



Boost Your Business Performance and Revenue With B2B Marketing Analytics



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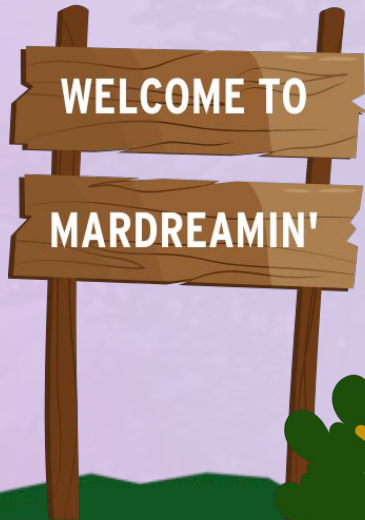
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 **GRIDMATE**

THE SPOT
by SERCANTE

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Agenda



- The Significance of Data-Driven Marketing
- Introduction to B2B Marketing Analytics
- Benefits of B2B Marketing Analytics
- Incorporating B2B Marketing Analytics into Your Strategy
- Real Life Examples
- Q&A

The Significance of Data-Driven Marketing



Some stats on how marketers feel about data driven reporting

38%

Are confident in their ability to use data to make marketing decisions

62%

of marketers say they lack the skills and knowledge to effectively use data

54%

of marketers say they don't have the right tools and technology to manage their data

Key benefits of using data-driven decision-making

**Improved
targeting and
personalization**

**Enhanced
efficiency and
resource
allocation**

**Comprehensive
customer
insights**



Examples of data-driven decision-making:

- Audience segmentation with targeted marketing campaigns
- Campaign optimization with KPI metrics and results
- Measuring ROI investments by channel and member response
- Improved A/B testing with design based on KPI



Introduction to B2B Marketing Analytics

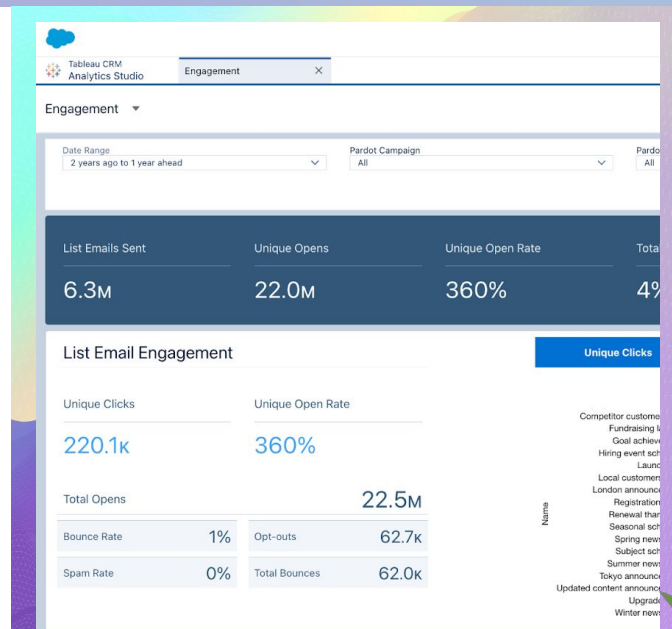


Quick B2BMA Overview

B2B Marketing Analytics is a CRM Analytics app that segments and visualizes your marketing *and* sales data. Included in Account Engagement additions Plus and above!

This tool provides insights into how marketing campaigns are performing and how they can improve their results.

B2BMA also allows marketers to create custom dashboards and reports to meet their specific needs.



