

Quarterly Business Review

Global Demand Gen & Field Marketing

August 12, 2024

Q1 FY25 → Q2 FY25

Directive,

Agenda

- **Executive Summary**
- **Q1 Lookback and Analysis**
- **Q2 Strategy and Tactics**
- **NSM Pacing**
- **Next Steps & Project Management**

Agenda

Executive Summary

Q1 in Review: Strategic Focuses for Q2

Highlights

- Our CAS Performance Max campaign continues to see significant growth in Leads, MQLs, and SALs for our Sampling segment, in addition to seeing stronger efficiency compared to its Search counterpart.
- We saw improved Lead and MQL quality leading to stronger conversion rates within these lead stages (Lead > MQL, MQL > SAL).
- We continue to drive more closed bookings revenue, as sales closes out existing pipeline.

Lowlights

- We're starting to see declining conversion rates from a few of our core segments including SaaS and Affable campaigns, affecting overall performance.
- We did not see improved conversion value and lead efficiency from the value-based bidding strategy within our NA SaaS campaign.

Action Plan for Q2

- Shift our value-based bidding test to EMEA and run across all campaigns to determine if we see improved performance at the account-level.
- Launch our SaaS Performance Max campaign to complement our Search campaign and boost overall performance within this segment.
- Finalize and launch our new National Treasure campaign, along with migrating UGC out of SaaS to merge with our Creator keywords.
- Identify new landing page tests to run for our campaigns with declined conversion rates (i.e. NA SaaS and Affable, EMEA campaigns).

Q1 Revenue Growth Was Driven by Strong CVRs Despite Low Pipeline ACV

\$292K

Ad Spend
+5% QoQ

680

MQLs
+1% QoQ

\$430

Cost per MQL
+4% QoQ

598

SALs
+3% QoQ

87.9%

MQL > SAL
+2% QoQ

136

Opened Opps
+16% QoQ

\$2.4M

Pipeline Revenue
0% QoQ

\$817K

C/W Bookings Revenue
+80% QoQ

2.80

C/W Bookings ROAS
+71% QoQ

Values including Paid Media fees [linked here](#)

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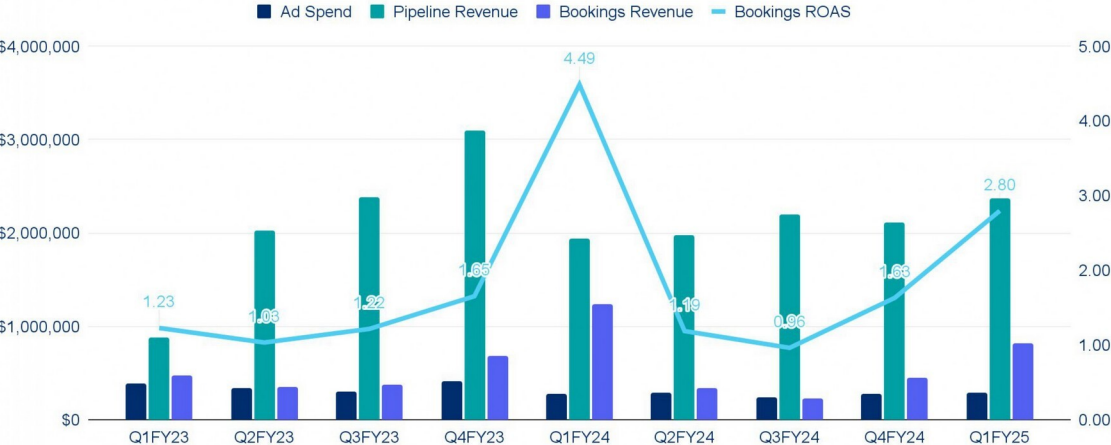
We've Driven 83% of the Q1 (Conversion) Target With Over \$1M Pipeline Outstanding

Q1 Google Objectives - In Quarter Conv	Target	Progress Bar	Percentage (%)	% Through Quarter	Q1 FY25	Current Pace	% Pacing to Target
Ad Spend	\$251,300	<div></div>	102%	100%	\$257,447	\$257,447	102%
Clicks	43,970	<div></div>	99%	100%	43,549	43,549	99%
Leads	1,451	<div></div>	67%	100%	974	974	67%
CVR	3.3%	<div></div>	68%	100%	2.2%	2.2%	68%
MQLs	817	<div></div>	83%	100%	675	675	83%
Lead > MQL	56.3%	<div></div>	123%	100%	69.3%	69.3%	123%
SALs	692	<div></div>	85%	100%	591	591	85%
MQL > SAL	84.7%	<div></div>	103%	100%	88%	88%	103%
Total Opened Opportunities	135	<div></div>	76%	100%	102	102	76%
SAL > Total Opened Opportunities	19.5%	<div></div>	88%	100%	17%	17%	88%
Pipeline Revenue	\$2,635,125	<div></div>	71%	100%	\$1,881,813	\$1,881,813	71%
Pipeline ACV	\$19,519	<div></div>	95%	100%	\$18,449	\$18,449	95%
C/W Opportunities	30	<div></div>	77%	100%	23	23	77%
Opened Opportunities > C/W Opportunities	22.2%	<div></div>	101%	100%	23%	23%	101%
	\$334,797	<div></div>	75%	100%	\$251,469	\$251,469	75%
	\$11,160	<div></div>	98%	100%	\$10,933	\$10,933	98%

