

Q2 2024

Directive,

Directive Consulting Co

Quarterly Business Review

July 2024

Agenda

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- **Executive Summary**
High-level overview
- **Q2 Lookback**
What we learned from tactics in Q2
- **Q3 Strategy & Tactics**
How we'll win in Q3
- **Growth Roadmap & Next Steps**
Media plans, NSM setting, and next steps for success

Executive Summary

Q2 Paid MQL Growth Was Excellent!

1.02M €

Ad Spend
-8% QoQ

541

Trials
+6% QoQ
97% to target

687

MQLs
Est. +39% QoQ
106% to target

1.9K €

CpTrial
-13% QoQ

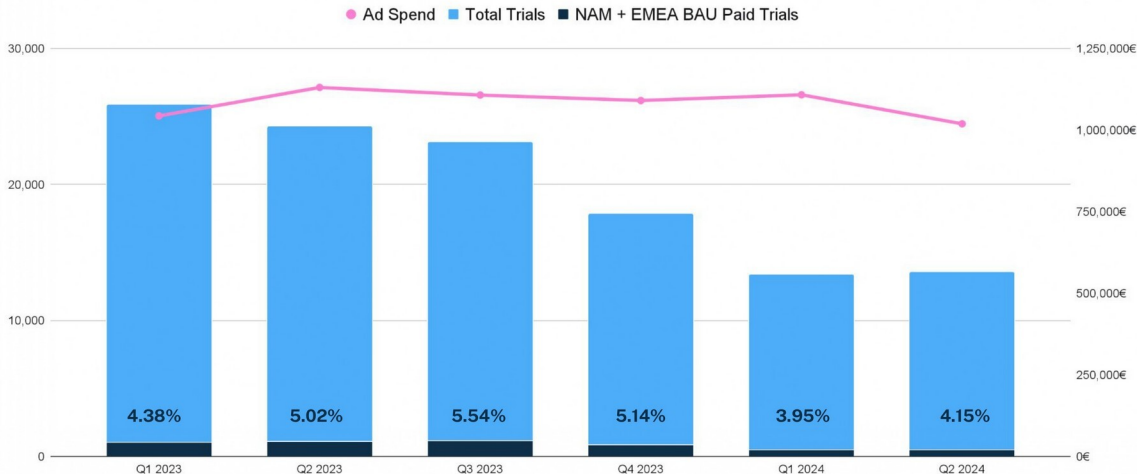
1.5K €

CpMQL
Est. -34% QoQ

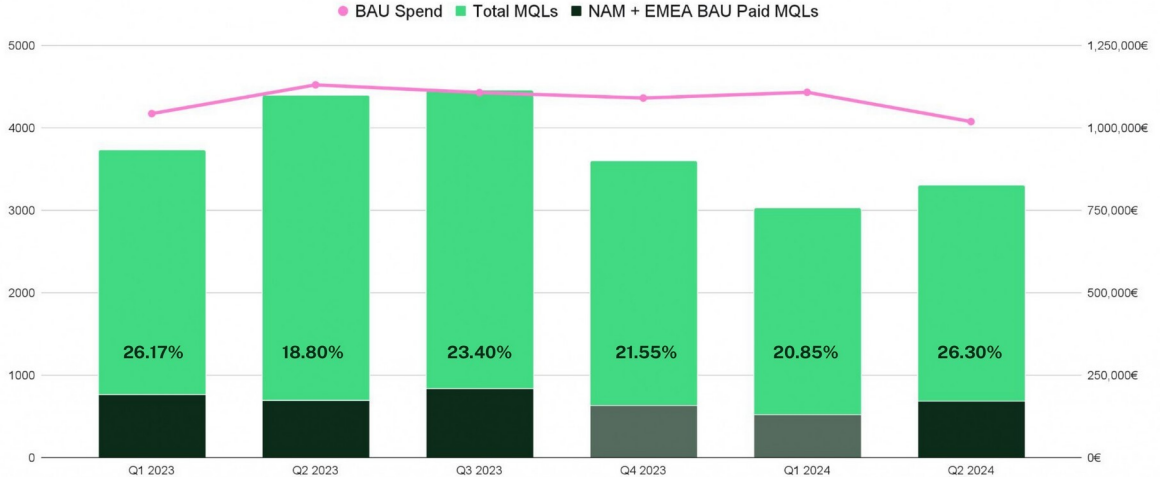
We exceeded our MQL NSM for Q2, with strong QoQ growth despite a decrease in ad spend, driven by overhauls in Google Search and the re-introduction of lead gen forms across Meta and LinkedIn.

