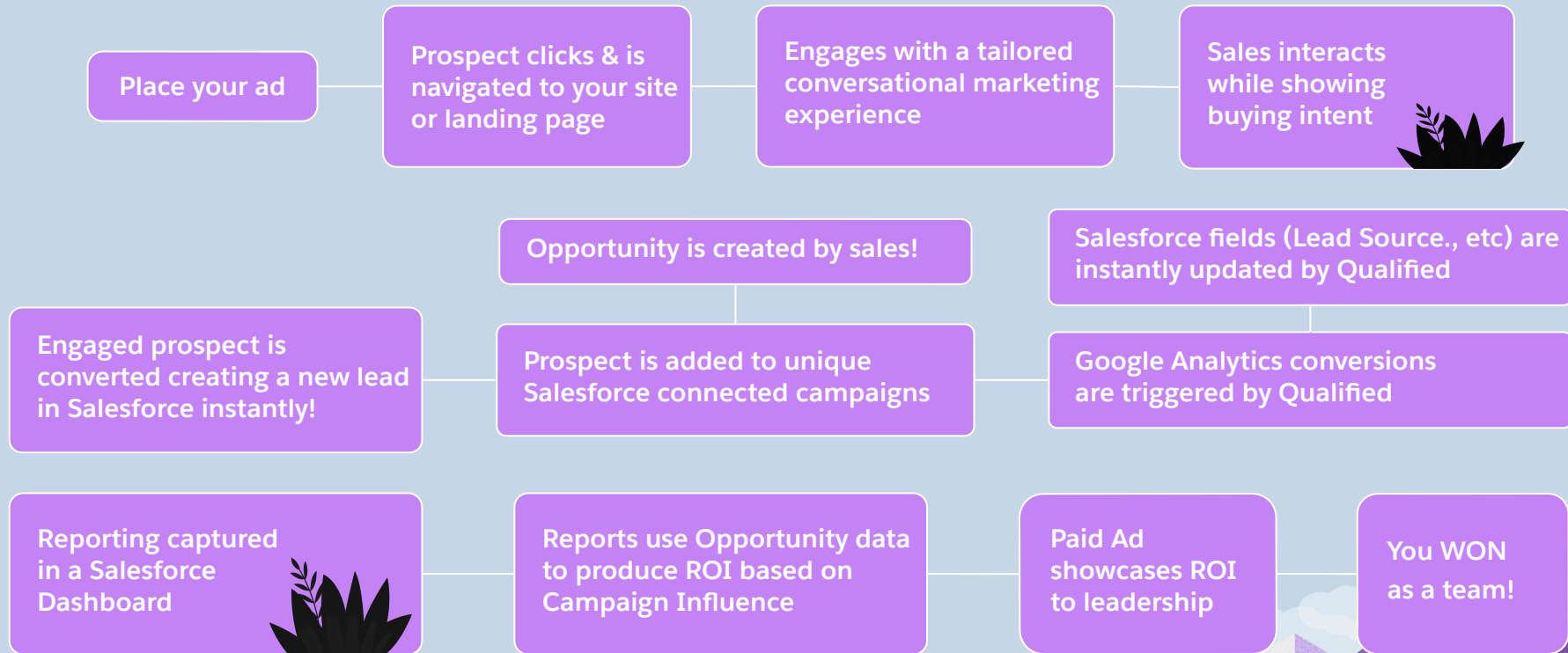
 Google Analytics



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Campaign Influence

- Pull Closed-Won Revenue From Opportunity Data Against Digital Spend of Paid Ad
- Open Opportunity With Stage and Revenue to Calculate Forecast
- Activity Reports to Pull in Conversion KPI's for Sales (Meetings Booked & Conversations)
- GA Custom Events for Additional Metrics





Qualified Demo Time

Click to be Enchanted!





Dashboard Demo Fever Time

[Click to Geek!](#)



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@jeffostenson



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