



Directive,

October 2023

Strategy / Presentation



Overview

Overview

Overview

Agenda

- **Breakdown of Q2 Performance**
- **LTV:CAC Overview + NSM**
- **Strategic Opportunities**
 - Tactics
- **Growth Roadmap & Key Milestones**
- **Appendix**

FY24 Q2 Breakdown



NSM Performance

32

Paid SQLs
+68% QoQ

\$2,691,896

Pre-Pipeline
+127% QoQ

20

SEO SQLs

We overcame a slow July with better performance in August and September mainly due to our launch of conversation ads on LinkedIn. Shifting the majority of our ad spend on LinkedIn from content promotion to incentivized ads we were able to drive efficiency while narrowing in on our ICP.

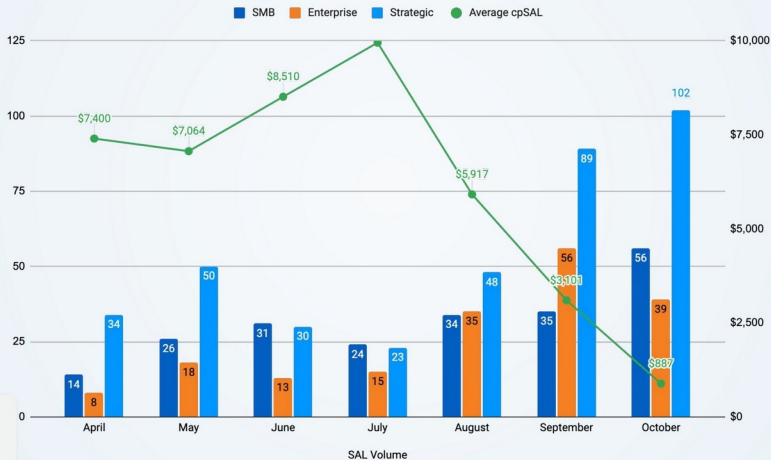
In Q3, efficiency is our priority with budget shifts already made pushing more spend towards LinkedIn and Capterra where we have seen stronger performance from our Enterprise and Strategic segments. We will also focus on creating new content, optimizing existing and focusing on improving the user experience across our paid landing pages and organic core pages as we look to set ourselves up as we head into Q4.

42% Increase in MQLs QoQ



Data as of 10/19

59% Increase in SALs QoQ



Data as of 10/19

39% Increase in SQLs QoQ



Data as of 10/19

Enterprise Rebounded in Q2

We saw huge improvement QoQ from our Enterprise segment which was priority coming out of strategy phase:

- 106 SALs in Q2 (39 SALs in Q1)
- 11 SQLs in Q2 (4 SQLs in Q1)

In Q2, LinkedIn was the biggest driver of Enterprise SALs with 48 SALs created compared to just two in FY24 Q1.

We have been able to quickly scale LinkedIn by leveraging both their native targeting and integrating our intent data to more precisely target our ICP and tailor our messaging based on their level of intent.



172%
SALs QoQ



175%
SQLs QoQ

LinkedIn Conversation Ads Generated **\$1,851,000** in Pre-Pipeline (Q2)

Since their initial launch on August 20th; LinkedIn Convo Ads had a 94% lower cost-per-SAL than Google Ads (\$6,301 vs \$371)

Sponsored gift card ads have generated impressive engagement with our target audience, driving a **51% higher** CTR than our account average.

Significant Leads Generated by LinkedIn in Q2:

- Stryker - \$234k
- Verizon - \$117k
- Athenahealth Inc - \$117k



Google Ads Quality Improved. Struggled With MQL Volume

Google Ads MQL quality improved in Q2 with 38% of the 291 MQLs generated being 'Accepted' compared to 30% of 322 MQLs being 'Accepted' in FY24 Q1.

Historically, Google Ads has been heavily reliant on branded performance with 86% of MQLs in Q1 and 74% of MQLs in Q2 being generated from branded keywords.

In Q2, we pushed to diversify our spend and scaling Google Ads via non-branded leveraging new keywords, ad copy, and landing page design but it did not result in a significant increase in MQL volume.