Though we saw some QoQ growth in Trial volume, we did not quite achieve the NSM for Q2. Since we typically only see Trials from Search, we'll be working to incorporate more Trial-driving tactics in Google in Q3.

Paid Trials Saw Greater Growth Than Overall Business in Q2



Paid MQL Growth Drove the Overall QoQ Increase



What Are the Statuses of the Data Issues From Q1?



No Salesforce metrics porting into Google Ads

- Challenge: Cannot optimising to real conversions (vs web-based clicks and MQLs) in real time



This has been fully resolved for MQL data! We are now bidding toward SF data for MQLs in Google.



This is half-resolved for Trials. We are getting the data into Google, but are not fully bidding toward it.



No UTM tracking in our BigQuery report (our source of truth for Trials and MQLs)

- Challenge: We have not been able to set goals, report on campaign-level performance or even overall Paid contributions, or optimise based on results of Paid channels



This is mostly resolved as of April!



The only missing area is missing non-website conversion data



HubSpot -> Salesforce disconnect

- Challenge: Lead Gen forms (LinkedIn and Meta) could not be used in Q1
- These are historically one of our best Paid Social MQL-driving tactics



This was resolved and we re-launched lead gen forms in Q2!

Q2 Lookback

Demand Gen Tactics Favor Video While Meta Stands Out for Demand Capture

Q2 by Channel	Demand Generation				Demand Capture				
	Spend	CPV (video only)	CPM	CPC	Spend	Trials	CpTrial	MLs	CpMQL
Google	487,400€	-	285.29€	4.38€	261,399€	323	809€	260	1,005€
YouTube	10,701€	0.01€	0.41€	0.71€	0€	-	-	-	-
Bing	3,384€	-	19.09€	3.50€	7,423€	11	675€	20	371€
LinkedIn	52,734€	0.03€	17.30€	13.48€	48,350€	0	-	18	2,686€
Meta	20,385€	0.03€	2.58€	0.37€	108,531€	1	108,531€	223	487€
Capterra	0€	-	-	-	18,651€	3	6,217€	7	2,664€
G2	0€	-	-	-	4,146€	-	-	-	-
Grand Total	574,604€	0.02€	27.22€	3.07€	448,500€	338	1,327€	528	849€

Moving Forward: Allocate greater % of budget to Demand Capture; scale efficient Social tactics; continue using video for Demand Generation

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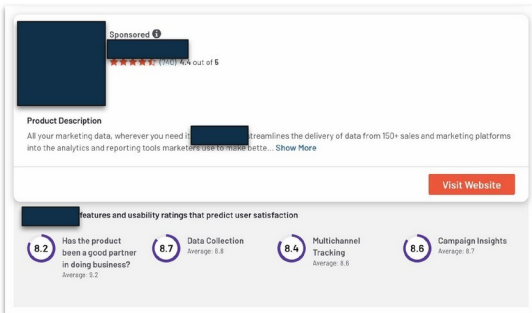
High Intent Directories Are Improving QoQ

G2 Paid Promotion

+261%
Overall CTR

+541%
Paid CTR

+64%
Organic CTR



Sponsored

★★★★★ (740) 4.4 out of 5

Product Description

All your marketing data, wherever you need it, streamlines the delivery of data from 150+ sales and marketing platforms into the analytics and reporting tools marketers use to make better decisions. [Show More](#)

[Visit Website](#)

Features and usability ratings that predict user satisfaction

- 8.2** Has the product been a good partner in doing business? Average: 5.2
- 8.7** Data Collection Average: 8.8
- 8.4** Multichannel Tracking Average: 8.6
- 8.6** Campaign Insights Average: 8.7

Gartner Review Sites

+301%
CVR

-72%
CpMQL

+12%
Avg. CPC

Gartner	Q2 MQLs	Q2 Avg Position	Cost (EUR)	MQLCVR	CpMQL
Marketing Analytics	7	2.4	13,866€	0.91%	1,981€
Reporting	0	2	3,970€	-	-
Data Visualisation	0	7.8	75€	-	-
Dashboard	0	5	424€	-	-
Data Warehouse	0	3.1	177€	-	-
	7	2.5	18,512€	0.60%	2,645€

