

Directive,

**FY24 Q3**

**QBR**

# Agenda

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# FY24 Q3 Breakdown



## NSM Performance

The momentum created in late Q2 with the launch of our LinkedIn gift card campaigns carried over throughout Q3 resulting in strong overall performance in SAL volume, SQL generation, and Pre-Pipeline (+212% QoQ). We used Q3 to refine our audience targeting gathering feedback from sales and honing in on our ideal customer persona.

We'll be looking to close the fiscal year out strong with new personalized conversation ad campaigns focused on our top target accounts pairing it with refreshed creative and drive more awareness of Teams leveraging Meta and Google Ads.

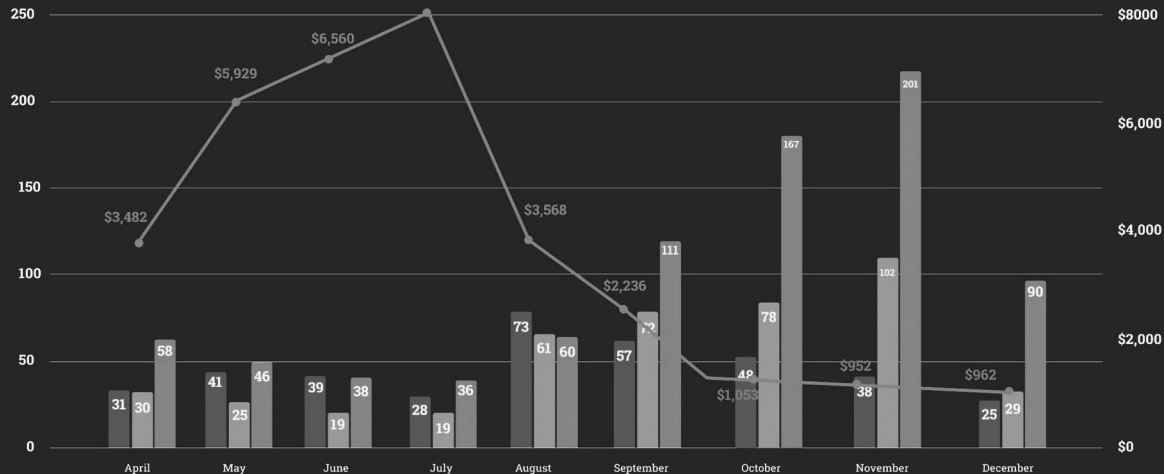
**Paid SQLs**  
**+277% to goal**

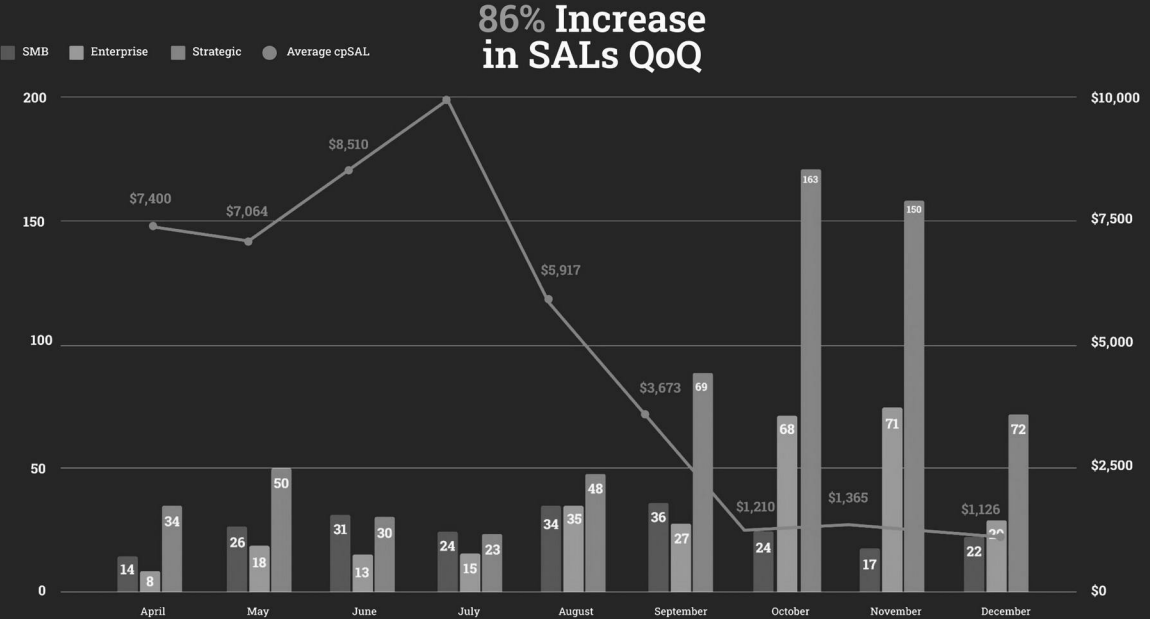
**SEO SQLs**  
**26% to goal**

**Pre-Pipeline**  
**+278% to Goal**

# 50% Increase in MQLs QoQ

■ SMB ■ Enterprise ■ Strategic ● Average cpMQL





# 144% Increase in SQLs QoQ

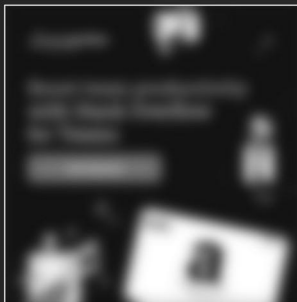
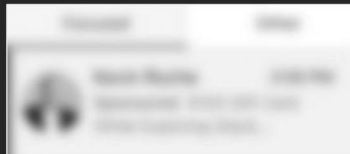
■ SMB ■ Enterprise ■ Strategic ● Average cpSQL



## LinkedIn Gift Card Ads Generated \$7,659,200 in Pre-Pipeline (Q3)

In Q3, LinkedIn again was our most cost-efficient campaign with conversation ads being the most efficient tactic with an average cpSAL of \$340.99.

Convo ads continue to drive the highest engagement with an average CTR of 46% compared to our LinkedIn account average of 4.47%.





# The Beginnings of a Strong Foundation of Content

Partnered with [Client] to create content focused on core keyword gaps outlined in Q2.

We have 5 pieces of content that have now been published and we can begin monitoring our keyword improvement over time around these core terms.