Google Objectives - Total Anticipated (Incl. Future Qs)	Total Forecast	Actual	% to FCST
Est. Total Opened Opportunities	136	112	82%
SAL > Total Opened Opportunities (FY24)	20%	19%	96%
Est. Total Pipeline Revenue	\$2,660,969	\$2,088,303	78%
Pipeline ACV	\$19,519	\$18,646	96%
Est. Total C/W Opportunities	33	27	83%
Opened Opportunities > C/W Opportunities (FY24)	24%	24%	100%
Est. Total Revenue	\$544,489	\$321,261	59%
Est. Total Revenue (excl. outliers)	\$16,642	\$11,899	71%

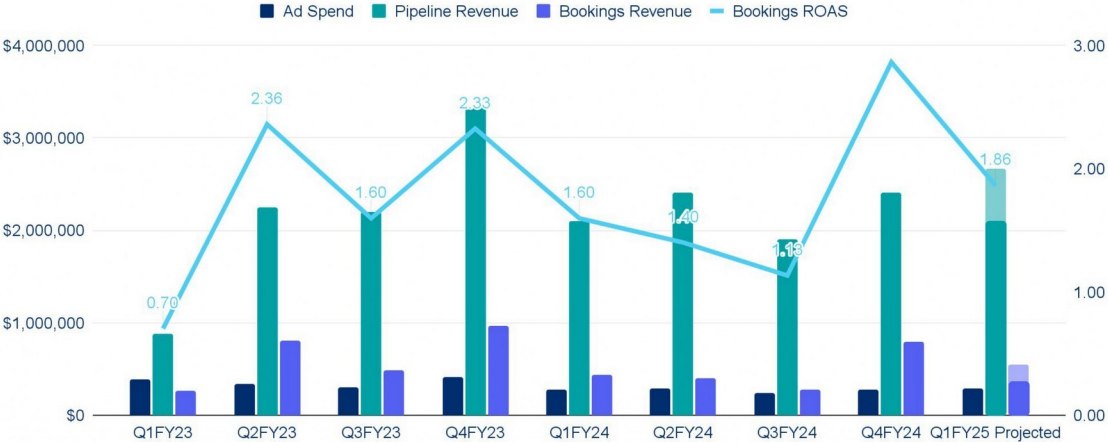
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Directive + (Client) Performance by Quarter, Converted Date



Ad spend does not include fees in this chart


Directive + (Client) Performance by Quarter, Create Date



Ad spend does not include fees in this chart

Q1 FY25 Lookback

Our Top Traffic Keyword Sets Have Below Average Conversion Rates

Landing Pages	Keyword Sets	30 Day Clicks	Click > MQL CVR	CRO Opportunities
		3,877	1.42%	- Implement a More Holistic Page
		2,047	0.68%	- Scroll Depth Section Height - Embedded Form vs Native - Split UGC keywords to new Creator / UGC LP
		1,738	1.83%	- Add CTA for Each Block to Maximize Conversion Touchpoints
		120	5.00%	
		1,316	2.05%	- Switch to new Creator / UGC LP
		691	2.17%	- Net New Landing Page to Test for Influencer Keywords
		179	1.11%	- Net New Landing Page to Test for Social Commerce Keywords

NA landing page data; EMEA is linked here

There Is an Opportunity to Improve CVR Across Our Keywords for CAS Search

We started promoting (Product) keywords within our (Product) Search campaign in Q1. As we have already seen a strong volume of conversions, we will update our existing copy and optimize the user experience to further improve our CVR, which will in turn enable low CPAs.

Q1FY25	Creator	Sampling
Click > Lead CVR	2.28%	2.54%
CpLead	\$487	\$427
CpMQL	\$565	\$534
CpSAL	\$589	\$854
CpOpp	\$14,142	\$4,270

Q1FY25	Creator	Sampling
Spend	\$28,285	\$4,270
Leads	58	10
MQLs	50	8
SALs	48	5
Opened Opportunities	2	1

Moving Forward: Merge (Product) with our UGC keywords and test with our new, customized landing page.

