Directive ✕

Annual Business Review

FY24

March 2024

Consulting Directive

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FY24 Overview

In FY24, as our focus was on bottom of funnel initiatives, we tested new channels and strategies in order to improve efficiencies.

The updates that were the most impactful were:

TAM Development for OCT Refinement	Google Account Consolidation	Improved Pipeline Visibility

FY24 Overview

The biggest challenges we faced were

Increased Competition	Misaligned LinkedIn Strategy in H1	Lack of Visibility into Quality Opps

FY24 Overview

Once we pivoted away from competitor campaigns, realigned on our LinkedIn efforts and successfully added SQL data into our reporting, we made significant strides in our performance and efficiencies.

This resulted in an 82% increase in NARR and 25% increase in opp average NARR

H1 Global NARR
$2,040,324.23

(Average NARR
$21,034.27)

H2 Global NARR
$3,719,343.20

(Average NARR
$26,378.32)

Performance
Review

FY24 YoY Performance
Playing Catch Up with the Competition

1,552
TAM MQLs
+22.49% YoY

303
Opps.
+11.40% YoY

238
SQLs
-11.19% YoY

We saw more pipeline friction in FY24 compared to the previous year, attributed to not remaining competitive with our spend against competitors in the market.

We also aligned on our TAM for marketing and successfully improved lead volume from our core audience but SQLs did not match. This could be partially due to the slower performance in H1 but it will be important to ensure sales team alignment

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FY24 YoY Performance
Decreased Pipeline Efficiencies with Higher Competitor Investment

-0.72%
YoY Spend Decrease

-10.88%
YoY CP Opp.

+11.79%
YoY CP SQL

In H1 of FY24, our campaigns lacked a strong non-brand focus with the bulk of bucketed spend being placed on competitor targets. The competitor campaigns were not driving quality leads and took from the potential of non-brand targets. This led to a higher volume but lower avg. NARR per deal comparatively.

Since pivoting this investment to higher-value targets, we've been more competitive and have landed larger deals.

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Global YoY Performance
Viewing Efficiency Across All Regions

All Regions	FY'23	FY'24	% Difference
Spend	$2,422,621	$2,405,017	-0.73%
Form Fills	2,521	3,480	38.04%
Cost/Form Fill	$961	$691	-28.08%
TAM MQLs	1,267	1,552	22.49%
Cost/TAM MQL	$1,912	$1,550	-18.96%
Opps.	272	303	11.40%
Cost/Opp.	$8,906.69	$7,937	-10.88%
SQLs	268	238	-11.19%
Cost/SQL	$9,040	$10,105	11.79%
Opp Ave NARR	$7,002,235	$5,759,667	-17.75%
Conv Value/Cost	2.89	2.39	-17.14%

Data Pull Criteria
Filtered reports from (Client) team

- **Overall,** across the account in FY24, we saw higher investments from competitors in all regions. Specifically, (Competitor) in the NA region jumped to $15.50 (+125.5% YoY) and EMEA +93.5%.

  - Our competition also spent 4X what (Client) did in FY24.

- **In the same time in H1 of FY24,** our platform targeting became more efficient and we saw more qualified leads at the top of our funnel.

- **This was accomplished by** honing in on higher-value keywords to improve search impr. share and visibility in auctions

- **Further,** we tested and implemented new ad copy on a global approach to better match funnel positions on MOF and BOF campaigns with new values and focuses.

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Channel
Performance

Competitor YoY Performance
Efficiency Achieved Through Non-brand Expansion

26
SQLs

+225% YoY

$10.4k
Avg. NARR per SQL

-6.22% YoY

$26.4k
Cost/SQL

+226% YoY

While we increased SQL volume from competitor targets +225%, the avg. NARR of these deals is -71.59% less than our crm-focused non-brand targets.

Once we started to get reliable pipeline data, we were able to pivot spends to more valuable areas in H2 of FY'24 (non-brand targets i.e. sales crm, best crm etc.).

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Non-Brand YoY Performance
Understanding Competitor Investment

- **Increased competition from big name players** in our market led to depreciating impression share and loss of market position from FY'23 - FY'24.

  - **Our current move to invest in our brand awareness** and generate more consideration further up our funnel is in line with the optimizations needed to improve search impr. share.

  - **As we continue to reinvest,** we will work to improve our rank with refined keyword targeting (less volume) for better positioning.

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Non-Brand YoY Performance
Where Our Opportunities Sit

58
SQLs

-28.39% YoY

$36.76k
Avg. NARR per SQL

+16.43% YoY

$28.5k
Cost/SQL

+23.23% YoY

In the first half of FY'24, we relied heavily on competitor campaigns as the bulk of our non-brand spend.

