

Region

Select all

AFRICA

APAC

EMEA

GLOBAL

LATAM

NAM

UNKNOWN

Channel

Select all

Content Marke...

Display & Nati...

Email Marketin...

Events & Webi...

Organic, Outb...

Paid-Search

Paid-Social

Referrals & Par...

Campaign

All

Totals

CRs

Campaign

NAN

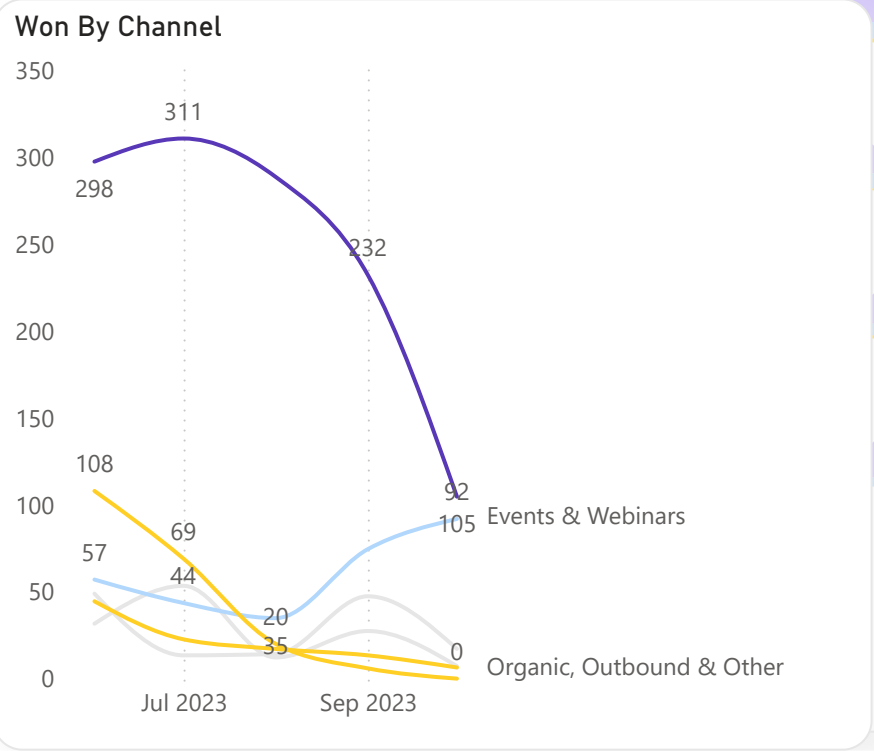