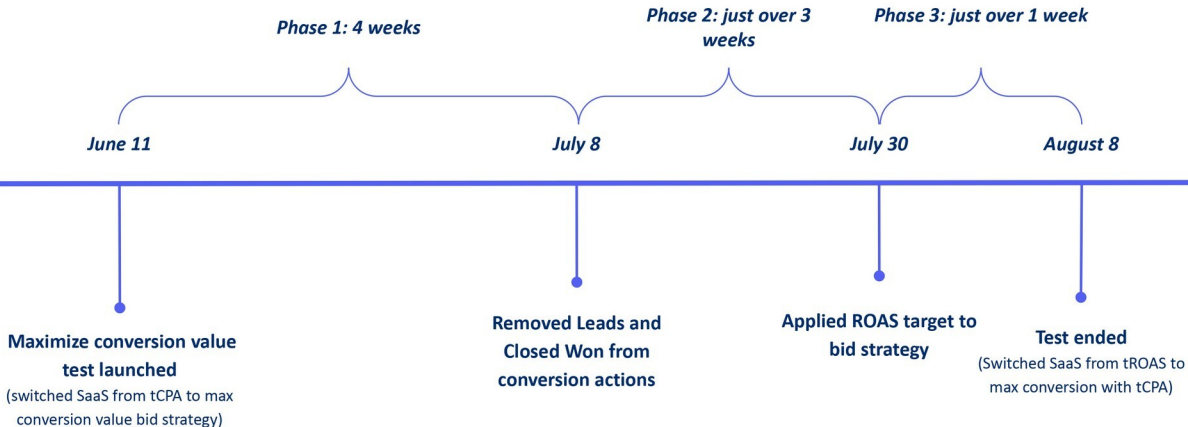
We Are Already Seeing Strong Efficiencies from Performance Max for the CAS Segment

- Complementing our existing Search campaign
- Using first-party customer lists from 6Sense, in addition to search themes and company size firmographics
- One campaign = all Google Ads inventory: YouTube, Display, Search, Discover, Gmail, and Maps
- Dynamic ads based on channel and user

Q1FY25	Search Total	Search Sampling	PMax Sampling
Click > Lead CVR	2.25%	2.54%	1.10%
CpLead	\$467	\$427	\$260
CpMQL	\$562	\$534	\$329
CpSAL	\$611	\$854	\$389
CpOpp	\$10,392	\$4,270	\$14,794
SAL > Opp CVR	5.17%	20%	2.63%

Moving Forward: Connect with Sales on PMax Sampling SAL > Opp delay (BV); test new audiences to unlock growth opportunities; expand to eComm.

Our NA Maximize Conversion Value Bid Strategy Test Went Through Multiple Optimizations Before Ending



Phase 1: We Did Not See a Greater Revenue Value From the Initial Flight

Google recommended to remove leads and closed won from the conversion actions, and we aligned on testing this approach.

Phase 1	Cost	Leads	MQLs	SALs	Opened Opportunities	C/W	Total Conversions	Total Conversion Value
Before (5/15-6/10)	\$13,671	17	11	12	4	1	45	\$54.6K
After (6/11-7/7)	\$25,861	16	11	11	2	1	42	\$46.0K
Change	+89%	0%	0%	-8%	-50%	0%	-7%	-16%

Phase 2: Focusing On Fewer, Faster Stages Improved Bid Strategy Results and Cost Metrics

Cost per MQL was still high, so the next step was adding a ROAS target to work toward efficiency and decrease cost metrics even further.

Phase 2	Cost	MQLs	SALs	Opened Opportunities	Total Conversions	Total Conversion Value
Before (6/16-7/7)	\$18,645	7	7	1	15	\$14.1K
After (7/8-7/29)	\$15,147	11	9	0	20	\$14.5K
Change	-19%	+57%	+29%	-100%	+33%	+3%

Conversion stage values reported from OCT in Google Ads

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Phase 3: Applying tROAS Did Not Have a Quick Enough Impact on Results

At this point in the flight, we decided to revert back to tCPA to have a more drastic impact on cost metrics.

<i>Phase 3</i>	Cost	MQLs	SALs	Opened Opportunities	Total Conversions	Total Conversion Value	Total Conversion Value / Cost (ROAS)
Before (7/20-29)	\$7,337	2	2	0	4	\$2.9K	0.40
After (7/30-8/8)	\$8,703	2	2	0	4	\$2.9K	0.34
<i>Change</i>	<i>+17%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>-15%</i>

Conversion stage values reported from OCT in Google Ads

Key Takeaways From Max Conversion Value Bidding Experience

- **Align on KPIs and timelines up front**
 - Set better expectations on which metrics we are using to measure success
 - Make sure every is comfortable with how long we may need to wait to measure performance — it can takes months to see opportunities get created from new leads
- **Optimize for fewer conversion stages and use as much data as possible**
- **Perform regular check-ins on KPIs**
 - Even if we know there is too little data to measure success, we should always monitor other metrics throughout the testing period
- **Don't be afraid to end a test early**
 - If we determine that some important metrics are being negatively impacted, we should stop
 - It is a learning experience, not a failure

Moving Forward: Test value bidding strategy at the account-level within our EMEA account; revert SaaS campaign back to tCPA bidding.

Our Social Campaigns Are Driving Strong Engagement

Compared to other advertisers, we're seeing strong performance from our top of funnel campaigns on LinkedIn. We have an opportunity to revitalize and optimize our Document Ad campaigns to promote stronger content and test different messaging, offers, and creative styles to see a lift in engagement.