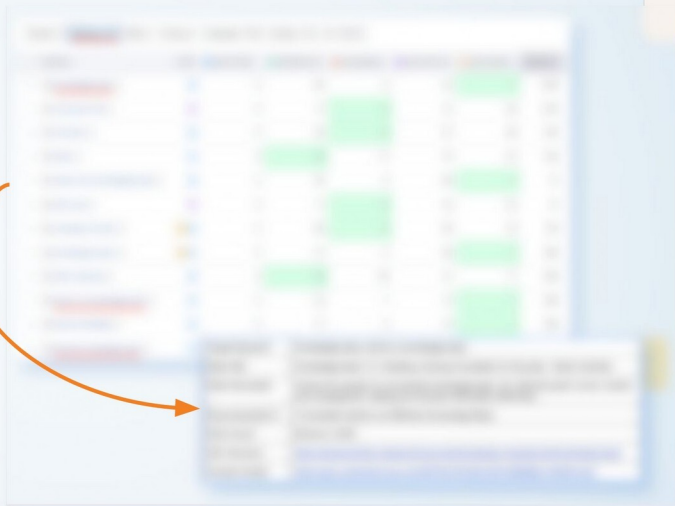
Name	Clicks	Conversions
branded	100	10
non-branded	50	5
branded + non-branded	150	15
branded	80	8
non-branded	40	4
branded + non-branded	120	12
branded	90	9
non-branded	30	3
branded + non-branded	110	11
branded	70	7
non-branded	20	2
branded + non-branded	90	9

Addressing Keyword Gaps With Content

Our competitors are ranking on the first page for some of our most foundational topics. How do they win?

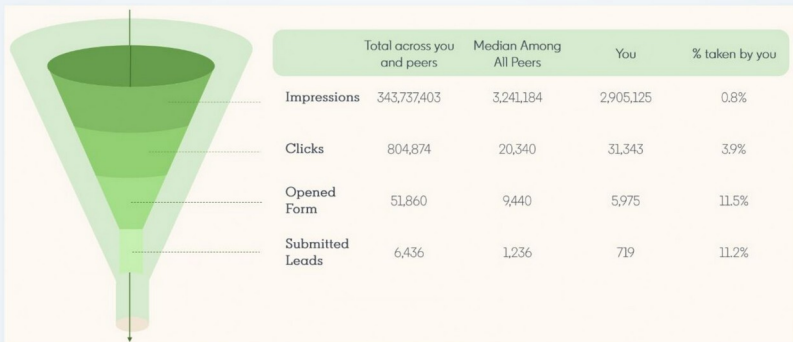
- Consolidated assets with a bot-friendly information architecture
- Intentionally-designed user experience
- Customer-focused content with the purpose of defining and educating

We're currently working on creating content focused on addressing these gaps and start to generate traffic from these core keywords.



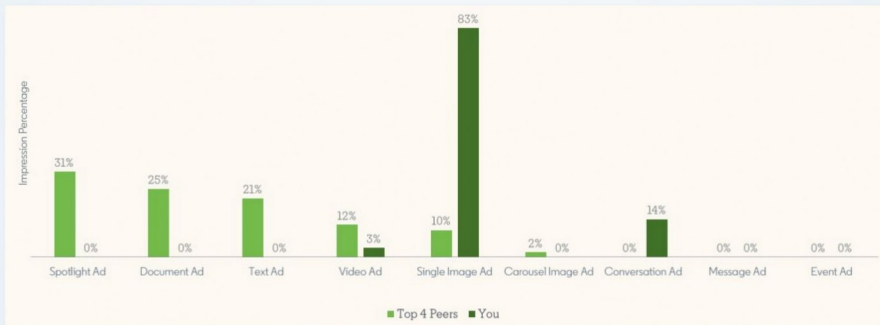
Competitive Overview

How We Stack Up On LinkedIn



We have less reach and impressions compared to the competitive median but outperform the median on clicks which is due to our focus on the bottom-of-funnel highly-targeted campaigns and creative.

Ad Spend Breakdown By Ad Format

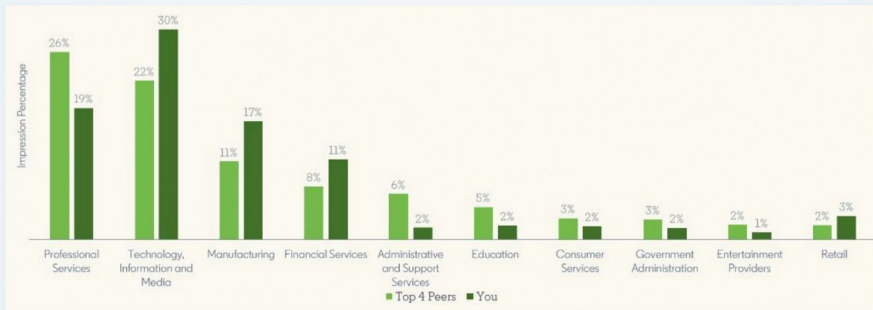


Competition invests heavily on in-feed ad formats such as text ads and spotlight ads. Our competitors have yet to invest in conversation ads. As we continue to focus on conversation ads we'll want to incorporate other ad formats to engage and educate our target accounts who are in the discovery phase or unaware.

