



# Marketing ROI Reporting: It's Not So Scary!

How to show marketing's impact,  
even when it feels daunting



Learn. Network. Grow.

**MParDreamin' 2022**

# Marketing ROI Reporting: It's Not So Scary!

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Marketing Programs, Calyx



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# Natasha Wetten

## Work Life

- 10+ years in marketing operations
- 6+ years experience with Pardot/MCAE
- 5+ years experience in the clinical research industry, currently at Calyx

## Life Life

- Pet parent to Doug, Rafa, & Nori
- Pickleball and volleyball player
- Home cook





# The Background

Last-touch

# Multi-touch Attribution

Attribution  
modeling

CRO

First-touch

CTR

MQL

***Most* marketing teams can't report on everything, everywhere, all at once.**



# ROI



# But...



**...I am a  
one-person  
MOPs team.**



**...I have limited  
budget for  
analytics tech.**



**...my leadership  
doesn't "get"  
marketing.**



# Starting Somewhere

# What are our goals?



Gain trust within the organization



Make better decisions with marketing spend



Better communicate with leadership

# Start with 3 Charts

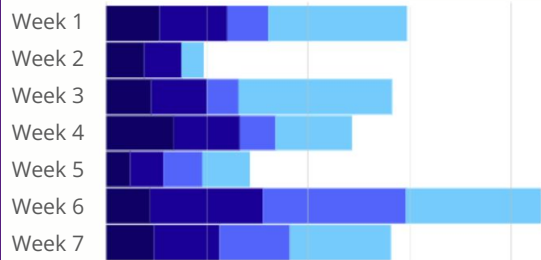


# Qualified Inbound Leads WoW (by type of inbound lead)

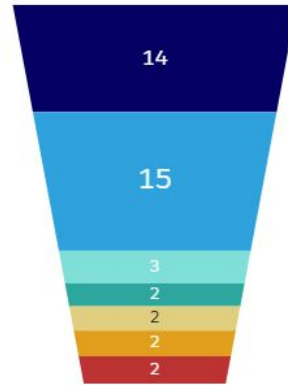
# of All Opportunities Generated by Marketing Activities (by stage)

# Closed Won Opportunities Generated by Marketing

# Start with 3 Charts



- Demo Request
- Live Chat
- Pricing Inquiry
- LinkedIn Lead Gen



- Initial Follow-up
- Active Follow-up
- Feasibility
- Negotiation
- Commitment to Buy
- Closed - Won

Closed Won

231

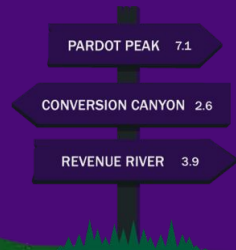
# How, how, how?!



*TL;DR: Customizable campaigns, a lead form, and Primary Campaign Source*



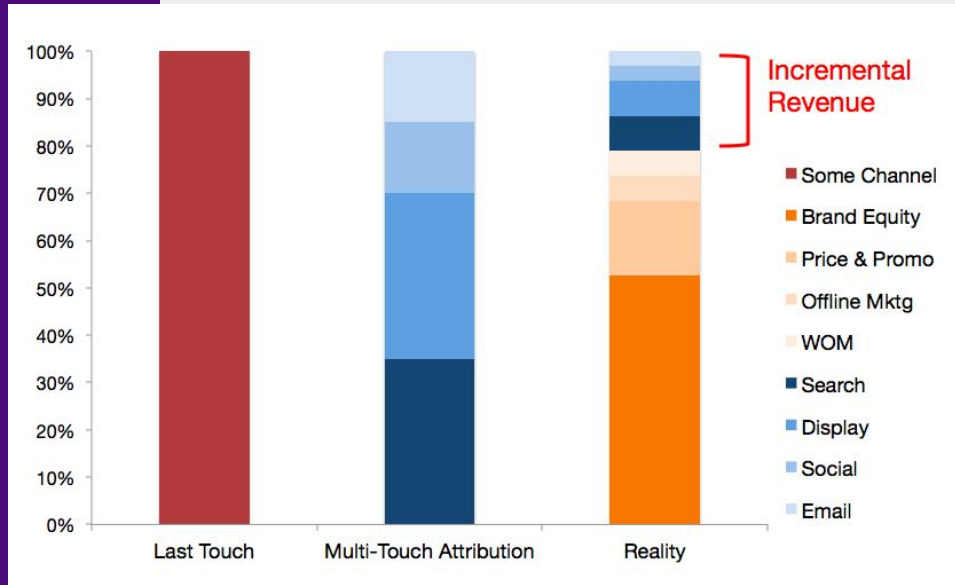
A whole lot of communication, compliance, and some manual check-ins





**What about the  
“I” in ROI?**

There's so much more, though!



[Source](#)



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# Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

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