Image Ad	Benchmark	Q1 FY25
CTR	2.34%	4.74%
CPC	\$1.78	\$1.84
Engagement Rate	2.34%	4.75%

Video Ad	Benchmark	Q1 FY25
CTR	0.16%	0.45%
CPC	\$13.52	\$17.22
View Through Rate	31.70%	33.07%

Document Ad	Benchmark	Q1 FY25
CTR	6.57%	4.83%
CPC	\$0.92	\$3.44
Engagement Rate	10.97%	10.61%

Boosted Social Campaigns

Image Ad	Benchmark	Q1 FY25
CTR	2.34%	4.74%
CPC	\$1.78	\$1.84
Engagement Rate	2.34%	4.75%

Video Ad	Benchmark	Q1 FY25
CTR	0.16%	1.15%
CPC	\$13.52	\$4.86
View Through Rate	31.70%	34.36%

Document Ad	Benchmark	Q1 FY25
CTR	6.57%	5.47%
CPC	\$0.92	\$1.55
Engagement Rate	10.97%	5.47%

Dark Social Campaigns

Document Ad	Benchmark	Q1 FY25
CTR	6.57%	4.87%
CPC	\$0.92	\$7.47
Engagement Rate	10.97%	8.53%

Video Ad	Benchmark	Q1 FY25
CTR	0.16%	0.25%
CPC	\$13.52	\$29.07
View Through Rate	31.70%	32.34%

Influencer and Trends Drive Strong Engagement

Ad Type	Boosted Content	Paid Social Engagement	Paid Social Engagement Rate	Cost per Paid Social Engagement	Cost	Impressions	All Clicks	CTR	CPC
Video		2,833	49.66%	\$0.24	\$687	5,705	309	5.42%	\$2.22
Video		363	27.60%	\$0.36	\$130	1,315	17	1.29%	\$7.65
Video		791	25.31%	\$0.43	\$338	3,125	95	3.04%	\$3.56
Video		944	23.24%	\$0.38	\$355	4,062	17	0.42%	\$20.9
		4,931	34.71%	\$0.31	\$1,510	14,207	438	3.08%	\$3.45
Ad Type		Paid Social Engagement	Paid Social Engagement Rate	Cost per Paid Social Engagement	Cost	Impressions	All Clicks	CTR	CPC
Single image		516	7.58%	\$1.60	\$825	6,805	516	7.58%	\$1.6
Single image		217	4.05%	\$2.15	\$466	5,358	217	4.05%	\$2.15
Single image		85	1.67%	\$2.47	\$210	5,088	85	1.67%	\$2.47
		818	4.74%	\$1.84	\$1,501	17,251	818	4.74%	\$1.84
Ad Type		Paid Social Engagement	Paid Social Engagement Rate	Cost per Paid Social Engagement	Cost	Impressions	All Clicks	CTR	CPC
Document		541	6.41%	\$1.12	\$606	8,442	541	6.41%	\$1.12
Document		114	6.22%	\$1.34	\$152	1,834	114	6.22%	\$1.34
Document		179	4.13%	\$2.57	\$461	4,335	179	4.13%	\$2.57
Document		68	3.62%	\$2.64	\$179	1,879	68	3.62%	\$2.64
Grand total		902	5.47%	\$1.55	\$1,399	16,490	902	5.47%	\$1.55

Top-Performing Video Ad
Influencer - (Name)

Top-Performing Image Ad
Influencer - (Name)

Top-Performing Doc Ad
(Name)

“(Name)” Post

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Our eComm Audience Engages With Influencer Content

Ad Type	Boosted Content	Paid Social Engagement	Paid Social Engagement Rate	Cost per Paid Social Engagement	Cost	Impressions	All Clicks	CTR	CPC	LP Clicks	LP CTR	All Engagements	Engagement Rate
Video		22,765	34.28%	\$0.13	\$2,983	66,400	487	0.73%	\$6.13	31	0.05%	492	0.74%

Ad Type	Boosted Content	Paid Social Engagement	Paid Social Engagement Rate	Cost per Paid Social Engagement	Cost	Impressions	All Clicks	CTR	CPC	LP Clicks	LP CTR	All Engagements	Engagement Rate
Video		2,818	27.74%	\$0.17	\$465	10,157	45	0.44%	\$10.34	4	0.04%	598	5.89%
Video		2,618	26.83%	\$0.17	\$453	9,757	31	0.32%	\$14.6	2	0.02%	552	5.66%
Video		2,542	26.72%	\$0.18	\$447	9,514	32	0.34%	\$13.98	3	0.03%	662	6.96%
Grand total		7,978	27.11%	\$0.17	\$1,365	29,428	108	0.37%	\$12.64	9	0.03%	1,812	6.16%

Top-Performing Video Ad
(Ad Name)

Top-Performing Image Ad
(Ad Name)

Audio Snippet Videos Prove to Engage Well for (Competitor)