Moving Forward: Update G2 profile based on recommended copy and add tracking; allocate Gartner budget to Marketing Analytics, Reporting, and Data Visualisation



We Segmented Search Campaigns by Intent to Better Support Conversion Keywords

High Intent = Keywords with modifiers within our product category that have conversion intent = **we will serve for any audience looking for these terms**

- "marketing data **tools**"
- "looker studio **connector**"
- "marketing dashboard **software**"

Low Intent = Non-commercial intent keywords that are general for informational purposes = **we will only serve for users who have been to our site, seen a video, etc., to force intent**

- "Looker" or "looker studio"





High Intent Keywords Are Driving More Conversions



Moving Forward: Optimise campaigns for efficiency while increasing budget allocation

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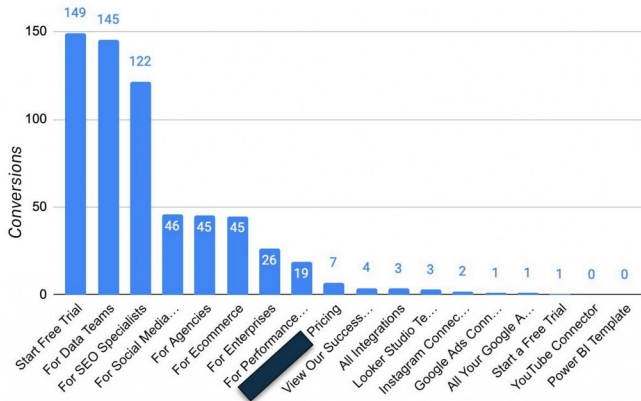


Sitelinks Addressing Users Drive Engagement

A combination of industry-specific targeting, accessibility/pricing highlights, and compelling CTAs were effective at driving engagement across regions.

So we rolled out further assets to test, such as:















- ICP driven > **for Marketers, Data Teams, Social Media, SEO**
- Connector specific > **Google Ads, Instagram, YouTube**



Moving Forward: Pause some of the connector specific sitelinks and release further sitelinks that people in Data Teams, SEO Specialists etc. would find useful



“Starting as Low as €29/Month” Has Higher CVR but Lower Engagement Than “For Ad Budgets of All Sizes”

	CTR	Conversions	CVR	Cost/Conv	Clicks
CEU - EUR:	 -10%	 +31%	 +42%	 -15%	338
LAT - EUR:	No change	 +3%	 +6%	 +3%	315
LAT - USD:	 -3%	 -88%	 -86%	 +580%	114
NAM - USD:	 -35%	 -26%	 +28%	No change	15,913

Moving Forward: Add sitelink across LS, GS, PBI, and Brand ad groups; re-launch test across all regions with the new structure changes

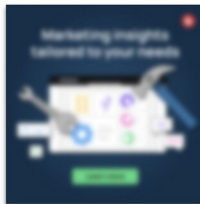
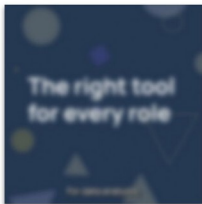
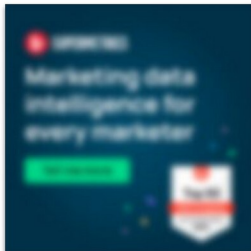
Evergreen Meta Campaigns Drove Extremely Strong Q2 Performance

Top Creative

2.55% CVR
367 € CpMQL
47 MQLs

Campaign Totals

0.35% average CVR
499 € average CpMQL
53 MQLs



- **Top primary text:** "Take ownership of your data, transform it to your business needs, and analyse it with AI or templates — all with (BRAND)"
- **Top headline:** "Take ownership of your data" and "Ready to level up your marketing?"