Halfway through the year, it was identified that these campaigns were not driving pipeline so we pivoted to place more emphasis on non-competitor targets.

Our data still exemplifies non-brand as continued priority, given that potential ROI being higher than competitor campaigns and having the largest growth opportunity and avg. NARR.

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Brand YoY Performance
Discovering Growth and Revenue Opportunities

154
SQLs

-14.91% YoY

$21.8k
Avg. NARR
per SQL

-9.58% YoY

$14.1k
Cost/SQL

+9.13% YoY

Brand spend decreased 6% in FY'24 vs FY'23 while auction competition increased, leading to lower search impression share. We relied on pools of BOF users already familiar with the brand, which made pipeline more difficult to secure.

To address increased competition and expand brand awareness/consideration, we're shifting budget to TOF campaigns (LinkedIn reach video, prospecting etc.) and expect to see less friction at branded BOF positions over time.

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Non-Brand YoY Performance
Increased Revenue Potential For Non Brand

FY24 Competitor

Sales Geo (SI)	Sales Geo (SI)	Avg NARR (USD)	Avg NARR
APAC	4	$39,284	$9,821
EMEA	1	$6,528	$6,528
NORTH AMERICA	21	$225,708	$10,748
Grand Total	**26**	**$271,520**	**$10,443**

FY24 Brand

Sales Geo (SI)	Sales Geo (SI)	Avg NARR (USD)	Avg NARR
APAC	20	$331,554	$16,578
EMEA	26	$578,464	$22,249
LATAM	7	$238,104	$34,015
NORTH AMERICA	101	$2,207,559	$21,857
Grand Total	**154**	**$3,355,681**	**$21,790**

FY24 Non Brand

Sales Geo (SI)	Sales Geo (SI)	Avg NARR (USD)	Avg NARR
APAC	4	$24,218	$6,054
EMEA	12	$456,685	$38,057
LATAM	2	$20,760	$10,380
NORTH AMERICA	40	$1,630,804	$40,770
Grand Total	**58**	**$2,132,466**	**$36,767**

- **NARR on our Non brand** campaigns was +252% higher vs. competitor initiatives.

- **While branded campaigns** have significantly higher volume, the average NARR of non-branded surpass branded campaigns

- **This strengthens the need** for investing into non brand targets for higher-value deals and ultimately more revenue in our pipeline.

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LinkedIn
Cost Improvement in Global TAM MQLs

+244%
YoY Spend Increase

-98%
YoY CP TAM MQLs

$81K
Total SQL NARR

LinkedIn spend increased 244% YoY ($167k vs $48k), generating **193 TAM MQLs** at a cost of $867 each (**-98% YoY**), most efficient TAM MQLs after Software Advice. We also drove **2 SQLs** contributing **$81K in pipeline.**

We restructured campaigns to prioritize awareness and nurturing BOFU audiences after discontinuing conversation ads.

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Software Advice

- Our PPL campaigns generate TAM MQLs and saw a surge in volume when we added budget in January. This led to a **30% increase in leads** by having more competitive bids.

- These leads have a **20% CVR to SQLs**, in line with what we see from paid search (24%).

- The cost per TAM MQL is roughly 46% lower than our average.

Next steps:
- Testing out MVF as an additional PPL partner
  - Estimates a $75 CPL
  - Volume estimated around 200 per month for NA
  - Full volume and pricing here

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YouTube Retargeting
Remarketing Audience Ready to Take Action

Metrics	(Video)	(Video)	Benchmark
Completed VR	7.03%	**42.48%**	n/a
View Rate	16.52%	**37.48%**	35.4%
CPV	$0.77	**$0.14**	$0.37 - $0.48
Clicks	**53**	18	n/a
CTR	**0.63%**	0.51%	0.37%
CPM	$61.26	**$54.41**	$3.30 - $3.70

- Of the two videos, the (Video) had the highest video engagement in terms of completed views and CPV. This video is the most in line with YT benchmarks and was also shorter at 20 secs vs. 1:37.

- The (Video), however, saw more interactions i.e. clicks and higher CTR indicating that this content was more enticing and people were willing to leave their YouTube experience to learn more.

- CPMs are roughly 84% lower than LI RET

- Recommendation is to focus more on sales-led and ICP specific videos but shorter lengths (15-30 secs).