Ad Type	Boosted Content	Paid Social Engagement	Paid Social Engagement Rate ▾	Cost per Paid Social Engagement	Cost	Impressions	All Clicks	CTR	CPC	LP Clicks	LP CTR	All Engagements	Engagement Rate
Video		999	28.95%	\$1.56	\$1,562	3,451	13	0.38%	\$120.18	1	0.03%	146	4.23%
Video		953	27.96%	\$1.67	\$1,593	3,409	20	0.59%	\$79.64	4	0.12%	166	4.87%
Video		956	27.12%	\$1.63	\$1,561	3,525	12	0.34%	\$130.05	1	0.03%	203	5.76%
		2,908	28.00%	\$1.62	\$4,716	10,385	45	0.43%	\$104.8	6	0.06%	515	4.96%
Ad Type		Paid Social Engagement	Paid Social Engagement Rate ▾	Cost per Paid Social Engagement	Cost	Impressions	All Clicks	CTR	CPC	LP Clicks	LP CTR	All Engagements	Engagement Rate
Document	27	4.26%	\$21.78	\$588	634	27	4.26%	\$21.78	1	0.16%	36	5.68%	
Document	22	3.53%	\$27.84	\$612	624	22	3.53%	\$27.84	2	0.32%	46	7.37%	
Document	22	3.36%	\$29.15	\$641	655	22	3.36%	\$29.15	1	0.15%	26	3.97%	
Document	12	1.75%	\$50.15	\$602	686	12	1.75%	\$50.15	1	0.15%	19	2.77%	
Grand total		83	3.19%	\$29.44	\$2,444	2,599	83	3.19%	\$29.44	5	0.19%	127	4.89%

Top-Performing Video Ad
(Ad Name)

Top-Performing Document Ad
(Ad Name)

What Are the Key Takeaways From Paid Social?

Highlights

- Our campaigns performed best when collaborating with top influencers through Thought Leadership boosted ads due to their authentic style.
- These ads delivered the lowest cost per engagement and clicks, across both video and image formats.
- Content featuring current trends and relevant statistics keeps our audience engaged.

Lowlights

- Across both our dark social and boosted social campaigns, this format did not drive much interaction, unlike our motion and video ads, which are the clear winners for awareness advertising.

Moving Forward

- Refresh our existing ads with new assets and creatives (taking the learnings from our current flight).
- Focus on trends and best practices educational content as we develop new assets to promote.
- Focus more on creating Video and Image creatives.
- Continue to leverage Thought Leaders to maintain strong engagement.

Q2 Strategy & Tactics

Refresher on Key Initiatives to Drive Growth in FY25

Continued
Innovation &
Testing



Brand
Amplification
on Social



Optimized
Search Spend
to Scale
Revenue



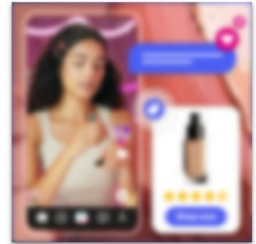
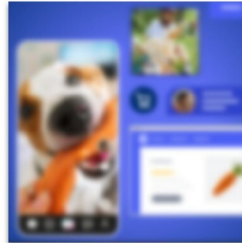
Optimized
User
Experience





Launch Performance Max Format for SaaS to Improve Volume and Efficiency

- Complements existing Search campaign structure
- Utilize the existing top-performing keywords we currently go after, custom interests, while layering on our own data with 6Sense and Propensity lists
- Drive traffic to product page simultaneously across multiple Google placements (Gmail, Search, YouTube, Discover, Display)



Next Steps: Pull from existing PMax budget to support test; launch campaign once new image creatives are approved.

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Set Prioritized Keywords for Search Going into FY25

After receiving the initial list of priority keywords and reviewing performance and existing coverage, we added new terms while pausing others that did not convert well from Paid. The new keywords have seen limited down funnel performance, with a few of them starting to hit higher spends.

Top Keyword Performance	Cost	CPC	MQLs	CpMQL	SALs	Opened Opportunities
Terms we kept on (5/11 - 8/8)	\$6,452	\$21.69	3	\$1,648	2	2
Terms we added (7/15 - 8/8)	\$5,343	\$15.67	3	\$1,781	2	0

Next Steps: Identify areas where we can incorporate keywords into our current landing pages OR have segmented pages; move high-spending keywords not driving MQLs or SALs to Organic.



Our Testing Plan for EMEA Value Based Bidding

Phase 1: Targeting an improvement in total conversion value, all else equal

Phase 2: Targeting an improvement in ROAS (total conversion value / spend)

August 6

September 3

September 30

August 12: KPI
check in

August 19: KPI
check in

August 26: KPI
check in

September 9:
KPI check in

September 16:
KPI check in

September 23:
KPI check in

**Maximize conversion value
test launched**

(switched Non-brand from max conversions and Brand from target impression share, to max conversion value bid strategies)

**Review impact of
value-based bidding**

(if successful, test phase 2; if not successful, revert back to max conversion)

**Review impact of tROAS
bidding**



New Opportunities for SaaS

Our SaaS campaign is already going through large changes as we switched back to tCPA bidding (away from tROAS and value-based bidding) and are moving the UGC keywords to the new Content and Creator campaign. There are still a number of opportunities to improve SaaS efficiency:

- Landing page testing: <https://client.com/page/>
 - Embedded form vs lightbox
 - Scroll depth section height
 - Segmented landing pages for [product-specific] keyword sets
- Optimize toward MQL stage only
 - We saw positive results when running the max conversion value bidding test, once we removed lead and closed won conversion stages
 - To quickly reduce SaaS cost per MQL and improve volume of upper funnel conversions, we'd like to **test solely optimizing for MQLs in this tCPA bidding strategy**



CRO OPPORTUNITIES

A/B Testing Roadmap

We have 3 active landing pages and created a roadmap with testing opportunities from heatmaps and CRO best practices. This test bank ensures that we are continuously working towards optimizing our pages and improving conversions.