Moving Forward: Increase budget allocation to these campaigns and continue adding top converting creatives; test lead gen objective

Q2 Testimonials, TOFU Campaigns

	Messaging	Length / Orientation	Testimonial Orgs
LinkedIn	<ul style="list-style-type: none"> ✓ Try (BRAND), an indispensable tool for digital marketers 	<ul style="list-style-type: none"> ✓ High VR on square orientation, high completion rate on vertical orientation ✓ 6-15 seconds 	<ul style="list-style-type: none"> ✓ Other, then Resolution Digital & Electrolux
Meta	<ul style="list-style-type: none"> ✓ Learn more about (BRAND) for agencies ✓ Start getting results for your business ✓ Learn more about (BRAND) for agencies 	<ul style="list-style-type: none"> ✓ 15-30 seconds 	<ul style="list-style-type: none"> ✓ UNiDAYS
YouTube	<ul style="list-style-type: none"> ✓ V2 testimonial video 	<ul style="list-style-type: none"> ✓ 10 seconds 	<ul style="list-style-type: none"> ✓ Resolution Digital

Moving Forward:
We will use these insights to optimise our creative strategy across platforms at TOFU stage to yield higher engagement and view rates

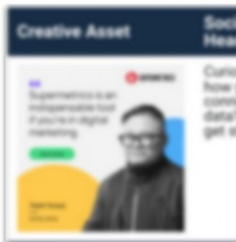
Q2 Testimonials, BOFU Campaigns

	Headlines	Ad Copy	Testimonial Orgs
LinkedIn	<ul style="list-style-type: none"> ✓ Book a meeting to see why you'll love (BRAND) 	<ul style="list-style-type: none"> ✓ Need to automate your reporting? Resolution Digital uses (BRAND) to reduce the manual work and save time, so you can focus on clients. 	<ul style="list-style-type: none"> ✓ Resolution Digital
Meta	<ul style="list-style-type: none"> ✓ MQLs: Start getting results for your business ✓ Trials: Get started with a free trial to see how (BRAND) works for you 	<ul style="list-style-type: none"> ✓ Need to improve reporting efficiency? Digital Voices uses (BRAND) to reduce the manual work and save time. 	<ul style="list-style-type: none"> ✓ MQLs: Resolution Digital ✓ Trials: Digital Voices

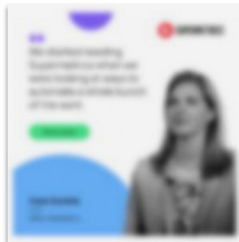
Moving Forward:
We will use these insights to optimise our creative strategy across platforms at BOFU stage to yield higher engagement and conversion rates

Top Ads Show Usability, Impact, Team Unity

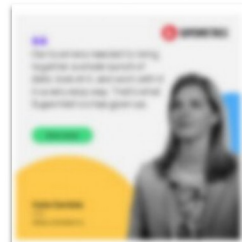
Highest CTR: 1.76%



Highest MQLs: 3, 17

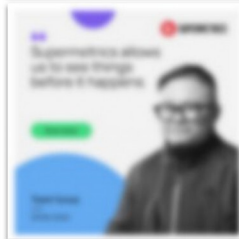


Highest FB Trials: 58



Learnings from the top performing ads

- Addressed ICP: 'in digital marketing'
- Addressed pain point of needing to save time through automation
- Addressed how (BRAND) helps with ICP's JBTD



Review of Planned Q2 Roadmap

✓ Continued improvement to team collaboration and communication on Slack, Monday.com, and reports

✓ Budget optimisation between channels and tactics for improved efficiency

April 2024

Launch new segmentations

- ✓ Continue Google account optimisations
- ✓ Launch Q2 Testimonial content
- ✓ Segment Social campaigns by Agency vs Brand
- ✓ Build new TAM lists for LinkedIn

May 2024

Tailor messaging to new ICP segments

- ✓ Implement Flight 2 of Testimonial content
- ✓ Start testing pricing call outs in Search
- ✓ Create new RLSA campaigns for low-intent keywords
- ✓ Finalise Meta always-on campaigns with new content
- ⚠ Translations for Spanish speaking audience

June 2024

Gather insights early

- ✓ Implement Flight 3 of Testimonial content
- ✍ Update Meta always-on campaigns with top performers
- ✍ Adjust Social targeting based on Apr-May results
- ✓ Refresh Search ads based on conversion
- ✓ Start reducing spend for Summer lull

Media Plan & KPIs

Review of Our Q2 2024 Strategy

Improve (BRAND) discoverability by tailoring our position in the Marketing Analytics and Intelligence categories to the needs of our core customer segments — agency vs brand — using BOFU tactics to convert efficiently.