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FY25 Summary

What We Did

- Focused on BOFU tactics
- Consolidated Google accounts for better data collection and optimization
- Implemented OCT
- Tested conversation ads
- Tested nurture campaigns and video on LI and YouTube

What We Learned

- Brand awareness is low and in some cases unfavourable
- BOFU only efforts are less effective due to increased competition YoY
- Competitor campaigns were not driving much pipeline
- Non-branded search is our second highest SQL driver
- Branded search needs TOFU support to remain effective

What's Next

- Increasing brand presence on paid social
- Focusing on top industries to further refine TAM
- Incrementality testing via account lists
- Testing a TAM split to measure engagement from awareness activity within the platform
- Creative refinement

FY25

The New
Road Ahead

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In FY25, we will heavily focus on Paid Social to **drive highly targeted awareness,** with the aim of **measuring increased account engagement** over time.
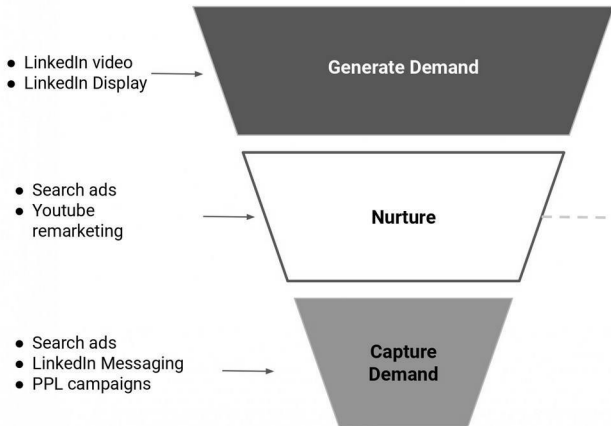
Our core initiatives for the success of paid social include:

Reach and Awareness

Tailored Assets and Content

Incrementality Measurement

FY25 Strategy
Generating Global Demand

- LinkedIn video
- LinkedIn Display

Generate Demand

We've tested exclusively bottom funnel tactics (convo ads) with minimal success.

- Search ads
- Youtube remarketing

Nurture

The addition of nurture campaigns helped support some awareness but we are not seeing leads.

- Search ads
- LinkedIn Messaging
- PPL campaigns

Capture Demand

Our strategy needs to include more brand awareness elements coupled with BOFU campaigns in order to remain competitive

FY25 Strategy
Manufacturing a Full Funnel Test

- LinkedIn video
- LinkedIn Display

Generate Demand

- Search ads
- **LinkedIn Video RET**
- **LinkedIn Doc Ads (lead gen)**
- Youtube remarketing

Nurture

- Search ads
- LinkedIn Messaging

Capture Demand
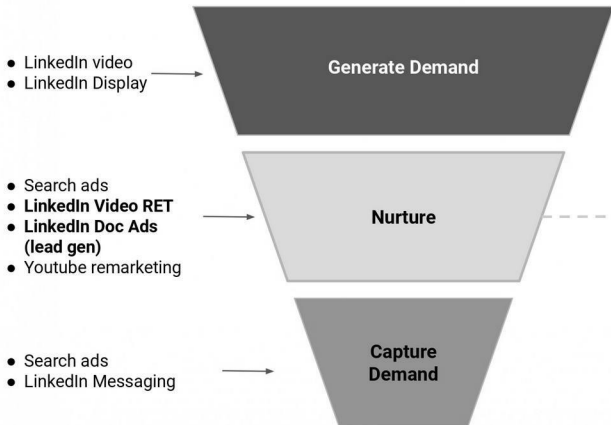
For manufacturing, we have specific assets to test a full funnel engagement campaign.

We'll split our account lists into a control group vs. experiment and measure the incrementality across named accounts.

This is a smaller overall investment compared to the general ICP campaign allowing us to test with a smaller audience.

The New Road Ahead

Building the (Client) Brand

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LinkedIn Awareness Ads
Building The (Client) Brand

Our Full Funnel strategy:

- **To gain an added account lift** leveraging TOF campaigns with the goal of increasing brand awareness in the market and drive further consideration to our lower funnel campaigns.

- **Aim to influence new opportunities** through a multi-touch approach using account-based tracking to determine influenced leads with reach campaigns.