A/B Testing Roadmap									
Test Opportunity					Priority			Status	
Test ID	Test Name	Test Type	Test Goal	Test Hypothesis	Priority	Impact	Effort	Assigned To	Start Date
1	Test 1	A/B	Conversion Rate	Hypothesis 1	High	Medium	Low	John Doe	2023-01-01
2	Test 2	A/B	Conversion Rate	Hypothesis 2	Medium	Low	Medium	Jane Smith	2023-01-01
3	Test 3	A/B	Conversion Rate	Hypothesis 3	Low	Low	High	John Doe	2023-01-01



CRO OPPORTUNITIES

A/B Tests in Queue: R&R, UGC, CAS

Status update on the tests in progress, planned, and/or running.

CAS

R&R

UGC

B:
We'll recommend a
test after we gather
some heatmap data
from VA

● Pending Review & Approval

● Approved + Pending Launch

● Approved + Pending Launch



Localized Content and Support Is Crucial Within the UK

It's important to incorporate localization best practices within each of our respective international markets to improve our performance – and this all starts with optimizing our landing page experience.

Landing Page Experience

Must have

Transparent pricing & product specs/feature overview

Important Notes

34% of decision-makers said case studies are the most influential content for driving consideration.

A localized website is considered the most important touchpoint for UK buyers.

68% of UK customers prefer to contact support through live chat.

Service Evaluation

Must have

Communicate security & technical support capabilities

Important Notes

49% consider reducing costs to be very important when evaluating purchases.

61% say security is very important when evaluating tech purchases. Communicate users data usage declaration in lead forms.

Lead Form Best Practices



Show Value Proposition to emphasize 'why'



Use inline validation to highlight mistakes in real time



Guide users through forms with pagination or progress bars



Avoid using duplicate or unnecessary fields

NSM Pacing

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Our Annual Goal Is to Drive +23% in (Conversion) Revenue

This is composed of 2 segments:	FY25 Targets	FY24	YoY
(Conversion) Revenue we can expect from previously created leads	\$962K	\$962K	+0%
(Conversion) Revenue we expect to close this quarter from new leads	\$1.89M	\$1.36M	+39%
Total (Conversion) Revenue closed in FY25	\$2.85M	\$2.32M	+23%

Working Backwards, We've Set Upper Funnel Targets by Quarter, to Achieve the Annual Goal

All Up Paid	Q1 Actual	Q2 Target	Q3 Target	Q4 Target	FY25	YoY
Spend	\$291,914	\$333,527	\$241,613	\$241,613	\$1,108,667	2.59%
MQLs	676	956	847	981	3,461	31.88%
Click > MQL	1.42%	1.59%	1.78%	1.96%	1.69%	52.72%
SALs	596	846	752	873	3,067	35.42%
MQL > SAL	88.17%	88.50%	88.75%	89.00%	88.64%	2.69%
Opened Opps	108	155	139	163	565	48.65%
SAL > Opp	18.12%	18.30%	18.49%	18.67%	18.42%	9.77%
Pipeline Revenue	\$1,876,420.67	\$3,379,670.05	\$3,035,156.93	\$3,559,534.85	\$11,850,782.50	42.85%
C/W	25	37	33	39	134	47.71%
Opp > C/W	23.15%	23.95%	23.95%	23.95%	23.79%	-0.64%
(Conversion)	\$262,501.33	\$552,292.96	\$495,993.92	\$581,685.79	\$1,892,474.01	39.60%
Avg Pipeline Value	\$17,374	\$21,831	\$21,831	\$21,831	\$20,979	-3.90%
Avg Bookings Value	\$10,500	\$14,897	\$14,897	\$14,897	\$14,080	-5.49%

Focus Areas to Meet Q2 Goals

All Up Paid	Q1 Actual	Q2 Target	QoQ Change
Spend	\$291,914	\$333,527	+14%
MQLs	676	956	+41%
Click > MQL	1.42%	1.59%	+12%
SALs	596	846	+42%
MQL > SAL	88.17%	88.50%	+0.38%
Opened Opps	108	155	+43%
SAL > Opp	18.12%	18.30%	+1%
Pipeline Revenue	\$1,876,420.67	\$3,379,670.05	+80%
C/W	25	37	+48%
Opp > C/W	23.15%	23.95%	+3%
(Conversion)	\$262,501.33	\$552,292.96	+110%
Avg Pipeline Value	\$17,374	\$21,831	+26%
Avg Bookings Value	\$10,500	\$14,897	+42%

Upper-funnel focus (Directive):

Improve click to MQL CVR through CRO, landing page testing, and personalization

Allocate budget efficiently to accelerate SAL growth

Down-funnel focus ((Client)):

A slight improvement in SAL > Opp will go a long way for revenue

Prioritize higher value deals; provide feedback to Directive on what is working to drive these

How Are We Pacing to Q2 Goals?