Data from July-Sep 2023.

Directive

Impression Breakdown By Industry



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 finance industry based on high average ARR from companies in those two industries (based on current customer data).

Data from July-Sep 2023.

The background is a solid orange color. In the corners, there are decorative elements: top-left has two overlapping squares, top-right has a grid of small dots, bottom-left has a grid of small dots, and bottom-right has two overlapping squares. The text 'LTV:CAC' is centered in a bold, white, sans-serif font. A small, thin, white curved line is positioned above the 'C' in 'CAC'.

LTV:CAC

Paid Media Q3 Projections

Q3 Projections

	Total	Model	Google Ads	LinkedIn	Capterra	Reddit
<i>LTV:CAC Ratio</i>	<i>1.52</i>	<i>-</i>	<i>0.58</i>	<i>2.89</i>	<i>0.44</i>	<i>-</i>
Total Spend	\$976,000	\$0	\$465,000	\$410,000	\$75,000	\$26,000
MQLs	581	0	132	448	0	0
SALs	526	0	95	419	12	0
SQLs	50	0	9	40	1	0
SQOs	18	0	3	14	0.39	0
Customers	4.21	0	0.76	3.36	0.09	0

LinkedIn will be the main driver of performance in Q3 as we are seeing strong conversion rates down funnel. Our focus will be the continued optimization of LinkedIn testing new audience targeting, ad design, and messaging (AI-focused).

Diversification of our ad spend will be key as we do not want to be reliant on a single-channel as we have historically been and therefore focus on improving our efficiency within Google Ads will be critical once we scale our investment again in this channel.

The background is a solid orange color. In the corners, there are decorative elements: a 2x2 grid of squares in the top-left, a 2x2 grid of squares in the top-right, a 5x5 grid of dots in the bottom-left, and a 2x2 grid of squares in the bottom-right. A small white arc is positioned to the right of the 'NSM' text.

NSM

How Will We Measure Success?

Q3 North Star Metric (NSM)

\$3,028,209

Pre-Pipeline

\$2,202,860 currently in Q3

28 Paid SQLs

24 SQLs currently in Q3

51 Organic SQLs

An abstract graphic on a blue background featuring various icons and lines. At the top left, there's a grey square with a white code symbol (</>), a blue circular icon with a sunburst, and a blue square with a white GitHub logo. A large blue arrow points upwards and to the right. Below this, there's a green square with a white bar chart icon, a blue square with a white grid icon, and a blue square with a white gear icon. Lines connect these elements, suggesting a flow or process.

Drive Strategic Leads Through Personalization

ABM MODEL

Currently have campaigns built around firmographic, account tiers, buyer-persona, and purchase stage segmentations.

Identifying specific accounts we want to get attract will allow for deeper personalization of messaging.

Opportunity to evolve messaging of existing campaigns to specifically address common pain-points and challenges of our ICP.

Identify Target Accounts

Engage with Personalized Marketing Campaigns

Convert and Expand

Digital Ads Management

Align

- Understand accounts, buyer personas, sales stages
- Map content assets & offers to buyer personas
- Identify distribution channels (e.g. LinkedIn, Display)

Build

- Create campaigns with account and persona-based targeting
- Build personalized ads and landing pages

Measure

- Measure brand impressions, site visitors, and engaged accounts from ads
- Measure opportunity influence from ads
- Measure view-through conversions (VTC) and click-through
- (CTC) conversions

Optimize

- Optimize campaigns based on engagement
- A/B test personalized messaging in creative
- Optimize budget allocation between channels and campaigns

ABM Campaign Development



Current One-to-Many Campaign Groups With Non-Tailored Creative

- **Firmographic/Buyer-Persona** - Native targeting campaigns + target job titles
- **Account Tiering** - campaigns using 6Sense Tier 1 and 2 accounts
- **Account Behavior** - campaign using 6Sense behavior signals (awareness/consideration/decision)
- **Industry Campaigns** - Finance & Healthcare
- **Platform Behavior** - Lookalike & Predictive audiences

Identify Target Accounts

In collaboration with the sales team for our ABM approach we will want to align on the ideal prospect criteria and prioritize the strategic accounts we want to target grouped together by similar characteristics such as revenue potential, industry, engagement readiness.

If grouped in tighter segments we can better understand shared pain-points and challenges these companies face to aid in developing personalized content and messaging.