- **Next steps:**
  - **Enable and optimize** reach campaigns on paid social across NA, EMEA, and APAC.
    - Splits by region:
      - 50/50 EMEA
      - 80/20 NA
      - 40/60 APAC

TOFU
60% of Total Spend

1 LinkedIn Reach Ads
LinkedIn Prospecting Ads (MFG)

MOFU
30% of Total Spend

2 LinkedIn Doc Ads
Case Studies, Whitepapers, Guides etc. (MFG)

BOFU
10% of Spend

3 Branded Paid Search
LinkedIn Messaging Ads (non incentivized, MFG)

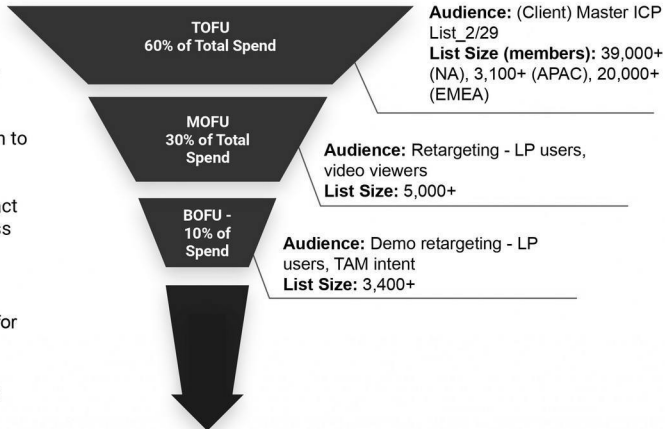Email Nurturing & Lead Follow Up
LTV Retention
Lead Tracking
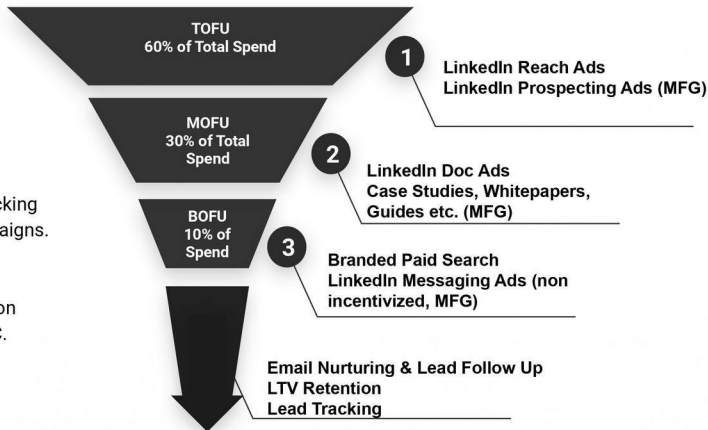
LinkedIn Awareness Ads
Refining the Audiences

Targeting:

- **Our main reach campaign** will be set by region using the (Client) Master ICP list, excluding the manufacturing TAM.

- **To prove out viability in manufacturing**, we plan to run an incrementality TAM split test
  - **With this being our most detailed targeting with content,** we can vet impact to accounts and measure lift for success metrics (Opps., SQLs etc.)

- **Audiences** that are on the larger side can be focussed by segmenting industries separately for delivery.

  - **We will measure** account engagement lifts as well as lower funnel campaign performance to quantify results.

TOFU
60% of Total Spend

MOFU
30% of Total Spend

BOFU -
10% of Spend

Audience: (Client) Master ICP List_2/29
List Size (members): 39,000+ (NA), 3,100+ (APAC), 20,000+ (EMEA)

Audience: Retargeting - LP users, video viewers
List Size: 5,000+

Audience: Demo retargeting - LP users, TAM intent
List Size: 3,400+

LinkedIn Awareness Ads
Measuring Success

Assets and measurement:

- **[New]** Display Reach Ad for all regions
- **[Legacy]** A Better Way to CRM Video Ad (01:15)
- **[Legacy]** Reinventing CRM Video Ad (01:17)

We will measure success via account-based incrementality utilizing both internal data and LinkedIn platform data to identify lift on named accounts.

Our main reach campaign will be using the provided master intent list, broken out by region, which will allow us to determine engagement from accounts listed.

TOFU
Content Engagement
Visibility - Impr Volume, New Users
Intent Lists, Account Engagement

MOFU
Downloads, Engagement, Lead Volume
Account Engagement

BOFU
Demo Requests, Lead Volume

MQL, SQL, Opportunity Volume
Revenue, ROI
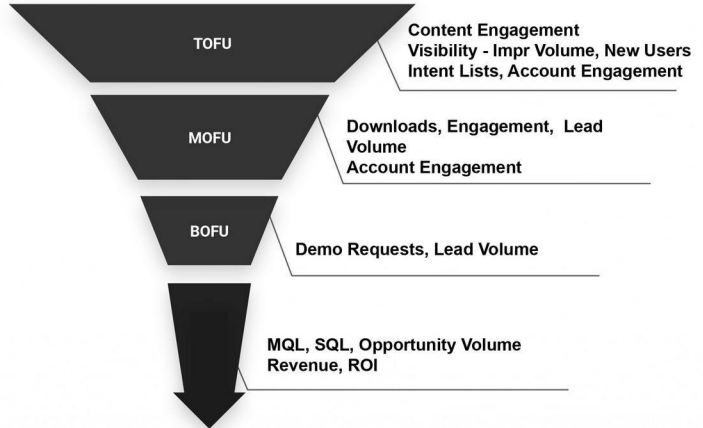
MFG Measurement TAM Segmentation
Refining Targeting to Measure Impact from Awareness

