

Directive,

# Quarterly Business Review

July 21st, 2023

# Table of Contents & Glossary

- Performance Summary
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**NSM** = North Star Metric

**PPC** = Pay Per Click

**CRO** = Conversion Rate Optimization

**KPO** = Key Performance Opportunity

**CPA** = Cost Per Acquisition

**DSA** = Dynamic Search Ads

**SIS** = Search Impression Share

**RDA** = Responsive Display Ads

**OCT** = Offline Conversion Tracking

**GCLID** = Google Click ID

# Paid Media Quarter Breakdown

## NSM Review

71%

Q/Q Opps increase

24

Opportunities

\$2.8m

Pipeline Revenue

We set a goal of 16 Opportunities for FYQ2 and exceeded it by **50%**!

We had **10** of those Opportunities from paid search and **14** from paid social.

All told, the Opportunities created amounted to just over **\$2.8 million** in pipeline revenue.

## Q2 Performance

**\$212k**

Spend

-20% QoQ

**\$8.8k**

Cost per Opportunity

-53% QoQ

**24**

Opportunities

+71% QoQ

**\$2.8M**

Pipeline Generated

+55% QoQ

**13.2**

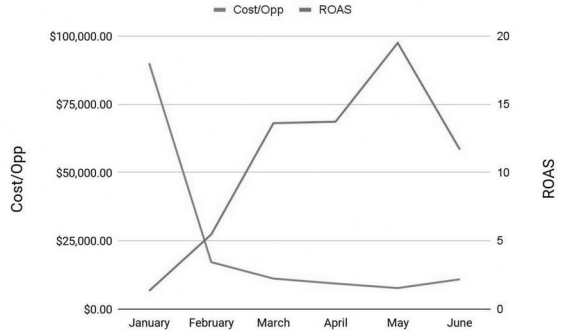
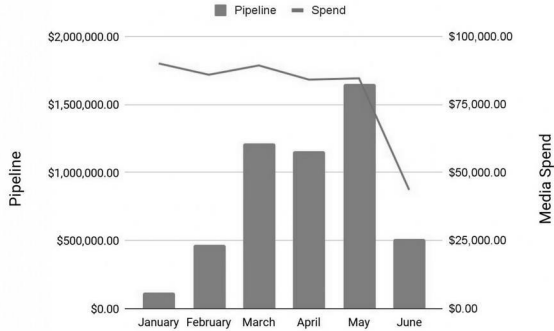
Pipeline ROAS

+94% QoQ

With a 50% smaller budget in June, we still blew Q1 out of the water.

We continued to maximize strong pipeline growth and efficiency QoQ as we optimized our budgets toward top pipeline drivers and continued iterating on our most successful campaigns.

# Constant Growth Until Budget Cuts



# Paid Media

## Q2

## Analysis

## Our strategy to drive pipeline worked well..

	Spend	Opportunities	Pipeline	Cost/Opp	ROAS
LinkedIn	\$98,559.78	14	\$2,090,000.00	\$7,039.98	21.21
Google	\$86,154.73	8	\$1,005,000.00	\$10,769.34	11.67
Bing	\$20,071.91	2	\$220,000.00	\$10,035.96	10.96
Capterra	\$3,476.75	0	\$0.00	N/A	0.00
StackAdapt	\$3,182.40	0	\$0.00	N/A	0.00
Reddit	\$974.84	0	\$0.00	N/A	0.00



## LinkedIn conversation ads were the biggest driver of success within Q2..

	Spend	Opportunities	Pipeline	Cost/Opp	ROAS
LinkedIn	\$98,559.78	14	\$2,090,000.00	\$7,039.98	21.21
Google	\$86,154.73	8	\$1,005,000.00	\$10,769.34	11.67
Bing	\$20,071.91	2	\$220,000.00	\$10,035.96	10.96
Capterra	\$3,476.75	0	\$0.00	N/A	0.00
StackAdapt	\$3,182.40	0	\$0.00	N/A	0.00
Reddit	\$974.84	0	\$0.00	N/A	0.00

Performance

Google started off with some MOF but ended the quarter with an increased focus on high-intent terms..