ZoomInfo Company Industry	COUNTA of ZoomInfo Company Industry	SUM of Stack ARR	AVERAGE of Stack ARR
Software	111	\$15,359,995	\$143,551
Finance	47	\$15,543,514	\$337,902
Manufacturing	42	\$8,863,048	\$227,258
Business Services	34	\$1,882,476	\$57,045
Retail	20	\$5,704,076	\$285,204
Insurance	14	\$1,639,048	\$117,075
Media & Internet	12	\$2,221,070	\$222,107
Education	9	\$137,659	\$15,295
Energy, Utilities & Waste	8	\$740,106	\$105,729
Hospitality	6	\$1,093,380	\$218,676
Telecommunications	5	\$1,535,092	\$307,018
Holding Companies & Conglomerates	4	\$391,152	\$97,788
Government	4	\$663,492	\$165,873
Transportation	3	\$994,958	\$331,653
Hospitals & Physicians Clinics	2	\$114,624	\$57,312
Consumer Services	2	\$17,496	\$8,748
Construction	2	\$53,865	\$53,865
Real Estate	1	\$8,928	\$8,928
Minerals & Mining	1	\$39,600	\$39,600
Healthcare Services	1	\$12,384	\$12,384
	0	\$15,840	\$15,840

Leverage G2 Intent Data On Campaigns

Layer on G2 intent audiences based on accounts researching our company within the last 6 months and/or accounts who have show heavy interest with lots of page views within the category, reading content, or comparing us to competitors.

We can also leverage the LinkedIn Insight Tag on the site to identify when target accounts are engaging with our website signaling buyer readiness.

LinkedIn Top Engaged Accounts

Tata Consultancy Services
Qualcomm
Cognizant
Accenture
Wipro
Capgemini
Turner & Townsend
Atkins
Infosys
Oracle
Cisco
Lockheed Martin

G2 Top Engaged Accounts

Company Name	Buying Stage	Activity Level	Headquarters	Last Seen ↕
Kaiser Permanente	Decision	High	California, United States	3 days ago
Harvard Medical School	Decision	High	Massachusetts, United...	4 days ago
Caterpillar	Decision	High	Illinois, United States	4 days ago
Yale University	Decision	High	Connecticut, United St...	5 days ago
AT&T	Decision	High	Texas, United States	7 days ago
Liberty Mutual Insuran...	Decision	High	Massachusetts, United...	8 days ago
U.S. Department Of La...	Decision	High	District of Columbia, U...	9 days ago
Johns Hopkins Medicine	Decision	High	Maryland, United States	10 days ago
Medline	Decision	High	Illinois, United States	12 days ago

Increase Engagement With Personalization

Once top accounts are identified - we will craft a templated awareness ad that we can easily swap out logo & ad copy to really catch the eye of our prospects.

Awareness targeting will reach multiple users at that specific company with audience set up as:

Company Name + Job Function + Seniority

When Directive ran this campaign, we noted a 8.5% average CTR for October which is extremely high for LinkedIn proving that this format is strong & eye-catching.



Ads used by Directive

Example of personalized creative

Maintain Presence On Core BOFU Keywords Via Google Ads

Using the Paid Organic Analysis report in Google Ads we can gain insights into how organic and paid work together to drive qualified traffic.

Looking at the data, we currently don't have much organic overlap on our core non-brand paid keywords (knowledge management/base).

We'll want to continue to leverage Google Ads to maintain our presence on these keywords to be visible when target accounts are researching.

Search Queries Containing the Term 'Knowledge'

Search Result Type	SUM of Cost	SUM of Clicks	AVERAGE of Avg. CPC	AVERAGE of Organic Average Position	SUM of Organic Clicks	SUM of Organic
Ad shown only	\$38,764.99	1692	\$22.92	0	0	0
Both shown	\$12.32	1	\$4.11	284	0	4

Increase Brand Visibility & Engagement with New Brand Videos

On average 12% of our competitors ad spend on LinkedIn is used on video ads to engage with their ICP. This is an area we plan to invest more into as both a cost-effective way for us to increase awareness and to quickly build new remarketing audiences for us to use across our BOFU campaigns.

Leveraging these videos across YouTube and potential new channels such as Meta (Facebook) where we can layer on audience targeting to ensure we showing up in front of our ICP.

Campaign Name	Clicks	Average CTR	Views	View Rate	eCPV
3 campaigns	475	0.37%	30,459	23.63%	\$0.17
Finance - Expensify Video ID: 254210226 · Sponsored Content	293	0.59%	12,989	26.34%	\$0.19

In comparison, LinkedIn's benchmark CTR for Sponsored Content Ads = 0.44%

Static Ads

Average Cost-Per-Click: \$26.20
Cost for minimum threshold: \$7,860

Video

Cost-Per-View (Retargeted): \$0.36
Cost for minimum threshold: \$109

Functional Content for Our Customer's JTBDs

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.