Revised Focus for Q3 2024

*Improve (BRAND) discoverability by tailoring our **new brand messaging** in the Marketing Analytics and Intelligence categories to the needs of our core customer segments — agencies and brands — **while improving our LTV:CAC.***

Directive,

How Do We Measure Success in Q3?

Overall Marketing goals are the same QoQ

Organisational Trial Goal for Q3: 16,500 Trials (goal is flat, but this would mean +27% actuals QoQ)

Total Q3 Trial Goal		Q2 2024 Paid (EMEA + NAM) % of total Trials		Q3 Paid (EMEA + NAM) Trials Needed
16,500	×	4.15%	=	685
+27% QoQ		No change		+27% QoQ

Setting an Attainable Trial NSM

A 27% increase in volume on a slightly lower budget, during our slow season, is an aggressive target. **While we will keep this goal top of mind, we are confident in a ~10% improvement based on campaign optimisations:**

*Q2 Paid (EMEA + NAM)
Trials*

541



Projected increase

10% growth



*Q3 Paid (EMEA + NAM)
Trial NSM*

595

*Q3 Paid (EMEA + NAM)
Trial Stretch Goal*

685

MQL Targets for Q3

Organisational MQL Goal for Q3: 3,850 MQLs (goal is flat, but this would mean +47% actuals QoQ)

Total Q3 MQL Goal		Q2 2024 Paid (EMEA + NAM) % of total MQLs		Q3 Paid (EMEA + NAM) MQLs Needed
3,850	×	26.30%	=	1,013
+47% QoQ		No change		+48% QoQ

We've set our NSM based on what we believe to be attainable under our budget and seasonality:

Q2 Paid (EMEA + NAM) MQLs		Projected increase		Q3 Paid (EMEA + NAM) MQL NSM
687	×	5% growth	=	721

How Are We Pacing So Far?

Although we're pacing under, this was following a holiday weekend in NAM with reduced budget.

Stretch Goals for Paid Media (Excludes APAC)

Paid Media Stretch Goals	Q3 Stretch Target	Q3 Results to Date	% to Target	% thru Quarter	Current Projection	Q2 Result	QoQ	Projected Pacing to Stretch
Total Trials	685	31	4.5%	7.6%	407	541	26.6%	59.5%
Total MQLs	1,013	34	3.4%	7.6%	447	687	47.5%	44.1%

Directive NSM for Paid Media (Excludes APAC)

Paid Media NSM	Q3 NSM	Q3 Results to Date	% to Target	% thru Quarter	Current Projection	Q2 Result	QoQ	Projected Pacing to NSM
Total Trials	595	31	5.2%	7.6%	407	541	10.0%	68.5%
Total MQLs	721	34	4.7%	7.6%	447	687	5.0%	61.9%

Total Supermetrics Goals (Includes APAC)

Total Core Goals	Q3 Target	Q3 Results to Date	% to Target	% thru Quarter	Current Projection	Q2 Result	QoQ	Projected Pacing to Goal
Total Trials	16,500	1,103	6.7%	7.6%	14,497	13,028	26.7%	87.9%
Total MQLs	3,850	175	4.5%	7.6%	2,300	2,612	47.4%	59.7%

Through July 9, 2024

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Q3 BAU Budget Breakdown

			31%		31%		38%	
Region	Q3 Budget	Target % of Spend	July Budget	July %	August Budget	August %	Sept Budget	Sept %
NAM	505,665€	51%	155,913€	51%	159,453€	51%	190,298€	51%
EMEA	485,835€	49%	150,609€	49%	150,609€	49%	184,617€	49%
Total	991,500€	100%	306,522€	100%	310,062€	100%	374,916€	100%

Channel	Q3 Budget	Target % Spend	July Budget	July %	August Budget	August %	Sept Budget	Sept %
Google + YouTube	€684,141	69%	211,502€	70%	€213,945	69%	€258,694	68%
Microsoft Ads	€9,915	1%	3,065€	1%	€3,101	1%	€3,749	1%
Meta	€143,173	14%	44,262€	15%	€44,773	14%	€54,138	14%
LinkedIn	€114,023	12%	35,250€	12%	€35,657	11%	€43,115	11%
Gartner PPC	€19,996	2%	6,182€	2%	€6,253	2%	€7,561	2%
G2	€4,262	0%	1,436€	0%	€1,436	0%	€1,390	0%
Testing / Other	€15,992	2%	0€	0%	€6,397	2%	€9,595	3%
Total	€991,500	100%	301,697€	100%	€311,561	100%	€378,242	100%