	Spend	Opportunities	Pipeline	Cost/Opp	ROAS
LinkedIn	\$98,559.78	14	\$2,090,000.00	\$7,039.98	21.21
Google	\$86,154.73	8	\$1,005,000.00	\$10,769.34	11.67
Bing	\$20,071.91	2	\$220,000.00	\$10,035.96	10.96
Capterra	\$3,476.75	0	\$0.00	N/A	0.00
StackAdapt	\$3,182.40	0	\$0.00	N/A	0.00
Reddit	\$974.84	0	\$0.00	N/A	0.00

Performance

**Bing provided a strong cost/opp but was sacrificed to focus on our high-volume pipeline drivers..**

	Spend	Opportunities	Pipeline	Cost/Opp	ROAS
LinkedIn	\$98,559.78	14	\$2,090,000.00	\$7,039.98	21.21
Google	\$86,154.73	8	\$1,005,000.00	\$10,769.34	11.67
Bing	\$20,071.91	2	\$220,000.00	\$10,035.96	10.96
Capterra	\$3,476.75	0	\$0.00	N/A	0.00
StackAdapt	\$3,182.40	0	\$0.00	N/A	0.00
Reddit	\$974.84	0	\$0.00	N/A	0.00

Capterra didn't provide us with the quality of lead that we were looking for..

	Spend	Opportunities	Pipeline	Cost/Opp	ROAS
LinkedIn	\$98,559.78	14	\$2,090,000.00	\$7,039.98	21.21
Google	\$86,154.73	8	\$1,005,000.00	\$10,769.34	11.67
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Capterra	\$3,476.75	0	\$0.00	N/A	0.00
StackAdapt	\$3,182.40	0	\$0.00	N/A	0.00
Reddit	\$974.84	0	\$0.00	N/A	0.00

## StackAdapt has given us more eyes on (Client) at a cheaper cost..

	Spend	Opportunities	Pipeline	Cost/Opp	ROAS
LinkedIn	\$98,559.78	14	\$2,090,000.00	\$7,039.98	21.21
Google	\$86,154.73	8	\$1,005,000.00	\$10,769.34	11.67
Bing	\$20,071.91	2	\$220,000.00	\$10,035.96	10.96
Capterra	\$3,476.75	0	\$0.00	N/A	0.00
StackAdapt	\$3,182.40	0	\$0.00	N/A	0.00
Reddit	\$974.84	0	\$0.00	N/A	0.00

Performance

## Reddit was a 'nice-to-have' but not a 'must-have' ..

	Spend	Opportunities	Pipeline	Cost/Opp	ROAS
LinkedIn	\$98,559.78	14	\$2,090,000.00	\$7,039.98	21.21
Google	\$86,154.73	8	\$1,005,000.00	\$10,769.34	11.67
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# LinkedIn Persona Performance

	Spend	Pipeline	Lead > Opp	Cost/Opp	ROAS
Analytics	\$11,632.68	\$700,000.00	14.29%	\$2,908.17	60.18
IT	\$32,660.99	\$300,000.00	8.82%	\$10,887.00	9.19
Business Intelligence	\$6,006.21	\$300,000.00	6.90%	\$3,003.11	49.95
Architect	\$6,950.36	\$180,000.00	5.56%	\$6,950.36	25.90
Business Leader	\$13,273.28	\$0.00	0.00%	N/A	0.00
Governance	\$9,363.32	\$0.00	0.00%	N/A	0.00

Our Analytics persona is where we see the most potential to drive pipeline..

	Spend	Pipeline	Lead > Opp	Cost/Opp	ROAS
Analytics	\$11,632.68	\$700,000.00	14.29%	\$2,908.17	60.18
IT	\$32,660.99	\$300,000.00	8.82%	\$10,887.00	9.19
Business Intelligence	\$6,006.21	\$300,000.00	6.90%	\$3,003.11	49.95
Architect	\$6,950.36	\$180,000.00	5.56%	\$6,950.36	25.90
Business Leader	\$13,273.28	\$0.00	0.00%	N/A	0.00
Governance	\$9,363.32	\$0.00	0.00%	N/A	0.00



IT has areas that we can pull back on..

	Spend	Pipeline	Lead > Opp	Cost/Opp	ROAS
Analytics	\$11,632.68	\$700,000.00	14.29%	\$2,908.17	60.18
IT	\$32,660.99	\$300,000.00	8.82%	\$10,887.00	9.19
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Architect	\$6,950.36	\$180,000.00	5.56%	\$6,950.36	25.90
Business Leader	\$13,273.28	\$0.00	0.00%	N/A	0.00
Governance	\$9,363.32	\$0.00	0.00%	N/A	0.00

We recently shifted away from BI but will look to revisit in Q3..