This paired with the recent migration of the resources center to the main domain will set us up for future organic growth in 2024 and beyond.

Topic	Proposed Topic
Knowledge Base	Knowledge Base 101: Building a Strong Foundation for Success - Blog Outline
Knowledge Base	What is a Knowledge Based System? - Blog Outline
Knowledge Base	Implementing Success: Unleashing the Power of Knowledge Sharing - Blog Outline
Knowledge Base	Knowledge Transfer Made Simple: Key Strategies for Success - Blog Outline
Knowledge Base	Everything You Need to Know about Internal Knowledge Base - Blog Outline
Knowledge Base	How to Build the Perfect Knowledge Base Article with Templates - Blog Outline

## Incentivized Sponsored Content Is Less Effective

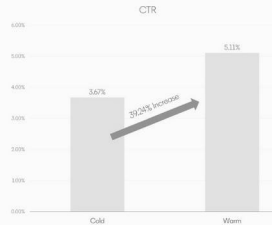
We launched sponsored content campaigns leveraging the \$100 gift card as a supplemental campaign to our top-performing conversation ad campaigns.

Comparing our conversation ad campaigns versus the sponsored content campaigns it was clearly less effective with cpSAL of \$4041.67 in Q3 (\$340.99 for convo ads).

We significantly decreased our investment in our incentivized sponsored content campaigns but continue to optimize and maintain due to the additional touchpoint it provides and how it gives us exposure natively within our ICPs LinkedIn feed.

### Sponsored Content increases engagement with Conversation Ads

Members exposed to Sponsored Content 7 days or less before seeing a conversation ad were 39.24% more likely to click on a Conversation Ad.



Example of Sponsored Content Gift Card Ad

# LinkedIn Competitive Overview

## Lower Impression Share. Higher Engagement

We have less reach and impressions compared to the competitive median but outperform the median on ad engagement and experienced gains in lead generation compared to last quarter.