Q3 Budget Opportunities – “Good”

- Reduce low-converting, TOFU ad spend on Google Ads to reinvest in SEO and content

	Monthly Spend Savings	Potential Monthly MQL Impact	Potential Monthly Trial Impact
Reduce TOFU DSA/Search Spend	\$18,009	-2	-15
	\$18,009	-2	-15

Reallocation	Monthly Re-allocated Spend	Expected Impact
SEO & Content	\$20,000	Pick up Trial volume from low-intent, high-cost search terms
<i>Offset from Savings</i>	<i>-\$18,009</i>	
Net Cost for SEO	\$1,991	

Q3 Budget Opportunities – “Better”

- Reduce low-converting, TOFU ad spend on Google Ads to reinvest in SEO and content
- Remove non-converting, TOFU Social Blog support

	Monthly Spend Savings	Potential Monthly MQL Impact	Potential Monthly Trial Impact
Reduce TOFU DSA/Search Spend	\$18,009	-2	-15
Social Blog Spend	\$6,470	<1	<1
	\$24,479	<3	<16

Reallocation	Monthly Re-allocated Spend	Expected Impact
SEO & Content	\$20,000	Pick up Trial volume from low-intent, high-cost search terms
RevOps	\$6,500	Support better nurture and data quality
<i>Offset from Savings</i>	<i>-\$24,479</i>	
Net Cost for SEO & RevOps	\$2,021	

Q3 Budget Opportunities – “Best”

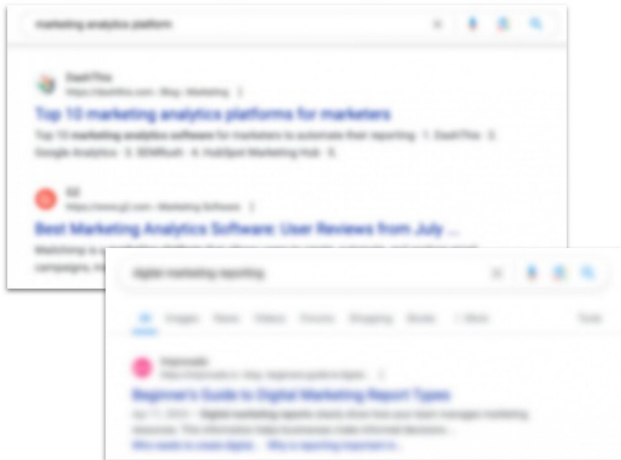
- Reduce low-converting, TOFU ad spend on Google Ads to reinvest in SEO and content
- Remove non-converting, TOFU Social Blog support
- Further reductions to TOFU ad spend on Google Ads

	Monthly Spend Savings	Potential Monthly MQL Impact	Potential Monthly Trial Impact
Reduce TOFU DSA/Search Spend	\$18,009	-2	-15
Social Blog Spend	\$6,470	<1	<1
Further Cut TOFU DSA/Search Spend	\$17,901	-2	-17
	\$42,380	<5	<33

Reallocation	Monthly Re-allocated Spend	Expected Impact
SEO & Content	\$20,000	Pick up Trial volume from low-intent, high-cost search terms
RevOps	\$6,500	Support better nurture and data quality
Design & CRO	\$10,000	Improve efficiency across all Paid channels
<i>Offset from Savings</i>	-\$42,380	
Net Cost for SEO, RevOps, and Design	\$0 (with \$5,880 to reinvest elsewhere)	

Q3 Strategy & Tactics

Taking Control of the Marketing Analytics Category on Search Will Be More Important With the New Brand



How do we improve SERP visibility?