	Spend	Pipeline	Lead > Opp	Cost/Opp	ROAS
Analytics	\$11,632.68	\$700,000.00	14.29%	\$2,908.17	60.18
IT	\$32,660.99	\$300,000.00	8.82%	\$10,887.00	9.19
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Business Leader	\$13,273.28	\$0.00	0.00%	N/A	0.00
Governance	\$9,363.32	\$0.00	0.00%	N/A	0.00

## Business Leaders didn't drive the decision-makers we had hoped..

	Spend	Pipeline	Lead > Opp	Cost/Opp	ROAS
Analytics	\$11,632.68	\$700,000.00	14.29%	\$2,908.17	60.18
IT	\$32,660.99	\$300,000.00	8.82%	\$10,887.00	9.19
Business Intelligence	\$6,006.21	\$300,000.00	6.90%	\$3,003.11	49.95
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# We shifted search-focus in June

With a reduced June budget, we kept only bottom-of-funnel keywords alive.

The upper funnel efforts had driven no pipeline in the previous two months but was used to increase awareness of (Client) in users conducting early research around the service lines.

Spend

**-33%**

Conversion Rate

**+428%**

Cost/Opp

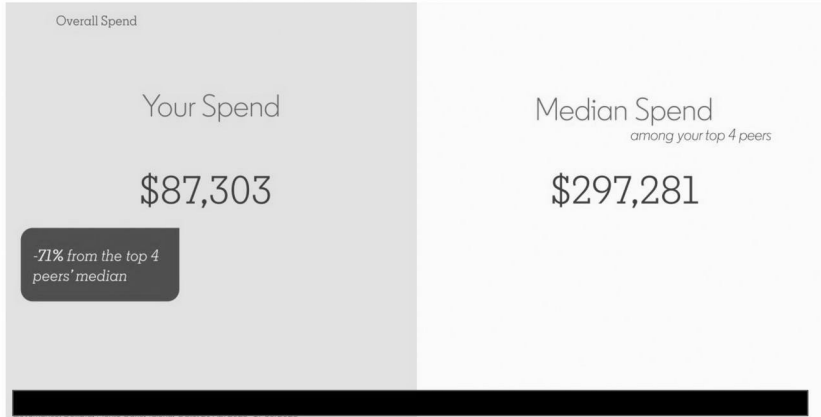
**-34%**

Search IS

**+8%**

**Directive,**

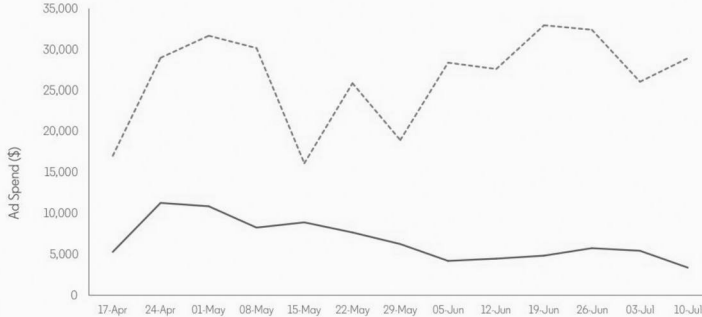
## ..but those budget cuts put us behind the competition



## ..but those budget cuts put us behind the competition

### Weekly Ad Spending

Manta vs Median from Top 4 Peers



# What Worked?

01

## Conversation Ads

Our incentivized conversation ads were the biggest drive of pipeline for the quarter and will continue to be the linchpin of our strategy.

Recent changes in ad format and placement does not look to have slowed our performance down.

02

## Shifting our Search Efforts to High-Intent

A \$90,000/month budget allowed us the freedom to educate and drive content downloads with our search efforts, but a \$45,000 does not.

Shifting to the bottom-of-funnel terms have led to huge performance improvements.

03

## Lighting Up Branded Search

We had initially launched our Q1 search strategy with no branded presence but quickly saw competitors in the space.

We have seen 7 Opportunities come from these campaigns since launch at a cost/opp of \$1,125.

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# What Didn't Work?

01

## Capterra

We did our best to trial serving to multiple category listings, honing on on one, and even adjusted bids to see if different placement of listings worked , but had little success.

Directories are a fantastic tool and we will revisit further down the line. For now, working with a reduced budget, we will keep these efforts on hold.

02

## We Saturated Our Main Drivers

Early in June, we saw our conversation ads performance slow down as we had looked to have saturated our niche audiences.

Expansion away from M&A companies alone has allowed us to expand our TAM and performance has picked up early in Q3.

03

## Business Leader Persona

Our Business Leader persona within our paid social campaigns was hypothesized to be a strong performing segment.

