

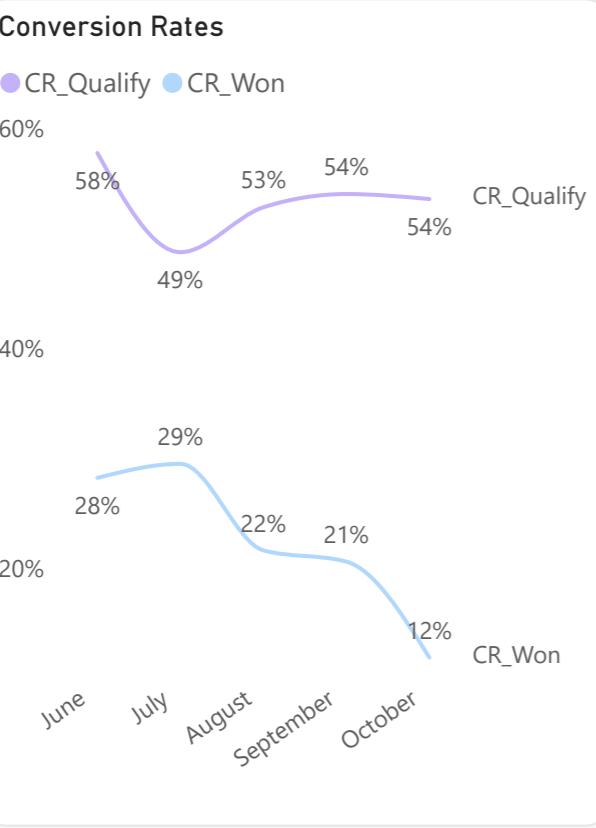
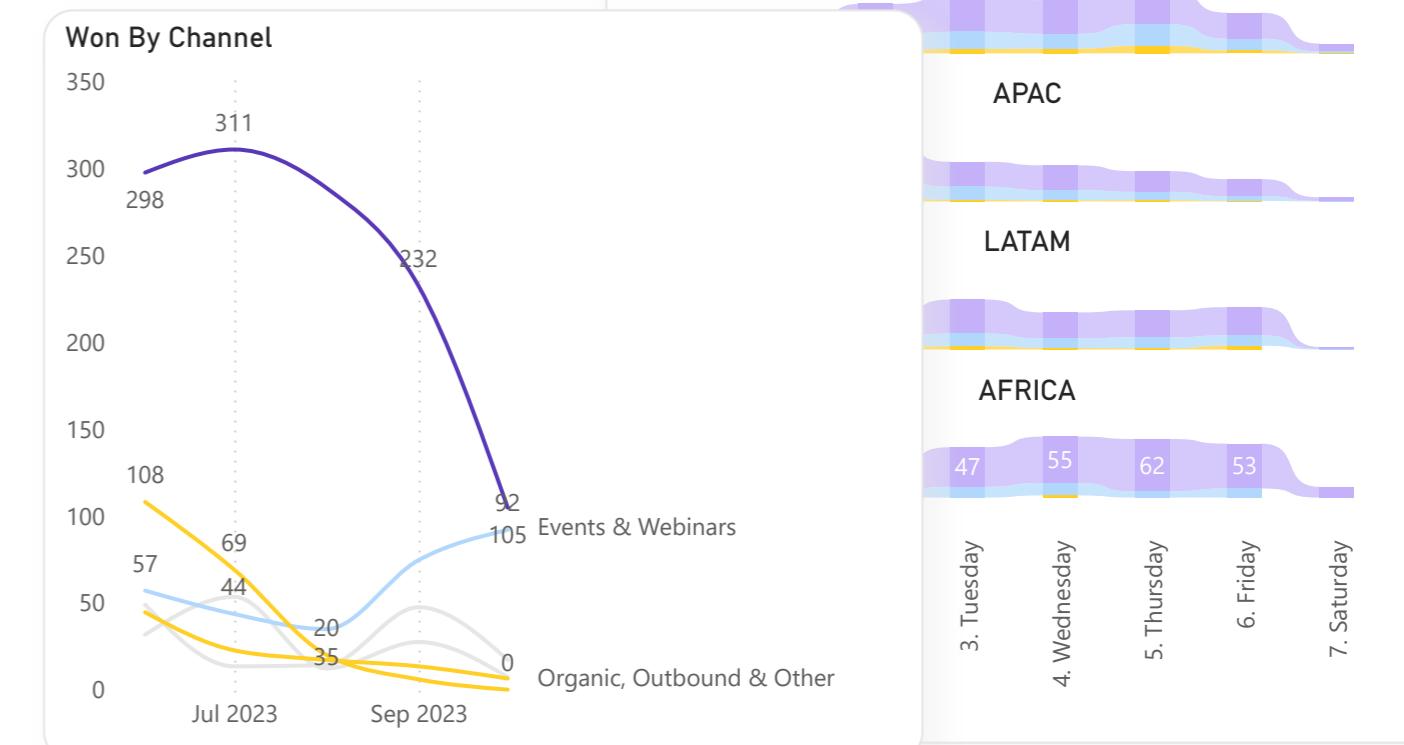