If we can empower our customers with templates and checklists that makes their job easier, we're seen as more than thought leaders.

- 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 templates and checklists that our customers can download and use.

Keyword	Intent	Volume
	I	110
	I	110
	I C	90
	I C	40
	I C	30
	I	20
	n/a	20
	n/a	20
	n/a	20

Long-Form Education Is Key For Our Niche

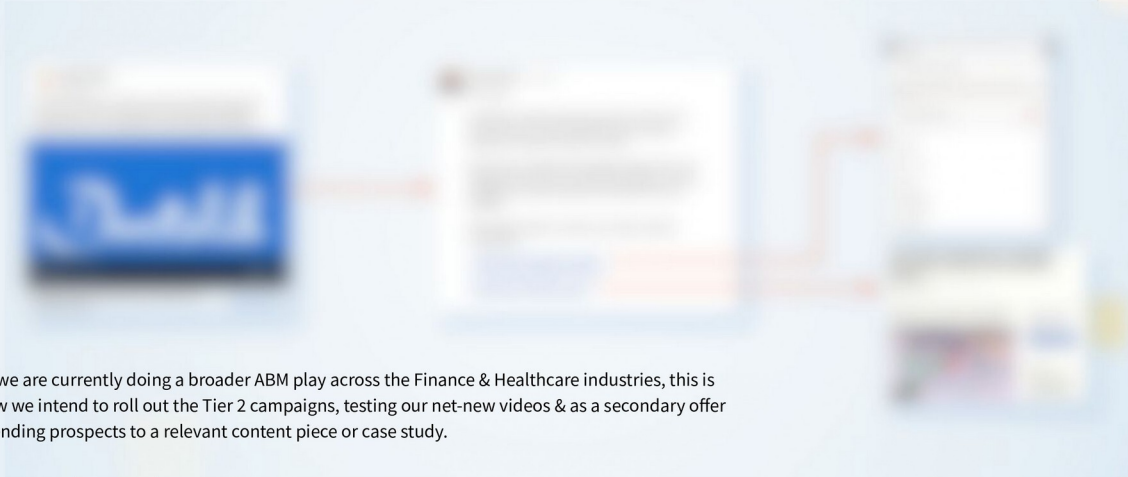
A knowledge management platform solves a problem that people don't know they have.

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



Drive Conversions With Lead Magnets



As we are currently doing a broader ABM play across the Finance & Healthcare industries, this is how we intend to roll out the Tier 2 campaigns, testing our net-new videos & as a secondary offer - sending prospects to a relevant content piece or case study.

Leverage Remarketing On Lower-Cost Channels

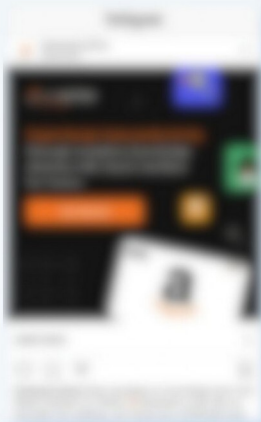
In efforts to have an omnichannel strategy, we recommend launching a remarketing campaign within Meta built off of a combination of:

Web Visitors (high intent page)

Curated TAM lists

Enterprise Demographic Targeting

This will aid in providing additional touchpoints to our current prospects & help us nurture users through the conversion funnel while maintaining quality.



\$120k

In Total Spend

63%

Lower Cost per Opp.
vs LinkedIn Sponsored
Content Ads

4.44

LTC:CAC vs 2.4 with
LinkedIn Sponsored
Content Ads

Using Directive's benchmark data

Convert More With New Landing Page Design + Copy

Our current Google Ads conversion rate is 0.24% which resulted in 291 MQLs from Google Ads. Our goal is to improve this to our industry benchmark of 3% with a new landing page and increased A/B testing.

Tailoring the content on the landing page to better address the specific pain-points and challenges they are facing and the solution (BRAND) provides.

In Q2, we generated 122,018 clicks with a CVR of 3% that would have resulted in 3,660 MQLs.