We saw little traction with zero pipeline driven and cost/lead >3X the account average.

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# Paid Media Strategic Opportunities

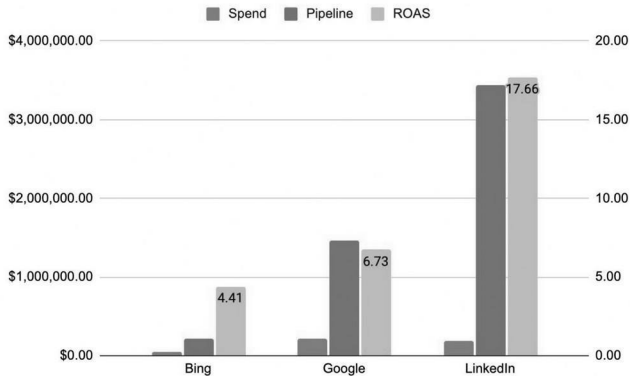
# Growth Efficiency is Key

# Keep The Platforms That Have Driven Success Alive

A 50% reduction in budget will lead to us trimming any 'nice-to-haves' out of our strategy.

LinkedIn has been key driver of pipeline to date. Google has become more efficient as we shifted focus.

Bing drove some success in Q2 and we will look to revisit some segments.



\*January 1 - June 30, 2023

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## Align Paid & Organic Efforts

While our campaigns are bottom-of-funnel focused, we are seeing high-intent keywords that are not producing pipeline.

More alignment with paid and organic search can allow (Client) to keep or increase presence in these spaces while allowing us to allocate budget to what is performing well but missing out on impression share.

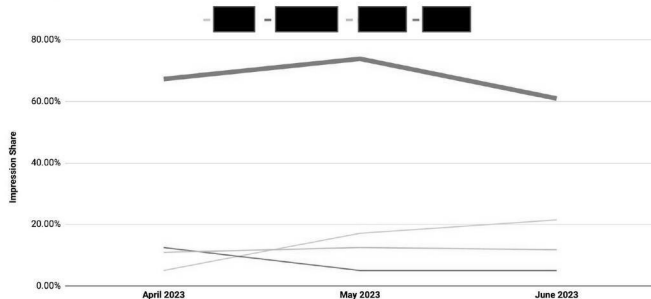
Keyword	Spend	Opps	Cost/Opp
	\$4,326.14	0	N/A
	\$4,204.20	0	N/A
	\$2,428.77	0	N/A
	\$2,166.63	0	N/A
	\$2,166.53	0	N/A
	\$2,105.92	0	N/A
	\$2,004.13	0	N/A
	\$1,965.17	0	N/A
	\$1,890.61	1	\$1,890.61
	\$1,798.71	0	N/A
	\$1,462.66	0	N/A
	\$1,198.18	0	N/A
	\$1,044.30	0	N/A
	\$1,001.90	1	\$1,001.90

# Protect Our Branded Space

We have seen our competitors pick up presence in our branded space within Q2.

We have the ability to drive the cheapest traffic and highest-intent users from these campaigns and they will be a focus.

We will sunset our [client] only campaign as we see little return and not much relevant competitive in that space.



\* does not include NA - Brand [client]

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# We Have More Search Levers To Pull

We're currently targeting all devices within our campaigns but only Computers have driven pipeline this quarter. We will look to pause all devices aside from Computers moving forward.

Another avenue we can dig deeper into is our location targeting. The US was responsible for 8 of our 9 search opportunities at a 23% lower cost/opp.



Device	Opps	Cost
Tablets	0	\$350.77
Computers	9	\$68,090.11
Mobile phones	0	\$16,721.24

Location	Opps	Cost
United States	8	\$73,250.28
Canada	1	\$11,911.84

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# Diversify Our Sponsored Content

Since our rebrand, we have served document ads as our sole source of SPC. We have found these to be expensive and, while they responsible for an opportunity within May (\$5.3K/opp), we feel the need to diversify our content to keep things fresh for our users.

Directive's recent addition of ZoomInfo opens the door on getting creative with our SPC targeting.

For example, audiences based on companies using our competitors' software could be served a highly relevant comparison ad.