Current intent list parameters:

- **TAM A (Global MFG)**
  - >90% match rate, 3,700+ members

- **TAM B (Global MFG)**
  - >90% match rate, 3,000+members

We plan to use our manufacturing TAM to test account engagement (control vs. exp), specifically within the manufacturing campaign to ensure we are able to track engagement by account and control the experiment with less risk.

Because 40% of our previous deals have been from manufacturing, we want to prove out success on a tailored approach before applying it to other regions.

Company name	Engagement level ○	Impressions ○	Ad engagement ○
Search by company name	All ▾	All ▾	All ▾
24,415 companies	-	-	-
○ Rubrik	Very high	522	73
a Alteryx	Very high	445	30
Cloudflare	Very high	380	23
W Workiva	Very high	372	107
Sprinklr	High	361	19
Anaplan	High	345	28
Samsara	High	333	18
enable.services	Very high	328	28

*Ad engagement = Number of likes, comments, clicks, shares, and video views (counted if members viewed at least 25% of the video).

LinkedIn Messaging Ads
Non-incentivized Demo Drivers

Messaging and Audience segmentation:

Our messaging will be similar to convo ads, however, this is an opportunity to further test value propositions at the BOF stage.

- **BOF messaging** can be tied to TOF copy to make the ads more relevant to the user journey.

Segmenting audiences by industry will give us the ability to tailor messaging, and values, per ICP target.

Utilizing targeted content at our MOF position will help maximize engagement.

LinkedIn Manufacturing Ads
Influencing Our Top Industry

Manufacturing segmentation:

- MFG LP - 90 Days
- Video Viewers 25% (MFG - Jan '24 launch)
  - **Audience targets** for NA, EMEA, APAC using a global approach due to traffic volume and spend.

Opportunity to test new *ungated* content options within our MOF position to include tailored case studies, whitepapers, and guides to manufacturing audiences

- **This will aid** in building up thought leadership and nurturement on solutions prior to BOF contact.

This position will be followed up with BOF messaging ads for a full funnel approach.
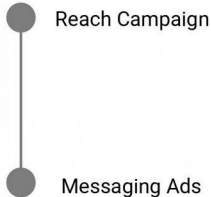
LinkedIn Campaign Structure Recap

Main ICP LinkedIn Campaigns

Measurement approach includes:
Primary - named account incrementality
Secondary - LinkedIn ABM engagement
Tertiary - increased engagement for messaging ads
(opens, leads)

● Reach Campaign

● Messaging Ads

Manufacturing Campaigns

Measured by incrementality of named accounts for manufacturing in 3 parts
- No exposure
- Full funnel
- Bottom funnel only

● Prospecting Campaign

● Remarketing Campaign

● Messaging Ads
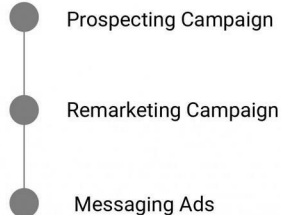
Measurement Approach

Methodology

Company lists for opportunities, wins, losses, or subscriptions can be uploaded as a _matched company list_ in campaign manager tool
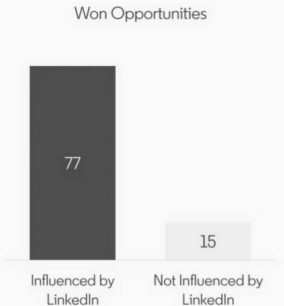
These lists can be segmented by product, geography, revenue segment, and more

LinkedIn advertising performance for these companies is analyzed for the desired timeframe to determine full funnel influence

Measurement Approach

84% of Won Opportunities were influenced by paid efforts on LinkedIn

Won Opportunities

With these reports, we'll be able to see the holistic impact of LinkedIn Ads regardless of where a user converts.

If they are at a company on our account list, are being served our ads, and convert organically, we'll still have insight into the overall influence LinkedIn is having.