	Total across you and peers	Median Among All Peers	You	% taken By you
Impressions	440,993,143	3,741,772	1,959,266	0.4%
Clicks	1,109,316	25,793	86,627	7.8%
Opened Form	62,722	13,472	4,034	6.4%
Submitted Leads	8,935	1,196	722	8.1%

## Competitor Investment Is Split 50/50 Across TOFU & BOFU

Across our competition we see them evenly invested in TOFU and BOFU efforts compared to us. Ideally, we would aim for a 70/30 split between TOFU and BOFU efforts. Diversifying our spend slightly more towards TOFU efforts will allow us to increase awareness of Teams leveraging different ad types and fuel our remarketing audiences leveraged in our conversation ad campaigns.

### You

11.1%  
of budget  
to Brand

88.9%  
of budget to  
Demand Gen

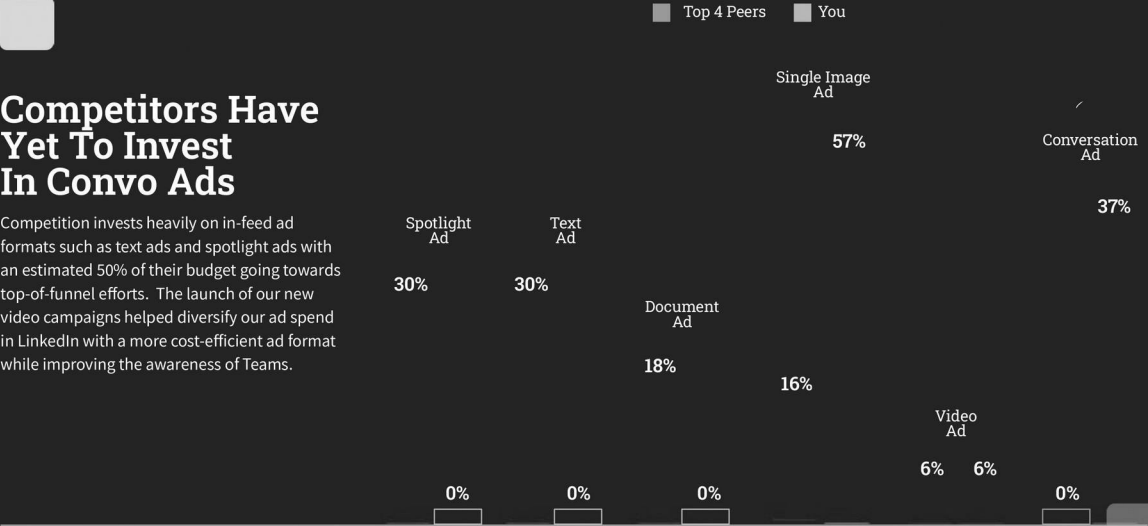
### Peer

50.7%  
Of budget  
went to brand

49.3%  
of budget to  
Demand Gen

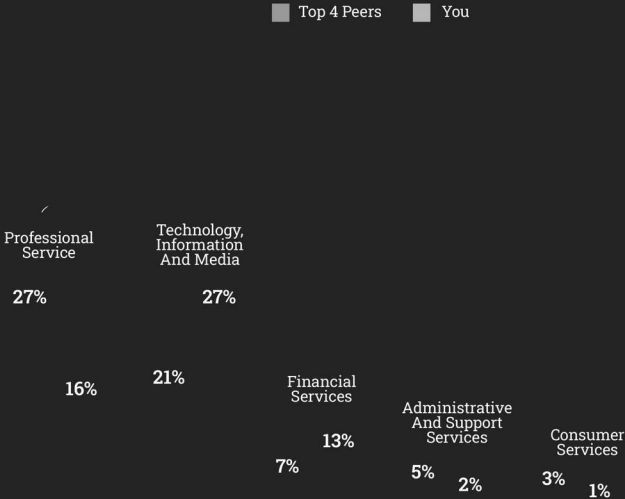
# Competitors Have Yet To Invest In Convo Ads

Competition invests heavily on in-feed ad formats such as text ads and spotlight ads with an estimated 50% of their budget going towards top-of-funnel efforts. The launch of our new video campaigns helped diversify our ad spend in LinkedIn with a more cost-efficient ad format while improving the awareness of Teams.



# Competition Is Mainly Targeting Professional Services

Our competitors are primarily targeting the professional services, technology, information and media, and manufacturing industries. We're looking at expanding our efforts in the manufacturing and the finance industry based on high average ARR from companies in those two industries (based on current customer data).