ABM Action Plan



Priority 1

- Sales & marketing to align on target accounts
- Directive to expand on existing campaigns with new TAMs



Priority 2

- Design to curate a templated asset that can be swapped with each logo
- Paid Media to create a templated ad copy flow that we can be easily interchangeable

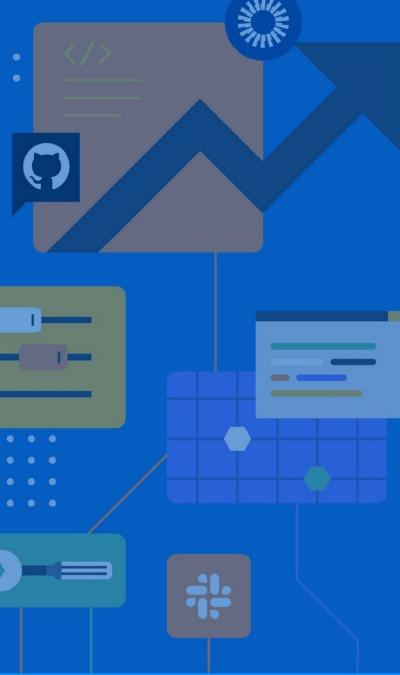
Priority 3

- Create UTM flow to sync within WebTrends



FY24 Q2 Roadmap

		October	November	December
Business Initiatives	Initiatives	<ol style="list-style-type: none">1. Monitor performance of the 11 new LinkedIn gift card campaigns launched after 9/272. Launch new video campaigns on YouTube, LinkedIn, Capterra3. Build new industry campaigns4. Select content topics from existing & new competitive research	<ol style="list-style-type: none">1. Launch new landing page with refreshed copy and design2. Publish new knowledge management/base content pieces3. Produce new TOFU content and content briefs for competitive pages.	<ol style="list-style-type: none">1. Refresh and test new messaging for LinkedIn campaigns2. Launch A/B test based on initial findings from new landing page3. Publish competitive content
	Advertising Optimization, Discoverability, & Conversion Management			
	Reporting			
Ongoing				



Appendix

Additional Opportunities

Increase Google Ads Conversion Rate to 2%

Our average click-to-conversion rate in Q2 was 0.38% and historically our conversion rate has never been higher than 1% going back to FY23 Q4.

If we converted 2%* of the clicks we generated in Q2 we could have seen 2,440 conversions compared to 464 we actually converted.

Focusing on improving our conversion rate as we look to re-enter Google Ads will set us up for better performance and a higher likelihood to generate more MQLs.



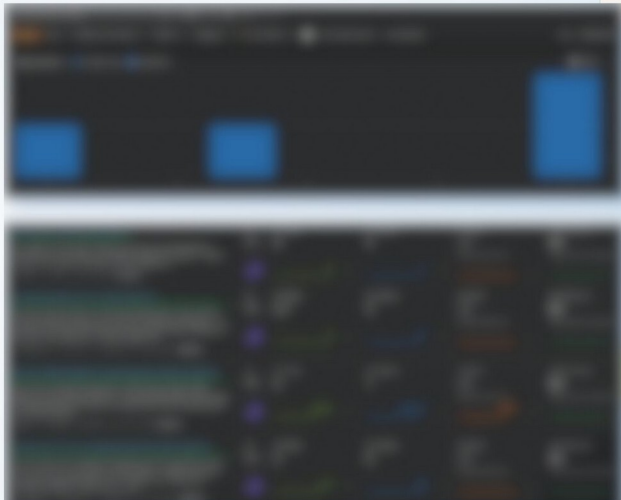
The Competition Is Inconsistent With Content Production

Over the last 90 days our closest SERP competitors are inconsistently producing content:

- Competitor 1 - 3 pieces
- Competitor 2 - 0 pieces (last 12 months)
- Competitor 3 - 0 pieces (last piece was in July 2023)

This represents a major opportunity to increase our search visibility, keyword rankings, and traffic by committing to consistently creating optimized content.

Competitor



Elite TOFU content libraries reach customers who are ready to interact with our brand

Helpful Content

- What is ...
- How do I ...
- How does it ...
- Definition ...

65%

of Search Intent

Sales Content

- Best product ...
- Cheapest product ...
- Product price ...
- Brand product name ...

