QUICK TIPS

Metrics that make a big difference.

How to start measuring—and proving—the value of your content and marketing campaigns.

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The past year has been a roller coaster for marketers, who have felt pressured to do more with less while preparing for future growth. Now, for many firms, that future growth has arrived. According to Deloitte's CMO survey, **CMO optimism has reached a score of 66.3**—a near-record high.

But capitalizing on heightened consumer demand requires robust marketing—and often bigger budgets. Many CXOs, though, prefer a lean approach to marketing. The problem is, they don't understand exactly how much marketing can affect the bottom line. And that's where metrics come in.

Performance metrics that show the return on investment (ROI) of every marketing dollar can help you advocate for the funds you need to succeed. They let you quickly identify the marketing programs that deliver the greatest business impact, so you can make better decisions and gain credibility with sales and leadership teams.

This fact sheet covers five quick tips for getting started with performance measurement, making a better case for marketing, and improving your results.

Tip #1: Don’t fixate on costs.

The worst kinds of metrics to use are cost metrics, because they frame marketing as a money sink. If you only talk about cost and budgets, then others will associate your activities primarily with expenses. Instead, focus your outward reporting on how marketing helps the company generate revenue and outgrow its competitors.

Tip #2: Define your metrics—and how you’ll measure them—upfront.

Every marketing program should be designed around measurables, with a clear idea of what, when, and how you will measure performance metrics. Ideally, these performance metrics should connect marketing performance to adding revenues or moving prospects further along their journey to purchase. Some examples of these types of metrics include average order value (AOV), conversion rates, sales lift, and ROI.

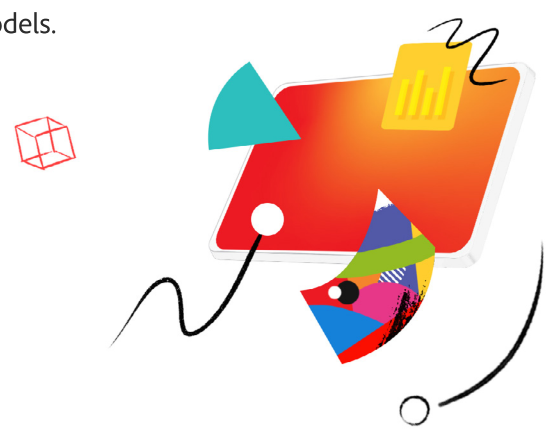
Tip #3: Choose a marketing attribution model.

Marketing attribution models are designed to help you map specific marketing activities to both revenues and sales pipeline. These models come in two flavors—single-touch and multi-touch.

Single-touch models give 100 percent of the revenue credit to one marketing touchpoint. Examples include first-touch models, which credit only the first marketing campaign or activity that a lead connects with, and last-touch models, which credit only the last marketing interaction before a deal is closed. These models tend to weigh a single interaction too heavily and may undervalue marketing activities that actually play a large impact in conversion from one or more parts of the funnel.

Multi-touch models divide credit among the marketing activities that happen during the buyer’s journey. They consider all the marketing channels that lead to a conversion (qualified lead, pipeline, revenue, and so on) and are necessary for teams supporting a more complex buyer’s journey.

Generally speaking, multi-touch models are more appropriate for most marketing organizations. But some marketing teams that focus on a handful of tactics may get useful information from single-touch models.



Tip #4: Rely on automation.

Many marketing teams use spreadsheets to track performance indicators for their entire marketing organization. However, this approach requires manual extraction and normalization of data from multiple systems—and it's typically so time-consuming that your reports may actually be out of date by the time your analysis is complete.

Marketing automation and attribution technologies can help you get performance metrics for all your activities in real time or near-real time, so you can keep tabs on what's working (and what's not) and continually optimize your strategies accordingly. In most cases, automated marketing attribution reporting pays for itself quickly by giving marketers the information they need to make better decisions.

Tip #5: Consider predictive technologies.

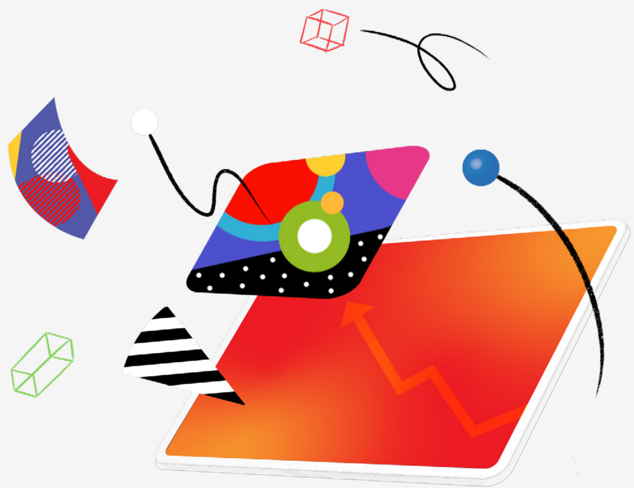
In addition to looking at how marketing programs performed in the past, you may also want to forecast their performance in the future. Some AI-powered marketing automation systems can ingest large amounts of customer and marketing performance data and help you make decisions such as which accounts to target and which contacts to invite to your next event.

Take the next step.

Adobe believes in the value of measuring marketing performance and offers a wide range of tools, technologies, and resources for doing it well. One of these tools is Bizible from Adobe, the industry's #1 B2B marketing attribution solution. Part of Adobe Experience Cloud, Bizible helps you prove and improve marketing impact while driving growth and ROI.

Watch the video

Visit the website



Adobe Experience Cloud

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Sources

"The CMO Survey: The Transformation of Marketing," Deloitte, 2021.