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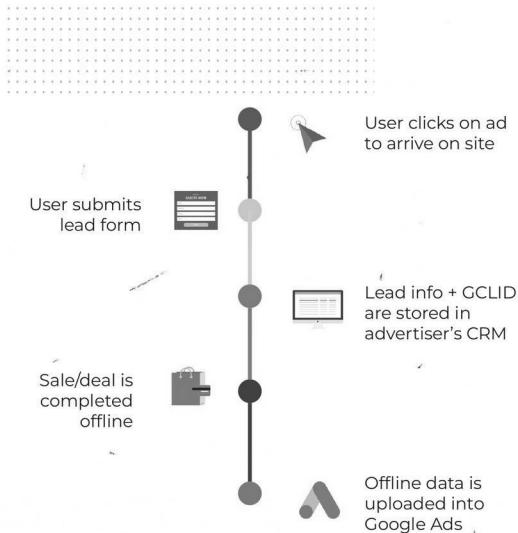
# Leverage OCT to Optimize Toward Singular Pipeline Actions

Google's machine learning capabilities are only as good as the information we provide it. This is why Offline Conversion Tracking (OCT) is crucial to long-term success.

Our campaigns are currently optimizing toward lead form submissions are our pipeline metrics are too low volume.

We will look to introduce a conversion action attached to a lead stage earlier than the opportunity as it will have greater volume.

**Option:** *Lead: Approaching*



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# Leverage Our Upcoming Video Assets

The creation of our brand and product videos will give us assets to drive impactful SPC on LinkedIn.

Video is a generally cheaper avenue versus any lead gen objective SPC that we are currently running.

We can use engagement here for retargeting with the use of our conversation ad campaigns.



# Video campaigns drive TAM saturation, continuous lead generation & pipeline growth

## 01 Awareness Ads

Prospect clicks into a video in their LinkedIn feed.



Build Retargeting  
Audience List

## 02 Interest Nurture

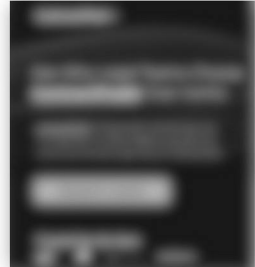
Retarget Audience with video content that validates your product and increases brand consideration.



Continue to retarget ICP.  
Repeat until ICP converts.

## 03 Demo & Evaluation

Introduce new video content to drive new lead to website to learn more and request a demo.



## 04 Customer Generation

Fills out contact form and speaks with sales.

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# Paid Media Strategy



## Q3 and Beyond - Drive More Pipeline

Q2 was a highly successful quarter with our efforts exceeding expectations in terms of opportunities and pipeline.

With a 50% smaller budget in Q3, we have to continue to focus on what has driven pipeline to date, and move away from what has not.

**Our primary focus will be growth efficiency.**

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## (Client) Target

10

Opportunities

\$13.5K

Cost/Opp

With a **50% reduction in budget**, (Client) has set a goal of **10 opportunities** for Q3.

This would see our efforts **become less efficient** with a **58% reduction in opportunities** and a **53% increase in cost/opps** QoQ.

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## Directive NSM

15

Opportunities

\$9K

Cost/Opp

With little visibility into performance previous to Directive efforts and no indication of seasonality, our projection is based on the past two quarters of fully-managed Directive campaigns.

March was the first full month of our current strategy (\$11,170 Cost/Opp)  
Q2 saw a huge increase in pipeline volume and efficiency (\$8,850 Cost/Opp)

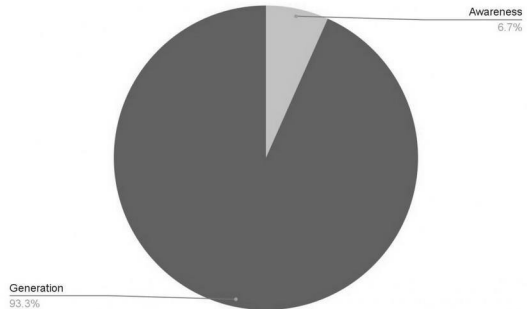
We have set an **ambitious goal to over exceed (Client's) opportunities target by 50%** and only see a **1.7% increase in Cost/Opp** working with a significantly reduced budget.

**Directive,**

# Continued Budget Refinement

Our budget will be concentrated in historically strong drivers of performance.

This budget strategy allows for a focus on performance and pipeline while accounting for the need to increase awareness and familiarity of (Client) within our ICP.