35%

of Search Intent



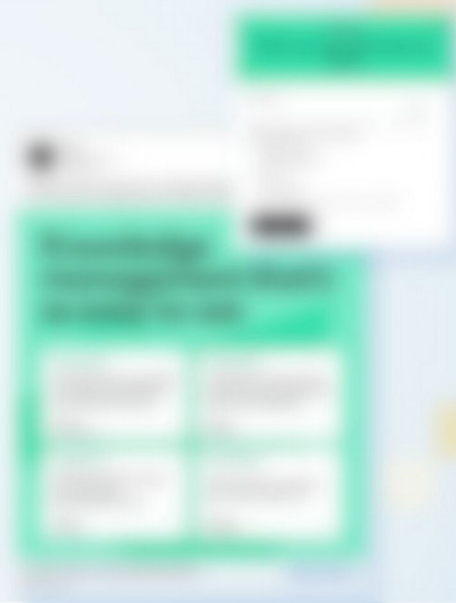
Additional Competitor Insights



Competitor

(Competitor) has punchy & eye-catching visuals with a very informal tone. They speak highly to user pain points and lean heavily into customer-centric verbiage centered around knowledge management.

Additionally, their demo request form is extremely simplistic - requesting a user to only fill in their work email & product interest.



Competitor

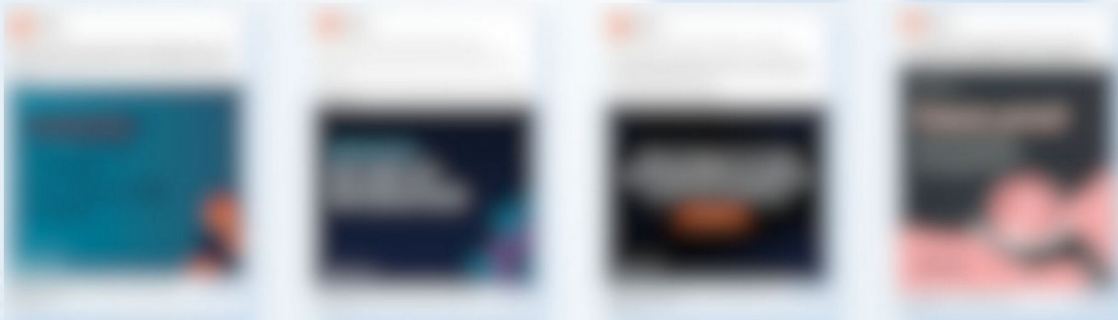
(Competitor's) ads are certainly more traditional & underwhelming compared to other competitors. They too have a large focus on knowledge management with long explanatory primary text.

They offer a demo request & an interactive test drive of their product on their landing page.



Take a Test Drive

Request a Demo



Competitor

(Competitor) has leaned heavily into their cartoon animation theme with large, bolded text centered around the theme of *working together*.

Across their main landing page, they use an active voice clearly stating the use of their product & driving home the flexibility across any team.

They've also recently introduced (Competitor) AI - that creates a simpler user journey as an \$8/user monthly add on.



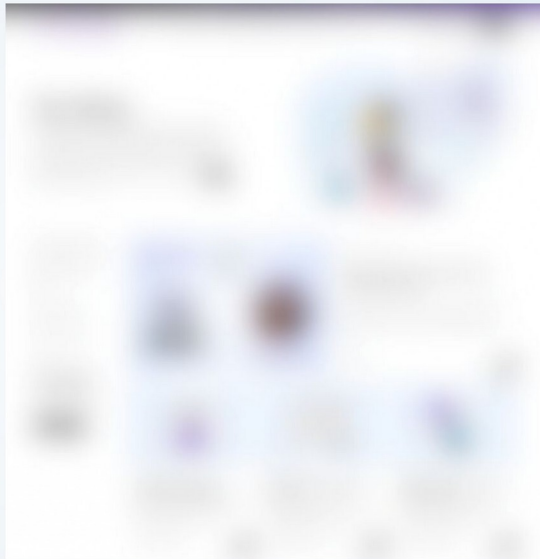
Competitor 1's Blog Punches Above its Weight

Action: Reorganize our content libraries to be intuitively structured and easily navigated

Competitor 1's blog earns 17X the amount of rankings (and about 100X traffic) as (Competitor's) and it's clear why.

The blog is organized well and executes user experience features beautifully.

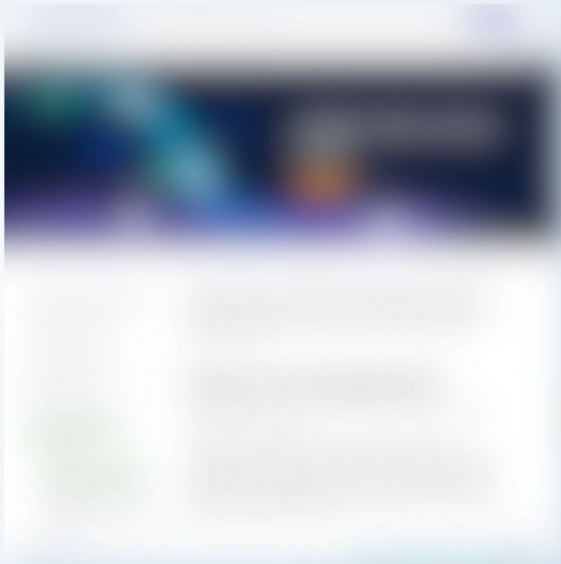
- Internal search
- Category labels on each article card
- Content type labels
- Content type and category menus in sidebar
- Reading time estimates
- Clear CTAs



Competitor 2 Dominates the Topic of “Knowledge Base”

From Competitor 2's home page, customer will have a difficult time finding this content, but it still ranks #1?
How?