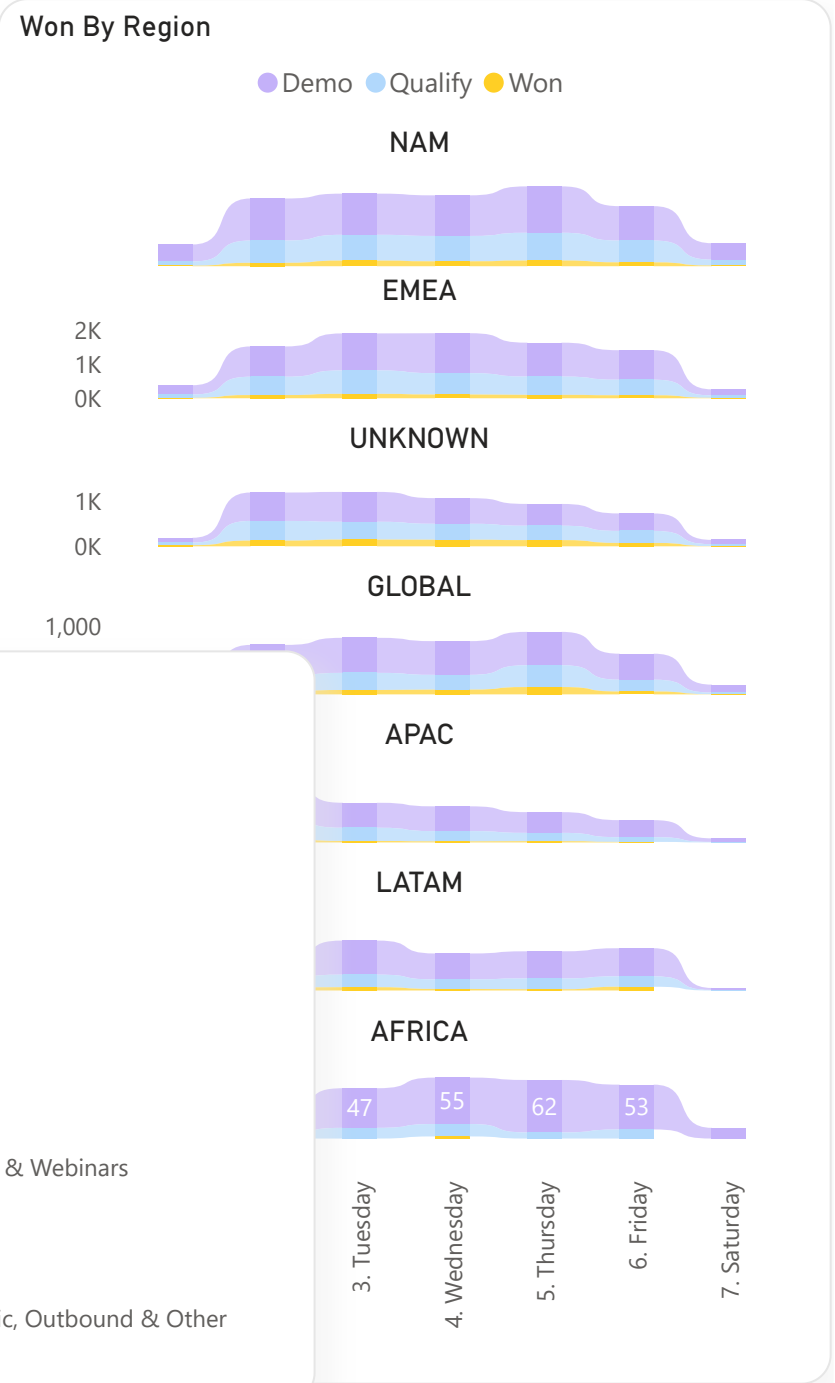
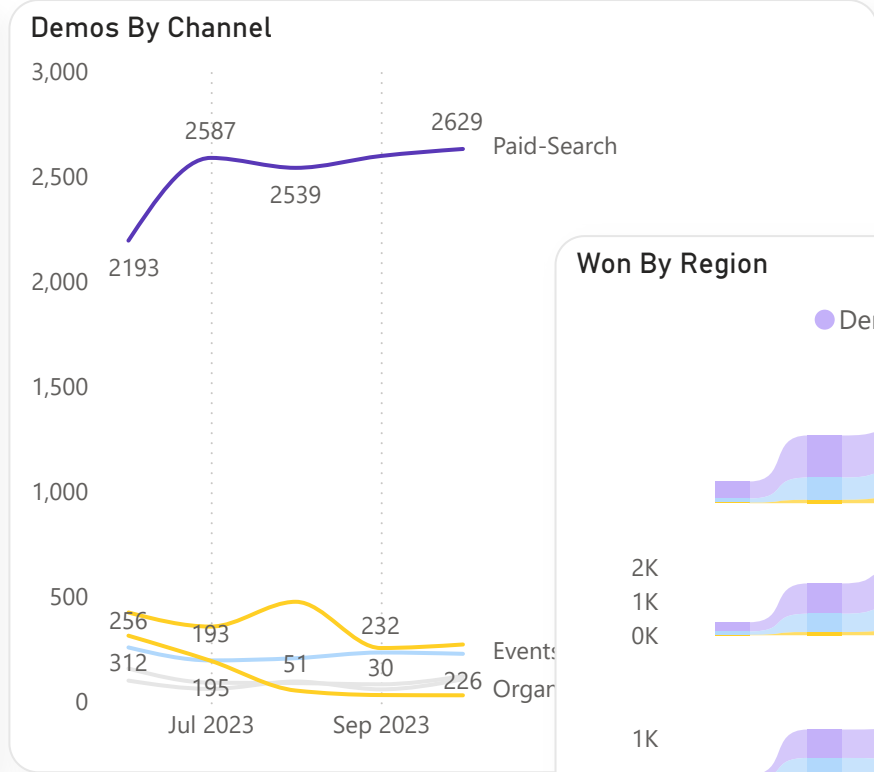
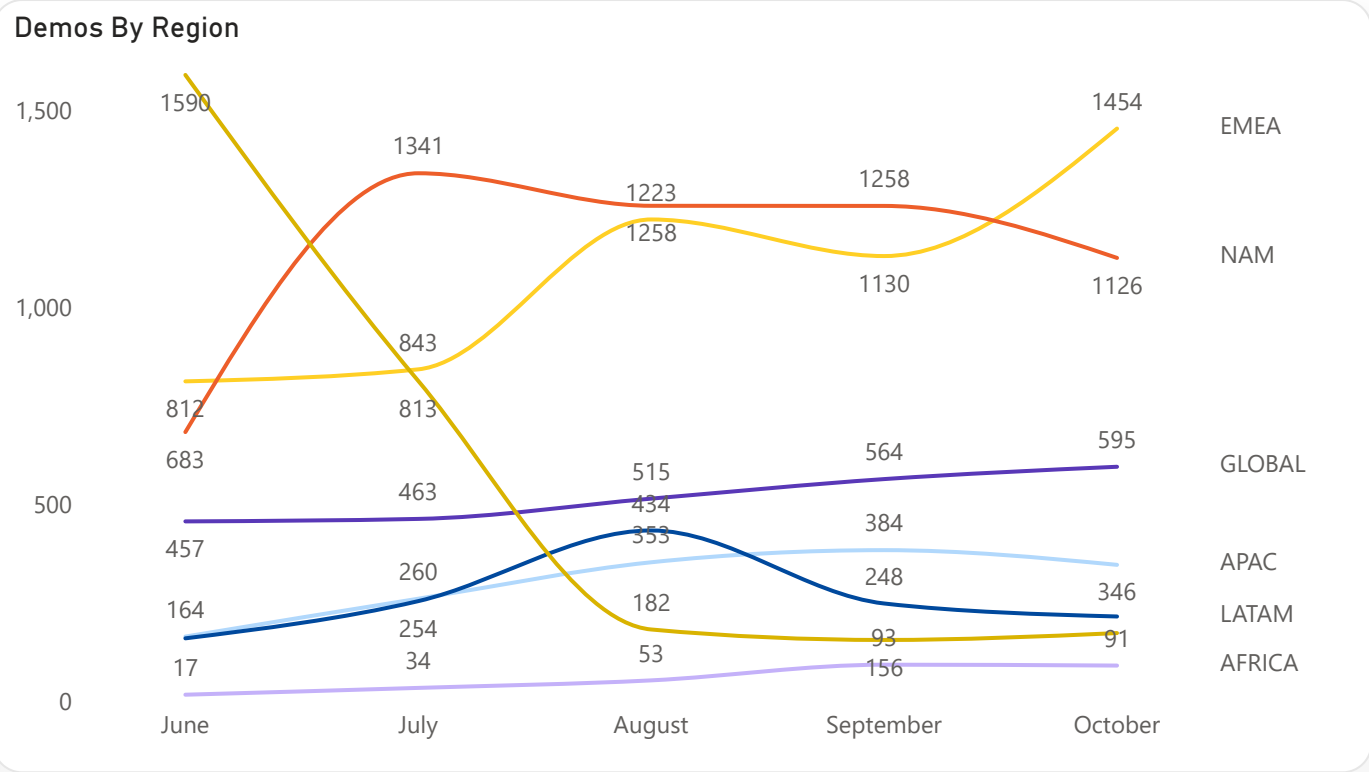
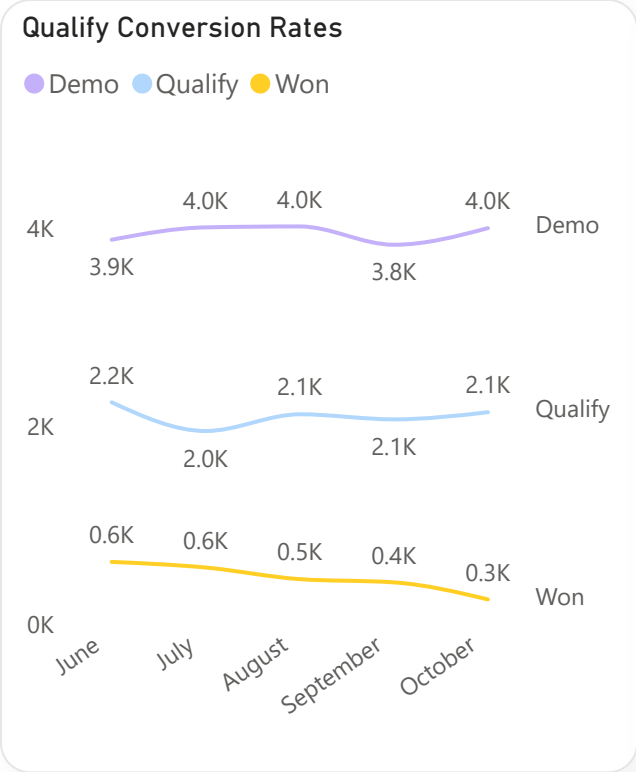
NAM-T1-ACQ-SEARCHB