**LTV:**  
**CAC**



## Paid Media Q4 Projections

LinkedIn will continue to be our primary driver of performance in Q4 but we'll want to better diversify our budget across the platform between our new ABM campaigns, the current high-performing conversation ad campaigns, and TOFU/MOFU campaigns to fuel our remarketing pools.

We'll continue to have exposure on Google Ads and Capterra to maintain search visibility but with a reduced overall investment.

Q4 Projections					
	Total	Model	Google Ads	LinkedIn	Capterra
<i>LTV:CAC Ratio</i>	<i>1.94</i>	<i>-</i>	<i>0.86</i>	<i>2.75</i>	<i>0.23</i>
<b>Total Spend</b>	\$730,000	\$0	\$275,000	\$425,000	\$30,000
<b>MQLs</b>	769	0	153	617	0
<b>SALs</b>	570	0	95	472	3
<b>SQLs</b>	64	0	11	53	0
<b>SQOs</b>	17	0	3	14	0.08
<b>Customers</b>	4.00	0	0.67	3.31	0.02

## SEO Q4 Projections

With steady growth already in January, we're poised to approach strong LTV:CAC ratios seen in Q2. As new functional content comes online, we will realize stronger incremental growth late in Q4, though not all net-new content will drive direct conversions.

	FY24 Q2	FY24 Q3	FY24 Q4 Proj
Traffic (Sessions)	5,633	3,444	3,930
Form Fill	85	66	76
SAL	18	18	21
SQL	20	13	19
Customer	5	3	5
Total Est. Revenue	\$1,797,641	\$1,168,466	\$1,707,759
LTV:CAC Ratio	37.45	24.34	35.58

# NSM

# How Will We Measure Success?

## Q4 North Star Metric (NSM)

**\$3,534,932**

**Pre Pipeline**

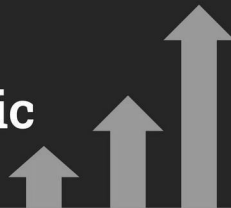
**33**

**Paid  
SQLs**



**26**

**Organic  
SQLs**



# **Drive Strategic Leads Through Personalization**

## Improve Brand Affinity at the Top-of-Funnel

Leveraging our target account lists we can feel more confident in diversifying our ad spend towards improving our target account's brand recognition leveraging our video assets and build trust with helpful content such as the Gen AI Guide.

We want to raise the awareness at an efficient-scale at the top before serving them our bottom-of-funnel conversation ads.



### Upper Funnel Marketing

- Messaging to Influence Consumer Perceptions
- Broad Reach
- Long Term
- Drive Future Sales



### Lower Funnel Marketing

- Messaging to Influence Consumer Purchases
- Narrow Reach
- Short Term
- Drive Immediate Sales

# Expand Campaign Efforts on Google To Support ABM Approach

## Brand

Drive more traffic from our TOFU & BOFU offerings on LinkedIn to our branded Google campaigns with impactful messaging.

## Demand Gen

Google's newest format allows us to lookalike campaigns, to support reaching Strategic level companies on Google properties.

## Display Retargeting

Refining our current Remarketing campaign with revised creative aligning to our AI efforts & feeding our YouTube viewers & Meta Match lists into a BOFU flow.

## Mutiny

Of users who navigate from Google ads to the website, customizing the messaging to the company they work for can help add that level of personalization to support conversion rate.

## Target Our Top Accounts Across New Channels

Historically, we have avoided expansion into Meta/Instagram/Twitter (X) as their native targeting capabilities are not as robust as LinkedIn.

With MetaMatch, we'll be able to target our top accounts across these platforms layered on with demographic, firmographic, and technographic data that go beyond the native targeting we are used to.

This gives us more control and confidence to expand into new platforms our ICP is on adding another valuable touchpoint.