Paid Search: bid on high-intent, core category terms



Review Sites: optimise listings to ensure visibility for researchers



Organic Search: ensure we are prioritising content for our key categories



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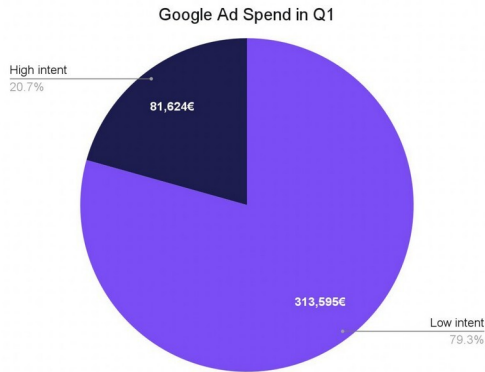
Improve Discoverability Through Paid + Organic Synergy

- **Double exposure will increase share of SERP** — Ranking prominently in organic listings, in addition to running Search ads in the SERPs, ensures double visibility, increasing the chances of (BRAND) securing clicks vs. competitors
- **Paid to test which keywords to target through SEO** — Paid campaigns provide immediate data on which keywords generate clicks and conversions. This data can be used to refine your SEO keyword strategy
- **Expensive keywords can be targeted via Organic** — For terms that are particularly costly to target, we can secure visibility for these keywords by optimising our SEO, therefore not needing to bid on these terms
- **Secure visibility for low intent keywords through Organic** — For broader keywords that we still want to retain some presence for, we could begin targeting these terms via SEO



Moving Low Intent Keywords to RLSAs Provides a Huge Budget Opportunity

- **Put it into High Intent keywords:** To fully remove Search Impression Share lost to budget from these keywords, we could easily spend this full 300K €, but we'll face diminishing returns and poor efficiency
- **Put it into testing ad formats and campaign types:** Between Broad match, PMax, and Demand Gen, there are a lot of untested waters in Google
- **Put it into improving content and organic rankings:** Moving a portion of the budget to SEO will allow us to continue serving for those lower intent keywords, but for free with organic rankings





Finding Efficiency Through Automation on Search

Broad Match

Google's new broad match has proven to drive more conversions through enhanced signals

Performance Max and Demand Gen Placements

The latest campaign types are Google's response to Paid Social. With OCT conversions and 1P data, we'll be able to provide the signals to Google to target our ICP in a way that we haven't been able to before

Legacy Broad Match Keyword

Improved Broad Match Keyword

↓ Less performance-based	• Smart Bidding Quality launches benefit Broad Match more than other Match Types
! Less understanding of Advertiser Intent	• Incorporate use of other Advertiser inputs, like landing page, creative, brand / vertical understanding, and other keywords
👤 Less understanding of User Intent	• Incorporate use of Google's signals like User Location, Recent Searches, and Related Queries
↔ May match to irrelevant traffic	• New Relevance Quality Thresholds Implemented
🌐 May match to irrelevant language or geo keywords	• Advanced language and geo understanding to predict intent behind each query and advertiser
📄 Less understanding of creative or landing page	• Choose most relevant keyword for creative, landing page, budget, and bid when multiple options available

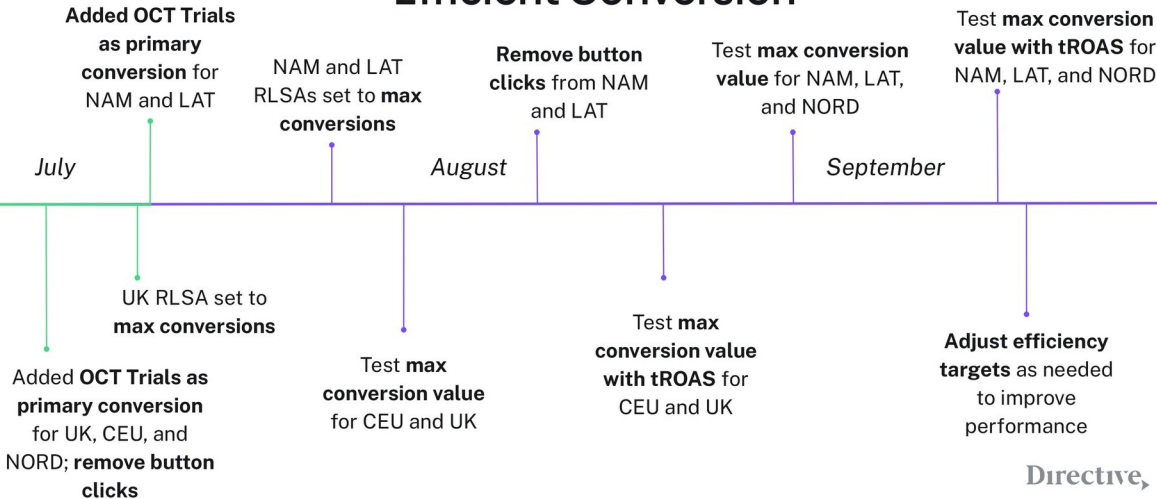


What's next? Launch Broad Match keywords in our LS and GS campaigns in UK and CEU to help boost Trial volume and identify new queries