SEARCH-BROAD----

ALL

EMEA-T1A-ACQ-SEARCH

Total



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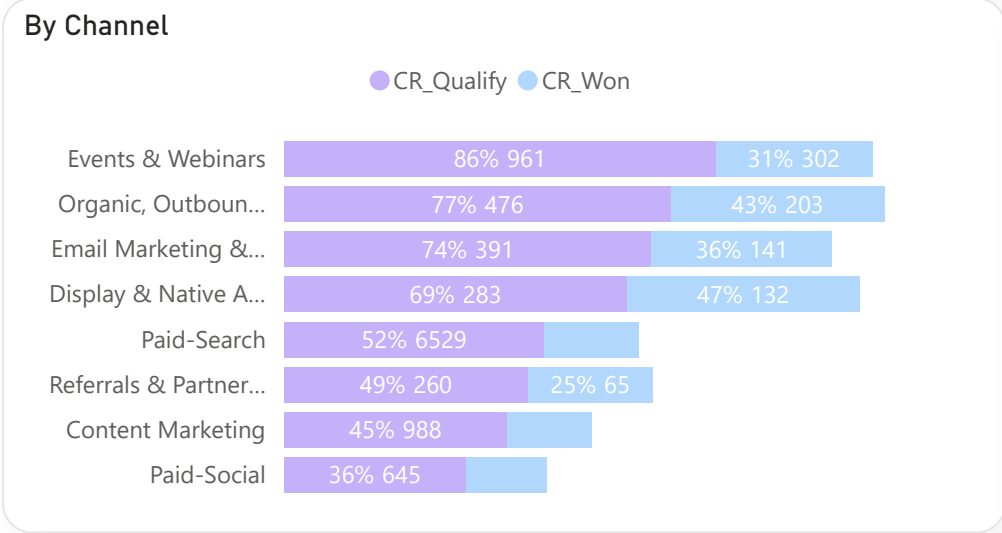