Performance by Channel

	LINKEDIN	FACEBOOK	INSTAGRAM	GOOGLE ADS
MQLs	2,348	1,211	60	1
Leads to MQL Rate	42.25%	40.90%	18.87%	7.14%
CTR	0.87%	0.49%	0.52%	2.42%
CPC	\$11.93	\$3.77	\$4.86	\$4.80
CPL	\$208	\$132	\$136	\$2,032
CPM ⓘ	\$103.71	\$18.50	\$25.34	\$116.16
cpMQL	\$493	\$323	\$722	\$28,451
cpOpp (Influenced)	\$1,295	\$790	\$2,707	\$28,451
cpOpp (Triggered)	\$3,745	\$5,845	\$10,827	\$28,451
Conversion Rate ⓘ	0.05%	0.04%	0.03%	
Form Conversion Rate ⓘ	5.62%	5.99%	10.91%	



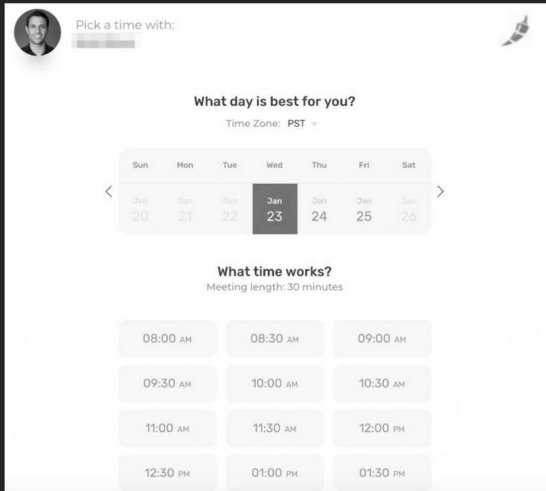


# Eliminate The Friction in Booking Meetings

Improving the time between meetings is an area of opportunity for us, especially with our focus on the accounts sales has handpicked.

Providing the user the option to directly book a meeting with a member of the sales team can save time, improve conversion rate, and ramp up the sales process speed significantly.

Our internal marketing team recommends using Chilipiper.



The screenshot displays the Chilipiper booking interface. At the top left is a profile picture of a man. To its right is the text "Pick a time with:" followed by a blurred name. In the top right corner is a small logo. The main section is titled "What day is best for you?" with a "Time Zone: PST" dropdown. Below this is a calendar grid for January. The days are Sun, Mon, Tue, Wed, Thu, Fri, Sat. The dates shown are Jan 20, 21, 22, 23, 24, 25, 26. The date Jan 23 is highlighted. Below the calendar is the section "What time works?" with a "Meeting length: 30 minutes" dropdown. This section contains a grid of time slots: 08:00 AM, 08:30 AM, 09:00 AM, 09:30 AM, 10:00 AM, 10:30 AM, 11:00 AM, 11:30 AM, 12:00 PM, 12:30 PM, 01:00 PM, and 01:30 PM.

Pick a time with:

What day is best for you?

Time Zone: PST

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Jan 20	Jan 21	Jan 22	Jan 23	Jan 24	Jan 25	Jan 26

What time works?

Meeting length: 30 minutes

08:00 AM	08:30 AM	09:00 AM
09:30 AM	10:00 AM	10:30 AM
11:00 AM	11:30 AM	12:00 PM
12:30 PM	01:00 PM	01:30 PM

## Build & Promote Functional Content to Drive Awareness

One effective means of driving visibility, traffic, and brand awareness is providing our customers with tools and resources that serve more utility than just information. By providing templates and checklists that make our customers' jobs easier, we are seen as more than thought leaders.

Great Example Already Published: Boost engagement with an internal newsletter (Template)The opportunities in the table to the right represent ways we can help our Devops and Operations customers with challenges they face in their day-to-day.

**Action:** Produce and publish more templates and checklists that our customers can download and use.

Item	Item	Value
1) Change request management template	10	100
2) New to role checklist	10	100
3) Change management policy	10	100
4) Change management policy template	10	100
5) Knowledge management template	10	100
6) Change request template	100	100
7) Business case checklist	100	100
8) Service catalog template	100	100
9) Knowledge management checklist	100	100
10) Release planning checklist	100	100

## Functional Content Examples

We created an email template library for Litmus where users need to make an account to access them.

### The Results:

- 516 ranking keywords in <3 months
- 8.7k new users
- 88% engagement rate
- 300+ conversions

Keyword	Rank	Score
1) change request assessment template	1	100
2) how to make a business case	1	100
3) change management policy	1-5	10
4) change management policy template	1-5	10
5) knowledge management template	1-5	10
6) change request template	100	10
7) business case checklist	100	10
8) service catalog template	100	10
9) knowledge management checklist	100	10
10) release planning checklist	100	10

# Long-Form Education Is Key For Our Niche

A knowledge management platform solves a problem that people don't know they have.