Role B2BMA plays in gathering and analyzing marketing data



**Gain insights
into your
marketing
performance**

**Improve your
marketing
campaigns**

Increase ROI



Benefits of B2B Marketing Analytics



Reasons to Use B2B Marketing Analytics



Easy

Interactions and engagement are easier



Efficient

Faster Time to Results



Data-Drive Success

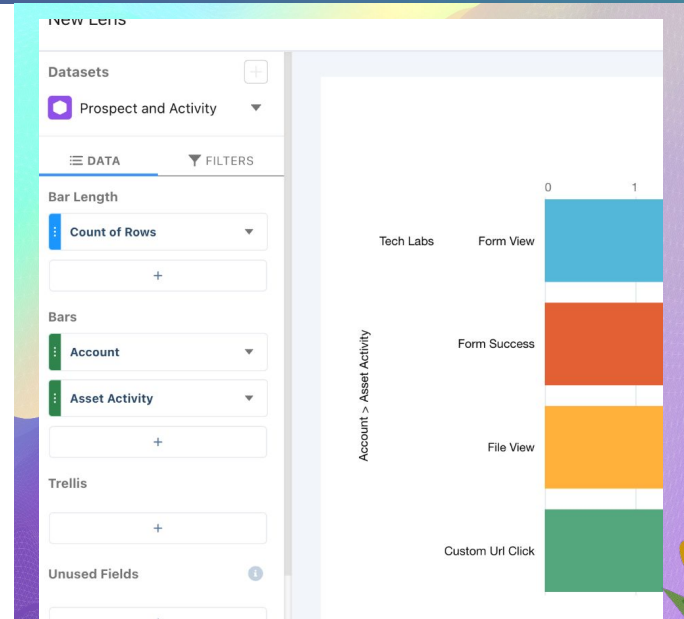
Using data to improve processes

Examples of B2BMA Benefits:

- Identify your most engaged leads by campaign
- Track the performance of your ABM campaigns
- Measuring ROI investments by channel and member response
- Improved Pipeline and lead source insight for lead generation efforts

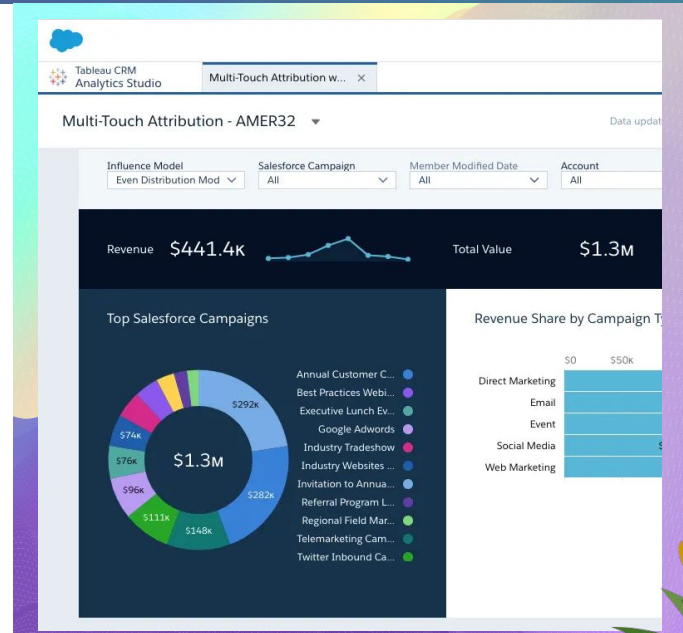
Customer Insights and Segmentation

- Activity by top Accounts
- Identify your most qualified leads
- Improved customer targeting