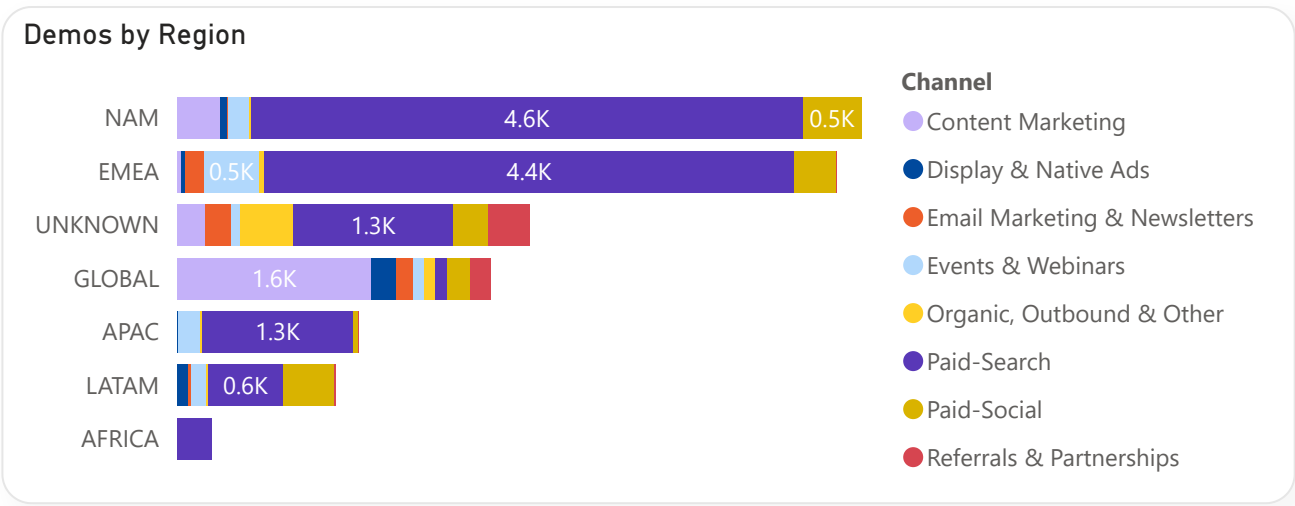
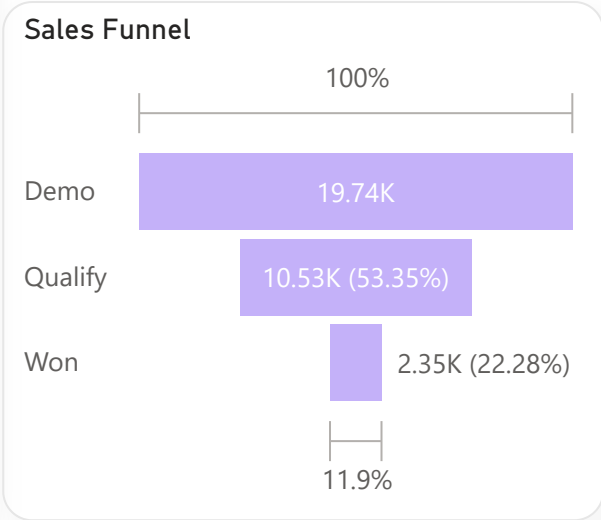
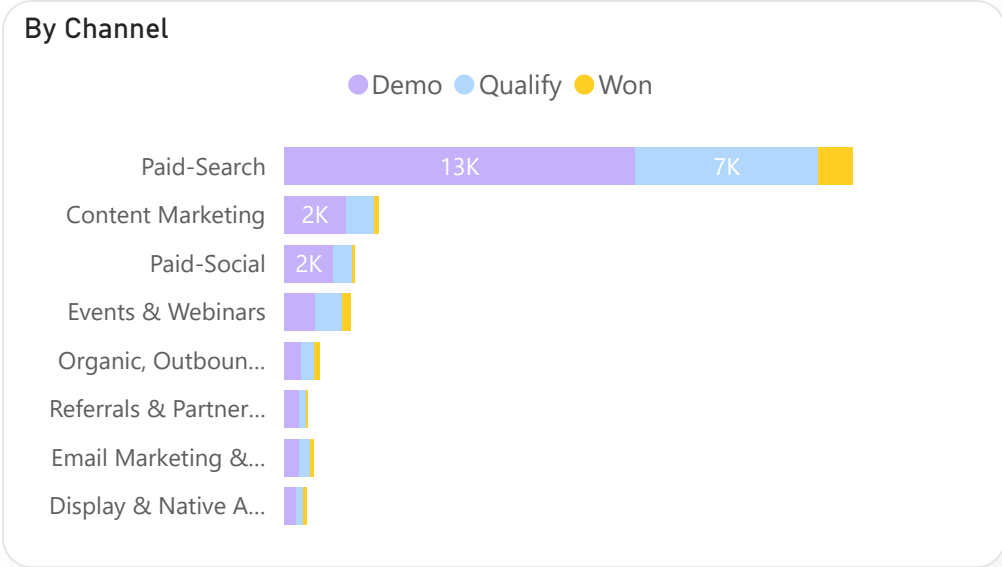
Paid-Search

Paid-Social

Referrals & Par...