We've had a slow start to Q2, but we're very early on and this is typical of the first few days in a new fiscal quarter.

Q2 Google Objectives - In Quarter Conv	Target	Progress Bar	Percentage (%)	% Through Quarter	Q2 FY25	Current Pace	% Pacing to Target
Ad Spend	\$333,527	<div></div>	7%	7%	\$22,691	\$347,929	104%
Clicks	60,500	<div></div>	6%	7%	3,601	55,215	91%
Leads	1,339	<div></div>	3%	7%	46	705	53%
CVR	2.21%	<div></div>	58%	7%	1.3%	1.3%	58%
MQLs	964	<div></div>	4%	7%	38	583	60%
Lead > MQL	72%	<div></div>	115%	7%	82.6%	82.6%	115%
Click > MQL	1.6%	<div></div>	66%	7%	1.1%	1.1%	66%
SALs	853	<div></div>	3%	7%	26	399	47%
MQL > SAL	88.5%	<div></div>	77%	7%	68%	68%	77%
Total Opened Opportunities	155	<div></div>	0%	7%	0	0	0%
SAL > Total Opened Opportunities	18.2%	<div></div>	0%	7%	0%	0%	0%
Pipeline Revenue	\$3,383,805	<div></div>	0%	7%	\$0	\$0	0%
Pipeline ACV	\$21,831	#DIV/0!	#DIV/0!	7%	#DIV/0!	#DIV/0!	#DIV/0!
C/W Opportunities	37	<div></div>	0%	7%	0	0	0%
Opened Opportunities > C/W Opportunities	24.0%	#DIV/0!	#DIV/0!	7%	#DIV/0!	#DIV/0!	#DIV/0!
<div></div>	\$551,382	<div></div>	0%	7%	\$0	\$0	0%
<div></div>	\$14,853	#DIV/0!	#DIV/0!	7%	#DIV/0!	#DIV/0!	#DIV/0!

How Are We Pacing to Annual Goals?

FY25 NSM from Current FY	FY25 Target	Progress Bar	Percentage (%)	% Through Year	FY25 to date	Current Pace	% Pacing to Target	
Ad Spend	\$1,080,667	<div></div>	29%	27%	\$314,417	\$1,171,045	108%	
Clicks	254,455	<div></div>	20%	27%	51,070	190,210	75%	
Leads	5,897	<div></div>	17%	27%	1,031	3,840	65%	
CVR	2.3%	<div></div>	87%	27%	2.0%	2.0%	87%	
MQLs	3,656	<div></div>	20%	27%	713	2,656	73%	
Lead > MQL	60.0%	<div></div>	115%	27%	69.2%	69.2%	115%	
Click > MQL	1.4%	<div></div>	97%	27%	1.4%	1.4%	97%	
SALs	3,156	<div></div>	20%	27%	628	2,339	74%	
MQL > SAL	86.3%	<div></div>	102%	27%	88.1%	88.1%	102%	
Total Opened Opportunities	529	<div></div>	22%	27%	117	436	82%	
SAL > Total Opened Opportunities	16.8%	<div></div>	111%	27%	18.6%	18.6%	111%	
Pipeline Revenue	\$11,558,043.78	<div></div>	17%	27%	\$1,999,518.17	\$7,447,185.02	64%	
Pipeline ACV	\$21,831	<div></div>	78%	27%	\$17,090	\$17,090	78%	
C/W Opportunities	127	<div></div>	24%	27%	30	112	88%	
Opened Opportunities > C/W Opportunities	24.0%	<div></div>	107%	27%	25.6%	25.6%	107%	
	\$1,888,772.03	<div></div>	18%	27%	\$332,479.05	\$1,238,314.83	66%	
	\$14,897	<div></div>	74%	27%	\$11,083	\$11,083	74%	
Results from Prior FY	FY25 Estimates	FY25 Actual	Percentage (%)	% Through Year	Remaining Needed			
	30	18	60%	27%	12			
	\$962,170.08	\$554,715.37	58%	27%	\$407,454.71			
	\$31,966	\$30,818	96%	27%	\$33,674			
Grand Total FY25	FY25 Goal	FY25 Actual	Percentage (%)	% Through Year	Remaining Needed		FY24	YoY Target
	157	48	31%	27%	109		104	50.85%
	\$2,850,942.11	\$887,194.42	31%	27%	\$1,963,747.69		\$2,317,839.11	23.00%
	\$18,173	\$18,483	102%	27%	\$18,036		\$22,287	-18.46%

Next Steps

Q2 Roadmap and Project Management

Week	Core Topic	Notes
8/5/24	General	Monthly report deep dive — call on 8/8
8/12/24	QBR	
8/19/24	C&C	
8/26/24	Brand	
9/2/24	SaaS	Will need to move due to Labor Day Holiday
9/9/24	General	Monthly report deep dive
9/16/24	C&C	
9/23/24	Brand	
9/30/24	SaaS	
10/7/24	General	Monthly report deep dive
10/14/24	C&C	Will need to move due to Indigenous People's Day Holiday
10/21/24	Brand	
10/28/24	SaaS	
11/4/24	C&C	
11/11/24	General	Monthly report deep dive; will need to move due to Veterans Day Holiday