What's next? Test 3 campaigns to optimise for OCT Trials, OCT MQLs, and both conversions; run in NAM



Test and Adjust Bid Signals and Strategies to Drive More Efficient Conversion



Re-introducing: Conversation Ads

Incentivised convo ads once drove strong ROI, but were abandoned as we saw an influx in leads that just came for the gift card. The targeted companies and titles that came through were never the problem, but we lacked the intent.

Our recommended strategy for re-launching this tactic:

- Reduce the value of the offered gift card
- Test on a smaller / higher intent audience
- Explore different types of incentives

Results from Q2 2023



What's next? Launch conversation ad campaign against highly engaged, retargeted audience, with a demo offer alongside a few different options for incentives to identify a top performer

Rebrand Support

We are thrilled about the new Brand!

- **Timeline** — messaging updates in July; creative updates in September
 - *Are there any updates to this timeline?*
 - *Are we initially focused solely on updating the messaging on Search, or Social as well?*
 - *When does the site messaging fall into the timeline?*
- **Methodology** — (BRAND) is finalising the new Brand narrative
 - *Directive will implement new messaging across ads*
 - *Directive will provide recommendations for copy testing and variations*
- **Spreading the Word** — how we'll share the new Brand narrative
 - *New LinkedIn Brand Lift Test*
 - *Low CPC/CPV/CPM TOFU channels and tactics*
 - *Ideally, lots of video!*
 - *Programmatic, TikTok, YouTube, LinkedIn, Meta*

2015



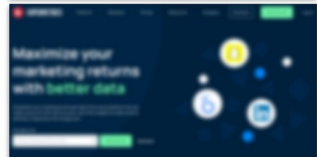
2020



2022



2023





Summit Planning & Timeline

Pre-advertising preparation (Now - September)

- **Creative analysis from 2023** — in progress (Directive delivering by July 12)
- **Budget allocation** — in progress (Directive has allocated more budget to September; (BRAND) is finalising amount which will be coming out of BAU budget for Q3-Q4)
 - 2023 budget was 60K €
- Audience planning — in progress (Directive will put together requested 1P audiences from HubSpot; (BRAND) will build and push to LinkedIn & Meta)
- Goals — done
 - 10,000 registrations, same as 2023 target

Advertising beings (September 18)

- Launch announcement and awareness tactics before retargeting with registration goal

Summit Event (October 24)

- Pause all advertising on the 23rd
- Recap learnings from 2024 event

Q3 Roadmap & Next Steps

Continued improvement to team collaboration and communication on Slack, Monday.com, and reports

Budget optimisation between channels and tactics for improved efficiency

July 2024

Keep performance strong through slow period

New ad copy for updated Brand narrative



Paused NORD, push to UAE



Start Summit planning

Launch Broad match test (CEU & UK)



Set Trials as Primary Conversion

Switch NAM and LAT to max conversions

Test max conversion value

August 2024

Test new ad formats and finalize optimisation signals

Turn on NORD, pull back CEU

Remove button clicks from Primary Conversions

Start optimising organic presence

Relaunch convo ads

Test tROAS

Continued rebrand updates and support

September 2024

Ramp up for busy season and Summit

Adjust target efficiencies

Expand PMax and Demand Gen testing

Finalise and launch Summit campaigns

Continued rebrand updates and support

Thank

Consulting Directive

Any Questions?

Consulting Directive

You

Appendix

All Up Performance vs NSM

1.3M €

Ad Spend
+14% QoQ

543

Trials
+6% QoQ

691

MQLs
Est. +32% QoQ

2.4K €

CpTrial
+7% QoQ

1.9K €

Est. CpMQL
-14% QoQ

High + Low Intent Keyword Trends