# Q3 Campaign Media Plan

Funnel Stage	Objective	Channel	Region	Platform	Campaign	Audience	Monthly Budget	% of Total Budget
Bottom ▾	Lead Generation ▾	Paid Search ▾	NA	Google	Brand	Brand keywords	900.00	2.00%
Bottom ▾	Lead Generation ▾	Paid Search ▾	NA	Google	Non-Brand	Non-brand keywords	16,100.00	35.78%
Bottom ▾	Lead Generation ▾	Paid Social ▾	NA	LinkedIn	Conversation Ads	Analytics Persona	7,000.00	15.56%
Bottom ▾	Lead Generation ▾	Paid Social ▾	NA	LinkedIn	Conversation Ads	Business Intelligence Persona	3,000.00	6.67%
Bottom ▾	Lead Generation ▾	Paid Social ▾	NA	LinkedIn	Conversation Ads	Architect Persona	2,500.00	5.56%
Bottom ▾	Lead Generation ▾	Paid Social ▾	NA	LinkedIn	Conversation Ads	IT Persona	6,000.00	13.33%
Bottom ▾	Lead Generation ▾	Paid Social ▾	NA	LinkedIn	Conversation Ads	Governance Persona	2,500.00	5.56%
Bottom ▾	Lead Generation ▾	Paid Social ▾	NA	LinkedIn	SPC	All Personas	2,500.00	5.56%
Top ▾	Engagement ▾	Paid Social ▾	NA	LinkedIn	Video	All Personas	1,500.00	3.33%
Middle ▾	Retargeting ▾	Paid Social ▾	NA	LinkedIn	Single Image SPC	Retargeting	1,500.00	3.33%
Middle ▾	Awareness ▾	Programmatic ▾	NA	StackAdapt/6sense	Display / Native	Analytics / IT / Governance Persona	1,500.00	3.33%



# Google Next Steps

01

## Keyword Refinement

Align with (Client) on H2 focus for organic keywords and pause what has not driven efficient performance to date.

Focus here will be on non-branded efforts but our [client] campaign will also be sunset for efficiency purposes.

02

## Campaign Conversion Objective

Create new conversion actions based on sales funnel stages previous to opportunity.

Increased volume here will allow us to optimize our campaigns toward these actions versus online-only behavior.

03

## Expansion Opportunities

While keeping efforts efficient, test out the efficacy of new verticals.

Our Business Intelligence persona had a strong end to Q2 and we will look to leverage that insight into an appropriate search campaign.

# LinkedIn Next Steps

01

## **Exclude, Exclude, Exclude**

With the recent expansion of our TAM, we say a significant increase in the size of our audiences.

Constant job title exclusions and further refinement of exclusions lists will be the priority here.

02

## **Build, Build, Build**

Our recent expansion only included the health and finance company categories.

We have the lever of expansion into further company categories that align with historical closed wins for (Client) such as insurance, software, & fintech.

03

## **Feed Our Funnel**

The addition of new SPC efforts such as our video or TLA ads will allow us to get in front of users who we are not pushing our incentivized demo to.

This increased awareness of (Client) will come at a lower cost, which is essential while we focus the majority of our budget on pipeline generation.

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# FY23 Q3 Roadmap

Goal	July Refocus	August Expand	September Optimize
	Initiatives	Initiatives	Initiatives
Business Initiatives	<ol style="list-style-type: none"><li>1. Align with organic efforts to refine keywords</li><li>2. Identify if Bing will be added to strategy</li><li>3. Refine all campaigns with new TAM lists and exclusions</li><li>4. OCT update</li><li>5. Launch Data Engineer persona</li></ol>	<ol style="list-style-type: none"><li>1. Expand on LinkedIn ads &amp; tactics with additional SPC</li><li>2. Further expansion of company industry targeting</li><li>3. Measure success across newly launched initiatives</li><li>4. Refine &amp; expand paid search presence</li><li>5. A/B test messaging</li></ol>	<ol style="list-style-type: none"><li>1. Measure success of ICPs &amp; determine if we can to expand or refine.</li><li>2. Create cadence for regular ad images creation and testing.</li><li>3. Regular organic/paid touchpoints for optimizations and opportunities.</li></ol>
Ongoing	Advertising Optimization, Discoverability, & Conversion Management		
	Reporting		

# Directive's win/win referral program!

Any time that you refer someone to us that we provide a proposal to, you'll receive...

A Visa gift card for **\$250!** If your referral chooses Directive to be their partner, you'll receive a second **\$250** Visa gift card.

**AND we will make a \$500 charitable donation in YOUR name!**

If there is anyone in your network you think could use paid media, SEO, video, revenue/marketing ops help please send them our way!

**Directive,**



Thank You!

Consulting Directive

# Thank You!

**Thank you for your time, and be on the lookout for  
an NPS survey from our team!**

Consulting Directive  
Directive,

You