[Link to call schedule](#)

Q2 Roadmap and Project Management

Item ID	Item Name	Owner	Start Date	End Date	Status
Project A: New Product Development					
1.1	Define Product Requirements	John Doe	2023-06-01	2023-06-15	Completed
1.2	Design Product Architecture	Jane Smith	2023-06-16	2023-06-30	In Progress
1.3	Develop Product Features	Mike Johnson	2023-07-01	2023-07-15	Not Started
1.4	Test Product Functionality	Sarah Brown	2023-07-16	2023-07-30	Not Started
1.5	Deploy Product to Market	David Wilson	2023-08-01	2023-08-15	Not Started
Project B: Marketing Campaign Launch					
2.1	Develop Marketing Strategy	John Doe	2023-06-01	2023-06-15	Completed
2.2	Create Marketing Assets	Jane Smith	2023-06-16	2023-06-30	In Progress
2.3	Launch Marketing Campaign	Mike Johnson	2023-07-01	2023-07-15	Not Started
2.4	Monitor Campaign Performance	Sarah Brown	2023-07-16	2023-07-30	Not Started
Project C: Customer Support System Upgrade					
3.1	Assess Current System	John Doe	2023-06-01	2023-06-15	Completed
3.2	Design New System	Jane Smith	2023-06-16	2023-06-30	In Progress
3.3	Develop New System	Mike Johnson	2023-07-01	2023-07-15	Not Started
3.4	Test New System	Sarah Brown	2023-07-16	2023-07-30	Not Started
3.5	Deploy New System	David Wilson	2023-08-01	2023-08-15	Not Started

Thank

Thank You

You

Appendix

Q1 Revenue Growth Was Driven by Strong CVRs Despite Low Pipeline ACV

\$331K

Ad Spend w/fees
+3% QoQ

680

MQLs
+1% QoQ

\$487

Cost per MQL
+1% QoQ

598

SALs
+3% QoQ

87.9%

MQL > SAL
+2% QoQ

136

Opened Opps
+16% QoQ

\$2.4M

Pipeline Revenue
0% QoQ

\$817K

C/W Bookings Revenue
+80% QoQ

2.47

C/W Bookings ROAS
+76% QoQ

EMEA CRO Opportunities to Improve Our Landing Page Experience

<i>Landing Pages</i>	Keyword Sets	30 Day Clicks	Click > MQL CVR	CRO Opportunities
BV UGC	General Brand	798	1.25%	- Implement a More Holistic Page
Ratings & Reviews	Ratings/Reviews UGC	631	1.43%	Test New R&R Landing Page - <i>from NA</i>
CAS Sampling	PMax	52	1.92%	Test New CAS Landing Page - <i>from NA</i>



FY25 Prioritized Keywords: 90-Day Lookback at Terms We Kept From the Initial Review

Key: Pause & move to organic

Keyword sta	Keyword	Cost	Avg. CPC	MQLs	Cost per MQL	SALs	SQLs
Enabled		\$1,259.11	17.99	1	\$1,259.11	1	1
Enabled		\$962.10	22.37	0	\$0.00	0	0
Enabled		\$887.41	22.19	0	\$0.00	0	1
Enabled		\$648.49	23.16	0	\$0.00	0	0
Enabled		\$638.11	24.54	2	\$319.05	1	0
Enabled		\$216.48	72.16	0	\$0.00	0	0
Enabled		\$186.61	31.1	0	\$0.00	0	0
Enabled		\$49.56	9.91	0	\$0.00	0	0
Enabled		\$36.31	12.1	0	\$0.00	0	0
Enabled		\$30.51	10.17	0	\$0.00	0	0
Enabled		\$29.87	29.87	0	\$0.00	0	0
Enabled		\$0.00	0	0	\$0.00	0	0

Full performance for these keywords can be found here

Directive,



FY25 Prioritized Keywords: Initial Lookback at New Terms We Added On July 15

Key:	Monitor if we see SQLs
	Pause & move to organic

Keyword sta	Keyword	Cost	Avg. CPC	MLs	Cost per MQL	SALs	SQLs
Enabled		\$1,714.20	16.33	1	\$1,714.20	1	0
Enabled		\$999.88	12.99	0	\$0.00	0	0
Enabled		\$878.04	20.42	0	\$0.00	0	0
Enabled		\$373.45	16.24	0	\$0.00	0	0
Enabled		\$353.78	14.15	1	\$353.78	0	0
Enabled		\$247.17	14.54	0	\$0.00	0	0
Enabled		\$209.21	14.94	0	\$0.00	0	0
Enabled		\$193.73	12.92	1	\$193.73	1	0
Enabled		\$189.28	37.86	0	\$0.00	0	0
Enabled		\$103.84	17.31	0	\$0.00	0	0
Enabled		\$49.56	9.91	0	\$0.00	0	0
Enabled		\$17.12	5.71	0	\$0.00	0	0
Enabled		\$10.01	5.01	0	\$0.00	0	0
Enabled		\$3.99	3.99	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0
Enabled		0	0	0	\$0.00	0	0

Full performance for these keywords can be found [here](#)