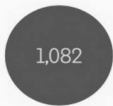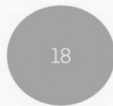|		Won Customers	% of all matched Customers
Influenced	Exposure to ad (>10 impressions)	77	84%
Influenced	Clicked on ad (>1 company clicks)	37	40%
Attributed	Submitted lead gen form	25	27%

Measurement Approach

Key Considerations

- Segment companies by size: enterprise require more impressions and a higher frequency than SMBs

- Optimize toward frequency as an additional KPI given 3+ impressions is typically the min for a lead

- Ramp up support for awareness campaigns to nurture members. Especially for enterprise where more touchpoints are needed.

- The reporting also provides key takeaways and recommendations to better optimize and steer our campaigns to drive the best results, given the lack of direct visibility from an overall awareness perspective.

- It also lends insight into how specific metrics contribute towards influenced pipeline, giving us a more general understanding of just how much awareness will be required to influence pipeline from our account list.

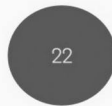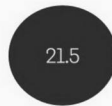| 50	1,082	18	22	21.5	0.5
Average Reach per Closed Deal	Average Impressions per Closed Deal	Average Clicks per Closed Deal	Average Engagements per Closed Deal	Average Frequency per Closed Deal	Average Leads per Closed Deal

Recommendations Summary

Initiative	Recommendation
LinkedIn reach campaign	Configured for main audience (non-MFG) with 50/50 control and experiment for account lists
LinkedIn Messaging Ads	Recommend using as our new BOFU tactic to get in front of ICPs. Tie-in messaging from TOFU and MOFU ads to make the messages more relevant
Incrementality testing	Splitting the account list across campaigns, tied to revenue via LI engagement measurement for a more accurate view into account lift
PPL	Test MVF for 3 months to determine if this is a beneficial partnership addition
Remarketing	Continue using for the Manufacturing audience to support our TAM test. Remove from our general ICP targeting to. Continue with YouTube.
Scheduling Tool	Test integrating this across additional landing pages to support a higher meeting rate
Customer interviews	Continuing to hone our messaging and address the pain points and JTBD for each ICP

Campaign
Media Plan

Directive

Campaign Media Plan
Q4 Budget Planning & Breakouts

We've developed a campaign media plan that outlines spend and potential results for all programs discussed, including new regional splits between paid search and paid social:

- **NAM:** 80/20 split between paid search/social
- **APAC:** 40/60 split between paid search/social
- **EMEA:** 50/50 split between paid search/social

Campaign breakouts for LI are noted (reach, prospecting etc.). Anything in red are areas we would like to discontinue, as they have not provided sufficient performance with spend moved to other initiatives.

Link to media plan HERE.

Platform	Region	Type	March Total	Daily Budget
Google	EMEA	Brand	$8,127.00	$262.16
Google	EMEA	Non Brand	$10,206.00	$329.23
Google	EMEA	Competitors	$0.00	$0.00
Bing	EMEA	Brand	$567.00	$18.29
Bing	EMEA	Non Brand	$0.00	$0.00
LinkedIn	EMEA	BOFU Convo-Ads	$0.00	$0.00
LinkedIn	EMEA	MOFU Retargeting	$4,536.00	$146.32
LinkedIn	EMEA	TOFU Prospecting	$11,151.00	$359.71
Gartner	EMEA	PPC/PPL	$3,213.00	$103.65
TOTAL	**EMEA**	**Q1 Budget: $113,400.00**	**$37,800.00**	**$1,219.35**
Google	NA	Brand	$12,840.00	$414.19
Google	NA	Non-Brand	$21,571.20	$695.85
Google	NA	YouTube	$4,108.80	$132.54
Google	NA	Competitors	$10,272.00	$331.35
Bing	NA	Brand	$1,000.00	$32.26
Bing	NA	Non-Brand	$0.00	$0.00
Bing	NA	Competitors	$1,568.00	$50.58
LinkedIn	NA	BOFU Convo-Ads	$0.00	$0.00
LinkedIn	Global	MOFU Retargeting	$2,568.00	$82.84
LinkedIn	NA	TOFU Prospecting	$3,852.00	$124.26
LinkedIn	NA	TOFU reach	$6,420.00	$207.10
Gartner	NA	PPC	$5,500.00	$177.42
Gartner	NA	PPL	$5,500.00	$177.42
Directories	NA	PPL/PPC	$7,000.00	$225.81
TOTAL	**NA**	**Q1 Budget: $243,600.00**	**$82,200.00**	**$2,651.61**

NSM
Goals

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Summary:

Because we are moving a significant amount of budget to TOF campaigns, our QoQ goal will remain static on historical performance. We are placing secondary goal improvements on upper funnel KPIs as they relate to our new structure.