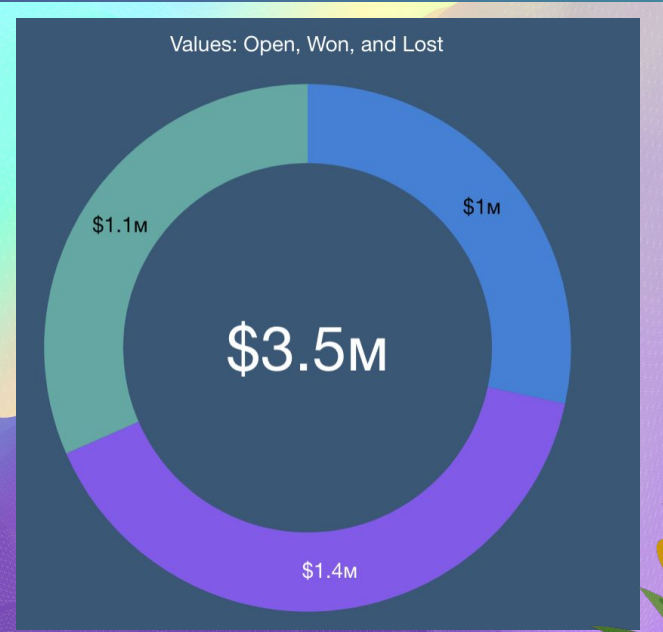
Campaign Performance Tracking

- Content Marketing
- Channel Efforts
- ABM Campaigns
- Nurture your leads more effectively
- Improved operational efficiency



ROI Measurement

- Pipeline Trending
- Expected and Actual Campaign Budget
- Visitor Conversion
- Leads in Hierarchy





Incorporating B2B Marketing Analytics into Your Strategy



Incorporating B2B Marketing Analytics into Your Strategy



Assess your
needs

Get buy-in from
stakeholders

Clean and prepare
your data

Incorporating B2B Marketing Analytics into Your Strategy



Install B2BMA

Train your team

Use the data!



Incorporating B2B Marketing Analytics into Your Strategy

- Start small
- Use what is OTB!
- Integrate with other Salesforce Objects
- Review, get feedback, and get buy-in!

Advice to make it work!

- Consistent source of truth
- What story are you trying to tell?
- Reporting should be accompanied with an action
- Data isn't there? Use automations!
- Share it in meetings