- Elite domain authority provides a lot of cover
- Comprehensive overview of the topic at hand
- Page and subdirectory are organized like a series of lessons
- TOC and jump links in the side bar with “Up Next” prompt in the bottom right corner

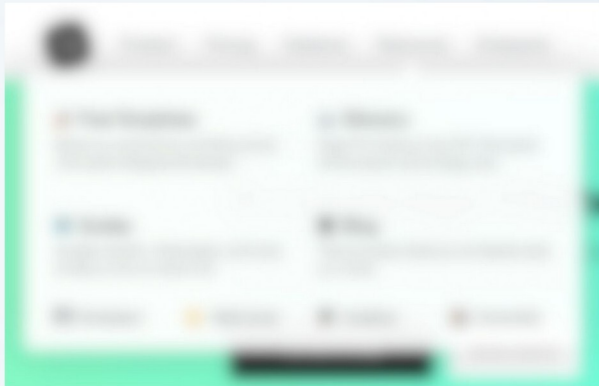


Competitor 3's TOFU Content Answers Various Search Intents

Competitor 3 has invested serious resources and forethought into the way their TOFU content is organized.

- Functional Content: Templates & Glossary
- Educational Content: Guides, Glossary
- Editorial Content: Blog

Time and time again, we see this is the kind of content organization performing the best for B2B audiences.

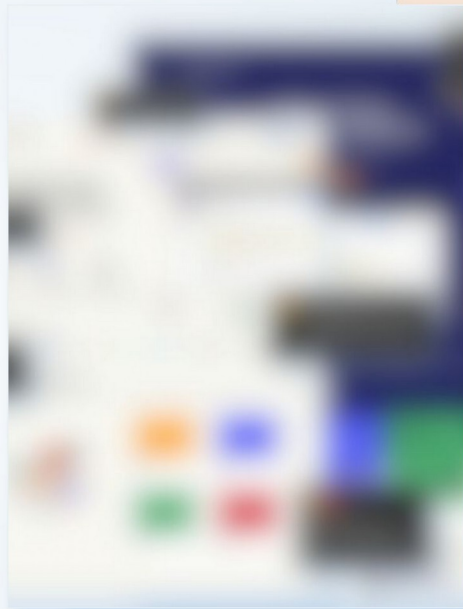


Convert With Design

Conversion Rate Optimization Audits

As we work towards on our landing pages, we'll be able to implement heatmaps and we can use that gauge on our performance to push the conversion rate optimization.

We'll use our A/B testing sheet to track our results throughout the testing and have that knowledge to apply our learnings onto future landing pages that are created.



A/B Testing: Short vs Long Form

We can test against having different form layouts with short vs long form variation as an A/B test in mind to see what our users are keen to convert more likely on.

An idea we can implement is trying out a multi-step to make the step by step process even easier in mind.

Empower your teams today

Learn how Stack Overflow for Teams can empower teams in your organization to collaborate and innovate more effectively.

First name *	Last name *
<input type="text"/>	<input type="text"/>
Work email *	
<input type="text"/>	
Company *	Company size *
<input type="text"/>	<input type="text" value="Select..."/>
Country *	
<input type="text" value="Canada"/>	

By submitting this form, I confirm that I have read Stack Overflow's [Privacy Policy](#).

Empower my team

Improve Relevance with Dynamic Keyword Insertion

If we're able to implement dynamic keyword insertion for the search side we will be able to create custom landing pages for each of our quality keywords.

The end result is improved quality score, decreased CPC, high auction ranks, and increased conversions.



Visually Guide Users With Motion

Incorporating more animated motion elements into our branding & product images can be used as a visual way for impressions and also showcase the users about the product, the capabilities of what we're able to add to campaigns includes an expanded list of opportunities:

- Responsive
- Carousel
- Testimonials
- Video (Product/Explainer)
- Programmatic Ads
- HTML5 (Dynamic Text)
- LinkedIn Convo Ads
- Mobile Ads
- Email Ads