1,024
Leads

525
MQLs

63
SQLs

Methodology:

- **Improvements of 5%** placed on Leads and MQLs with the following assumptions:
  - **Our lead>MQL efficiency** remains 98% or higher
  - **Our spend remains consistent** through the rest of Q1 at $140K / mo
  - **Targeting** remains consistent and optimized

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Timelines and Next Steps

Q1 Milestones

March

- Confirm new LI creative assets
- Finish account size and list segmentation
- Align on LI measurement methodology
- LinkedIn reach campaign launch
- Working session for APAC audiences and creative
- Setup and test MVF (MSA coming soon)
- A/B test product tour page across LI campaigns
- Update budget to new paid search and paid social splits

April

- Evaluate preliminary incrementality testing
- Consider a creative refresh based on data and ideal content types and video lengths
- New media plan for Q2 based on updated budgets and LinkedIn performance

Thank You

Appendix

*LinkedIn Awareness Ads
Determining Sizing Needs For SQL Targets

*Link to stage breakout and predictions

LinkedIn Q4 Actual	Q4 Budget	List Size	Q4 CPM	Impressions	Clicks	CTR
LinkedIn FY'23	$56,723.26	57,668	$245.91	230,671	13,906	6.03%
100 SQL target						
LinkedIn FY'24	$105,487.00	*4,750,000	$245.91	19,000,000	1,145,700	6.03%
Realistic SQL target						
LinkedIn FY'24	$105,487.00	*475,000	$245.91	1,900,000	114,570	6.03%

- **Taking into account our *current* funnel stage ratios,** budget, and platform performance, we will need to hit at least 475,000 users (with 4x frequency) to run the potential of 10 SQLs from our campaigns.

    - **Current list on a global approach** is 30,000+ with Job Function and Seniority targets added, and regular suppression on job titles.

    - **For the largest pool**, we recommend a global approach. **For tailored content** (by region), we will need to break up the list by geo using the same targeting method mentioned above.

Competitor Investment
FY24 USA

Monthly Investment Trend (L12 months)
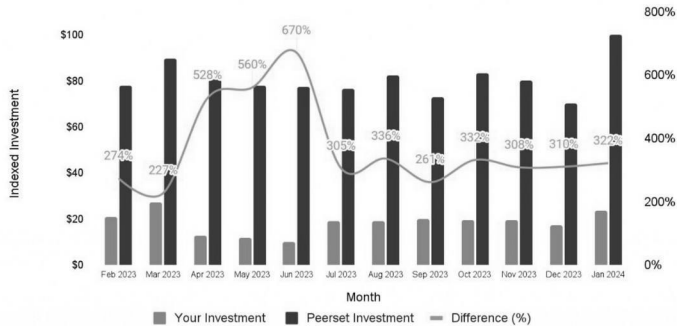
In the last 12 months, peers invested more than 4x of our search investments in the US

Competitor List
- (Competitor)
- (Competitor)
- (Competitor)
- (Competitor)
- (Competitor)

YouTube Retargeting
Video campaigns

YouTube Retargeting Campaign *(Landing page visitors)*					YouTube Benchmark	LinkedIn Video Views
Metrics	**NA**	**EMEA**	**APAC**	**All regions**		
Cost	$533.52	$104.17	$128.65	*$766.34*	-	$206.70
Impr.	8,301	2,298	6,364	*16,963*	-	424
Avg. CPM	$64.27	$45.33	$20.22	*$45.18*	$3.70	$487.50
Views	1,153	349	650	*2,152*	-	160
View rate	13.89%	15.19%	10.21%	*12.69%*	35.40%	37.74%
Avg. CPV	$0.46	$0.30	$0.20	*$0.36*	$0.037	$1.29
Clicks	37	10	34	*81*	-	8
CTR	0.45%	0.44%	0.53%	*0.48%*	0.37%	1.89%
Avg. CPC	$14.42	$10.42	$3.78	*$9.46*	$0.49	$25.84
Conversions	0	0	0	*0*	-	0
Conv. rate	0.00%	0.00%	0.00%	*0.00%*	12.00%	0.00%
Cost / conv.	-	-	-	-	-	-

- Our YouTube Retargeting campaign (targeting landing page visitors) currently has a CMP of $45.18, View rate of 12.69%, CPV of $0.36, CTR of 0.48%, CPC of $9.46, and has not produced any conversions in January.

- Compared to the YouTube benchmark for the B2B industry, all of our campaign costs are higher (CPM, CPV, CPC), and our View and Conv. rates are lower than the average. Our CTR is slightly higher than the benchmark, which indicates an interest from the user.