**Action:** Develop educational resources that can serve as an anchor of our domain expertise and leadership.

Our Competitors are beating us where we care the most.

#1 Rankings for Competitors' Long-form Guides:

- [Competitor #1]: Internal knowledge base guide
- [Competitor #2]: Knowledge Base Software Guide
- [Competitor #3]: What is a knowledge base? Guide



## #1

Internal  
knowledge base



## #1

Knowledge base  
software

## #1

knowledge base &  
what is a knowledge base



## Leverage Existing Work for Quick Content Wins

To begin building systems and structure around a larger functional content effort, an existing resource is ideal.

The download page for the guide shown on the left has little content that would allow it to rank. But the PDF has great content.

Action: Repurpose the content in the PDF for the download page. Use the TOC at the top of the page as jump links to the various sections.

Action: Directly deliver on the promise of a checklist



## Rollout of Rep Specific Conversation Ad Campaigns

We'll be launching our new ABM program focused on Tier 1 and 2 accounts segmented by sales rep each focusing on their Top 50 accounts.

We crafted an all new message framework to use with these campaigns creating an even more personalized message.

These accounts will be targeted in our TOFU campaigns leveraging our videos, existing content (AI Guide), and future content (checklists, templates, etc.) to increase the awareness of the Teams solution with the goal of improving our down-funnel conversion rates.

	Content Description	Audience		
		Tier 1 Accounts	Tier 2 Accounts	Tier 3 Accounts
Top of Funnel	OverReps' Thought Leadership Posts	X	X	X
	Why Knowledge Management is Foundational to AI success	X	X	X
	Teams 10 Second Video Ads - LinkedIn	X	X	X
	Personas Video Ads (Headhunts & Financial)	-	-	-
	Stack Overflow's Industry Guide to AI (Pulse)	X	X	X
Mid Funnel	Case Study Videos	-	-	-
	On Demand Webinar: Stack Overflow's AI Journey	X	X	X
	Customer AI Impact Cycle Report	X	X	X
	Stack Overflow AI Content Subscription L2 Funnel	X	X	X
Bottom of Funnel	LinkedIn GDM Card Conversation Ads (General - Team Based)	-	-	X (Direct)
	LinkedIn GDM Card Conversation Ads (Rep Specific)	X (Manager)	X (Manager)	-
	LinkedIn GDM Card Conversation Ads (Vertical specific)	-	-	-
	Sponsored Content GDM Card Ads	X (Manager)	X (Manager)	X (AI & Org. Structure)
	Teams AI Foundations Landing Page (AI Sec Video Ads)	X	X	X

# ABM Action Plan



## TOFU

- Google Ads - YouTube and Remarketing leveraging MetaMatch
- LinkedIn - Video Ads, Thought-Leadership Ads, Sponsored Content promoting AI Guide and functional content
- Facebook/Instagram - Video Ads leveraging MetaMatch



## BOFU

- LinkedIn - Legacy convo ad campaigns focused on Tier 3 accounts
- LinkedIn - New rep-specific convo ad campaigns focused on Tier 1 and 2 accounts
- Google - Search layered on with MetaMatch audiences

## Measure, Test, Refine

- Monitor performance by rep and test new message variants, design, and refine audience based on sales feedback



# FY24 Q4 Roadmap

Business Initiatives	January	February	March
	Initiatives	Initiatives	Initiatives
	<ol style="list-style-type: none"><li>1. Uploaded Tier 1 and 2 target accounts for use in legacy conversation ad campaigns</li><li>2. Upload rep-specific account lists to LinkedIn</li><li>3. Finalize new ABM campaign setup</li></ol>	<ol style="list-style-type: none"><li>1. Launch new LinkedIn ABM campaigns</li><li>2. Launch Google Ads Demand Gen campaign</li><li>3. Sync with Ben regarding content alignment including the creation of functional content</li></ol>	<ol style="list-style-type: none"><li>1. Launch Facebook/Instagram campaigns leveraging MetaMatch</li><li>2. Test new landing page for Google Ads and Capterra</li><li>3. Explore industry-specific ABM campaigns based on top-performing industries by ARR</li></ol>
	Advertising Optimization, Discoverability, & Conversion Management		
Ongoing	Reporting		