Campaign

All



Channel	Region	Demo	Qualify	CR_Qualify
Email Marketing & Newsletters	NAM	1.20	0	0%
Referrals & Partnerships	LATAM	9.50	0	0%
Paid-Social	LATAM	429.60	31	7%
Display & Native Ads	UNKNOWN	7.40	1	12%
Display & Native Ads	LATAM	89.40	15	16%
Paid-Search	AFRICA	287.40	55	19%
Organic, Outbound & Other	NAM	14.20	3	21%
Paid-Social	APAC	44.10	10	23%
Referrals & Partnerships	GLOBAL	173.20	44	25%
Display & Native Ads	EMEA	40.30	13	32%
Paid-Social	EMEA	349.20	114	33%
Total		19,742.10	10,532	53%

Channel	AFRICA	APAC	EMEA	GLOBAL	LATAM	NAM	UNKNOWN	Total
Events & Webinars		83%	88%	81%	104%	70%	97%	86%
Organic, Outbound & Other		63%	59%	106%	58%	21%	76%	77%
Email Marketing & Newsletters			47%	77%	53%	0%	93%	74%
Display & Native Ads		34%	32%	106%	16%	55%	12%	69%
Paid-Search	19%	39%	54%	59%	48%	54%	58%	52%
Referrals & Partnerships		233%	159%	25%	0%		57%	49%
Content Marketing			48%	35%		81%	52%	45%
Paid-Social		23%	33%	44%	7%	48%	62%	36%
Total	19%	45%	55%	48%	38%	56%	64%	53%

Channel	Demo	Qualify	CR_Qualify	Won	CR_Won
Paid-Search	12,543	6,529	52%	1,234	19%
Events & Webinars	1,114	961	86%	302	31%
Organic, Outbound & Other	615	476	77%	203	43%
Content Marketing	2,217	988	45%	167	17%
Email Marketing & Newsletters	532	391	74%	141	36%
Display & Native Ads	413	283	69%	132	47%
Paid-Social	1,776	645	36%	104	16%
Referrals & Partnerships	533	260	49%	65	25%
Total	19,742	10,532	53%	2,347	22%

Region	Demo	Qualify	CR_Qualify	Won	CR_Won
NAM	5,665	3,168	56%	590	19%
EMEA	5,462	3,028	55%	548	18%
UNKNOWN	2,915	1,863	64%	663	36%
GLOBAL	2,594	1,251	48%	337	27%
APAC	1,508	674	45%	91	14%
LATAM	1,311	493	38%	115	23%
AFRICA	287	55	19%	3	5%
Total	19,742	10,532	53%	2,347	22%

Channel	AFRICA	APAC	EMEA	GLOBAL	LATAM	NAM	UNKNOWN	Total
Content Marketing			17%	16%		14%	27%	17%
Display & Native Ads		0%	0%	57%	45%	0%	0%	47%
Email Marketing & Newsletters			16%	19%	26%	NaN	54%	36%
Events & Webinars		14%	29%	35%	36%	47%	42%	31%
Organic, Outbound & Other		28%	7%	57%	28%	0%	43%	43%
Paid-Search	5%	14%	17%	11%	16%	19%	30%	19%
Paid-Social		0%	6%	7%	27%	9%	35%	16%
Referrals & Partnerships		0%	51%	13%	NaN		29%	25%
Total	5%	14%	18%	27%	23%	19%	36%	22%

Medium	Source	Cost	CPC	CTR	Impressions	CPM	CPA_D	CPA_Q
paid-search	google	\$20M	\$3.9	8.7%	58M	\$340	\$1,664	\$3,185
paid-search	bing	\$1M	\$2.7	1.5%	22M	\$42	\$2,050	\$4,888
paid-social	facebook	\$5M	\$2.3	0.3%	803M	\$7	\$4,164	\$15,111
paid-social	linkedin	\$7M	\$10.1	0.4%	152M	\$45	\$13,622	\$23,420
Total		\$33M	\$3.9	0.8%	1035M	\$32	\$2,327	\$4,660

Utm Medium

paid-search

paid-social