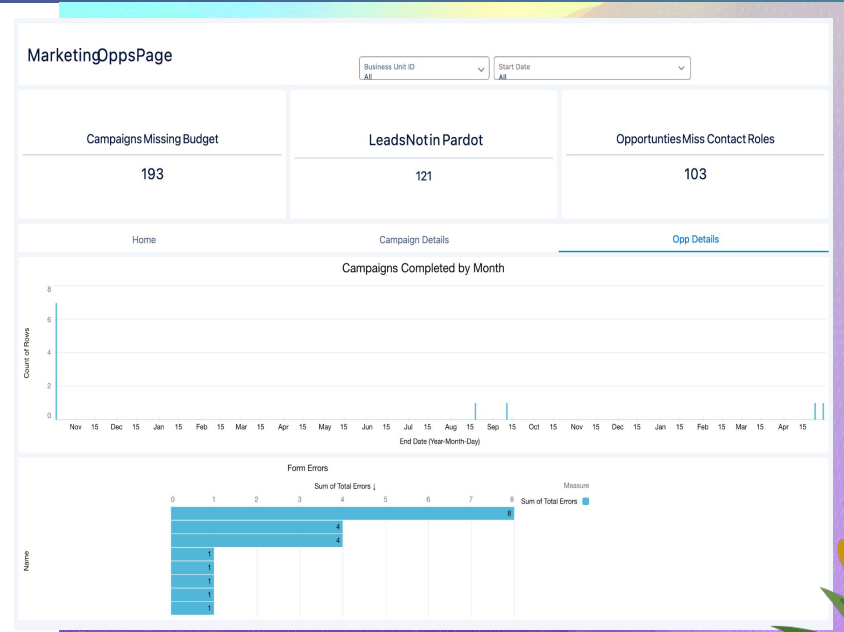


Real Life Examples



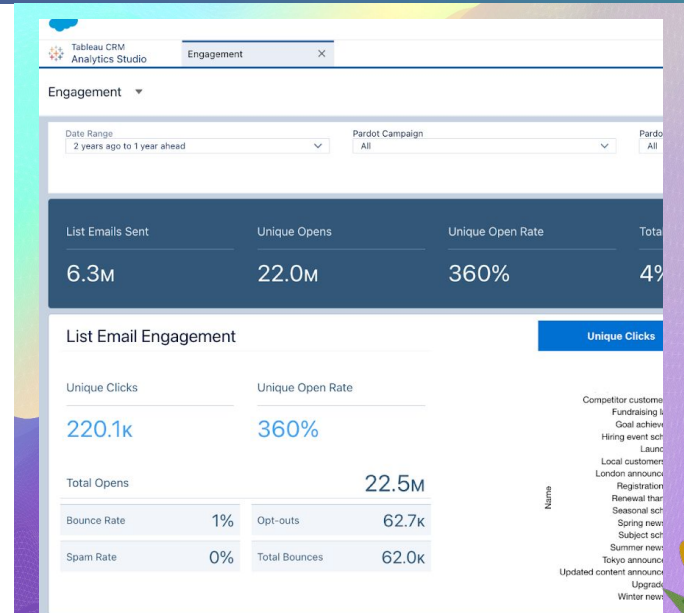
Marketing Operation Admin Reports

- Missing Budget
- Leads not in Pardot
- Opps without Contact Roles
- Form Errors



Demand Generation Team

- Combination of Campaign Details and Account Engagement Details
- Quantity and dollar value of what's coming in the pipe
- Quantity and dollar value of what was sold



The screenshot shows the Tableau CRM Analytics Studio interface for 'Engagement' data. It includes filters for 'Date Range' (2 years ago to 1 year ahead) and 'Pardot Campaign' (All). The main data table shows overall engagement metrics, and a 'List Email Engagement' section provides a detailed breakdown of email performance.

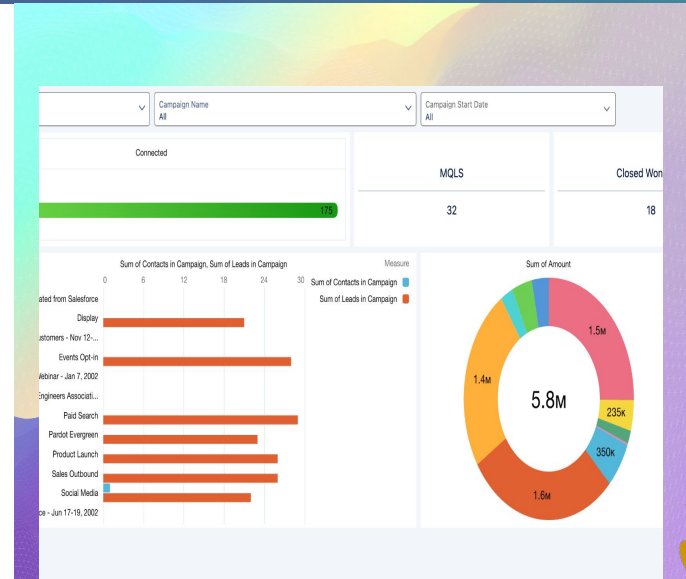
List Emails Sent	Unique Opens	Unique Open Rate	Total
6.3M	22.0M	360%	4%

List Email Engagement		Unique Clicks
Unique Clicks	Unique Open Rate	
220.1k	360%	
Total Opens	22.5M	
Bounce Rate	1%	Opt-outs 62.7k
Spam Rate	0%	Total Bounces 62.0k

Competitor customer
Fundraising 5
Goal achiev
Hiring event sch
Launch
Local customer
London announc
Registration
Renewal than
Seasonal sch
Spring new
Subject sch
Summer new
Tokyo announc
Updated content
Upgrade
Winter new

Sales and Marketing Dashboard

- Campaign Review | Number of contacts in campaign, number of opportunities created from campaign, total opportunity value from that campaign
- Opportunities won | (list and total dollar value) and which campaign they came from
- Trend of Opps won by year with Source Details
- Percentage of follow-ups from sales by campaign member



Recap!

1. Have a data-driven mentality with KPIs you track!
2. Incorporate B2BMA dashboards for easier benchmarking and quick time to results
3. Build in analytics as part of your marketing process
4. Review, get feedback, and get buy-in!





Q&A



Thank You!