- Compared to LinkedIn, YouTube proves to be more efficient by having lower CPMs, CPVs, and CPCs.

Directive

YouTube Retargeting
Video campaigns

Metrics	YouTube LP Visitors	YouTube Benchmark	LinkedIn Video Views
Cost	$766.34	-	$206.70
Impr.	16,963	-	424
Avg. CPM	**$45.18**	**$3.70**	**$487.50**
Views	2,152	-	160
View rate	**12.69%**	**35.40%**	**37.74%**
Avg. CPV	**$0.36**	**$0.037**	**$1.29**
Clicks	81	-	8
CTR	**0.48%**	**0.37%**	**1.89%**
Avg. CPC	**$9.46**	**$0.49**	**$25.84**
Conversions	0	-	0
Conv. rate	**0.00%**	**12.00%**	**0.00%**
Cost / conv.	-	-	-

- Our YouTube Retargeting campaign (targeting landing page visitors) currently has a CMP of $45.18, View rate of 12.69%, CPV of $0.36, CTR of 0.48%, CPC of $9.46, and has not produced any conversions in January.

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- Compared to LinkedIn, YouTube proves to be more efficient by having lower CPMs, CPVs, and CPCs.

Directive

YouTube Retargeting
Video campaigns

YouTube Retargeting Campaign *(Landing page visitors)*					YouTube	LinkedIn
Metrics	NA	EMEA	APAC	All regions	Benchmark	Video Views
Cost	$533.52	$104.17	$128.65	*$766.34*	-	$206.70
Impr.	8,301	2,298	6,364	*16,963*		424
Avg. CPM	$64.27	$45.33	$20.22	*$45.18*	$3.70	$487.50
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Avg. CPC	$14.42	$10.42	$3.78	*$9.46*	$0.49	$25.84
Conversions	0	0	0	*0*	-	0
Conv. rate	0.00%	0.00%	0.00%	*0.00%*	12.00%	0.00%
Cost / conv.	-	-	-	-	-	-

Directive

Programmatic
Video campaigns

The Setup

The campaigns consisted of

Prospecting: 3 videos
- A better way to CRM
- Let the platform do the work
- State of CRM

Retargeting: Display ads
- Buyers Guide
- State of CRM Report

Campaigns ran for ~ 5 days

The Results

- Our programmatic campaigns drove 22 Thank You Page conversions
- 77% of conversions were initiated by watching the State of CRM video (20 secs)
- All conversions were from first party lists
- Video CPM was similar to YouTube at
- Top sites with the highest ad engagement (CTR) were
  - foxnews.com
  - dailymail.com
  - people.com

The Recommendations

- Include shorter video (15 secs) as this is more digestible and outperforms display
- Focus specifically on first party audiences as this drives the most action
- Run a minimum 3 month campaign to allow enough data to provide statistically significant results

Manufacturing Publications
Expanding Market Reach

Objective

Furthering our refined TAM strategy within the manufacturing industry we have the opportunity to reach decision makers through trusted digital publications

- Manufacturing.net
- Industrial Distribution
- Manufacturing Business Technology

This approach helps fill the funnel and meet our audience where they are in a highly relevant environment.

Formats include digital display and video (TOFU), Newsletter placements (MOFU) and Eblasts (BOFU)

INDUSTRIALMEDIA
A THOMASNET-RICH MEDIA PARTNERSHIP ENTERPRISE

Acumatica
The Cloud ERP

Manufacturing ERP software that doesn't charge per user? *Imagine that.*

Watch Demo

Manufacturing Publications ctd.
Expanding Market Reach

Eblasts
- Tailored to send to subscribers based on job title, company size and industry
- Have one sponsor only per eblast (HTML5 format)
- Can A/B test headlines to optimize subsequent eblast open rates
- Receive all customer data from opens and CTA clicks to then repurpose for other (Client) initiatives

You Beat the Open Rate Benchmark!

Well done! Keep a close eye on open rates as Apple's MPP continues to impact results. Read our assessment below.

Your Rate	Benchmark	Difference
37.37%	31.68%	5.69%

You Beat the Unique Click Rate Benchmark!

Congratulations – you surpassed one of the hardest metrics! Ensure all your unique clicks are valid by protecting your emails from click bots.

Your Rate	Benchmark	Difference
8.12%	1.33%	6.79%

You Beat the CTR Benchmark!

Nice work - your emails are highly engaging! Keep above the average by incorporating some of our tips below.

Your Rate	Benchmark	Difference
21.74%	4.20%	17.54%