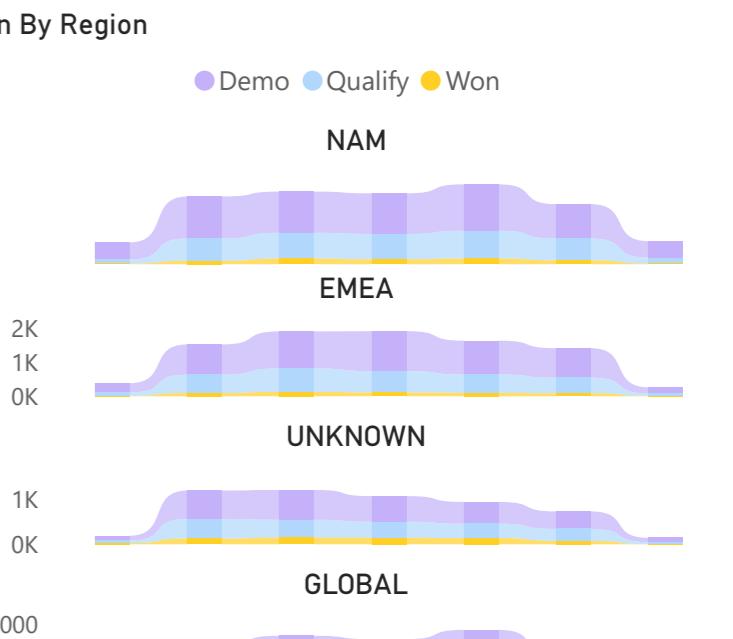
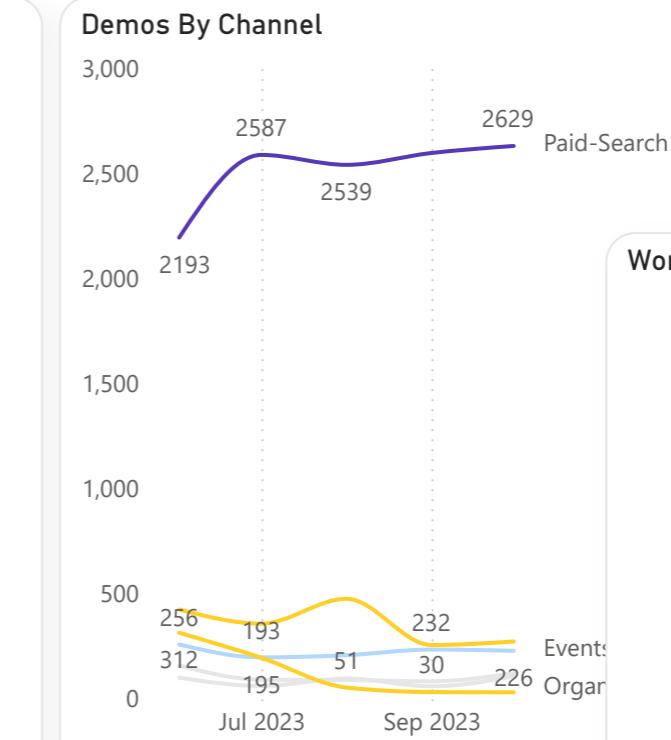
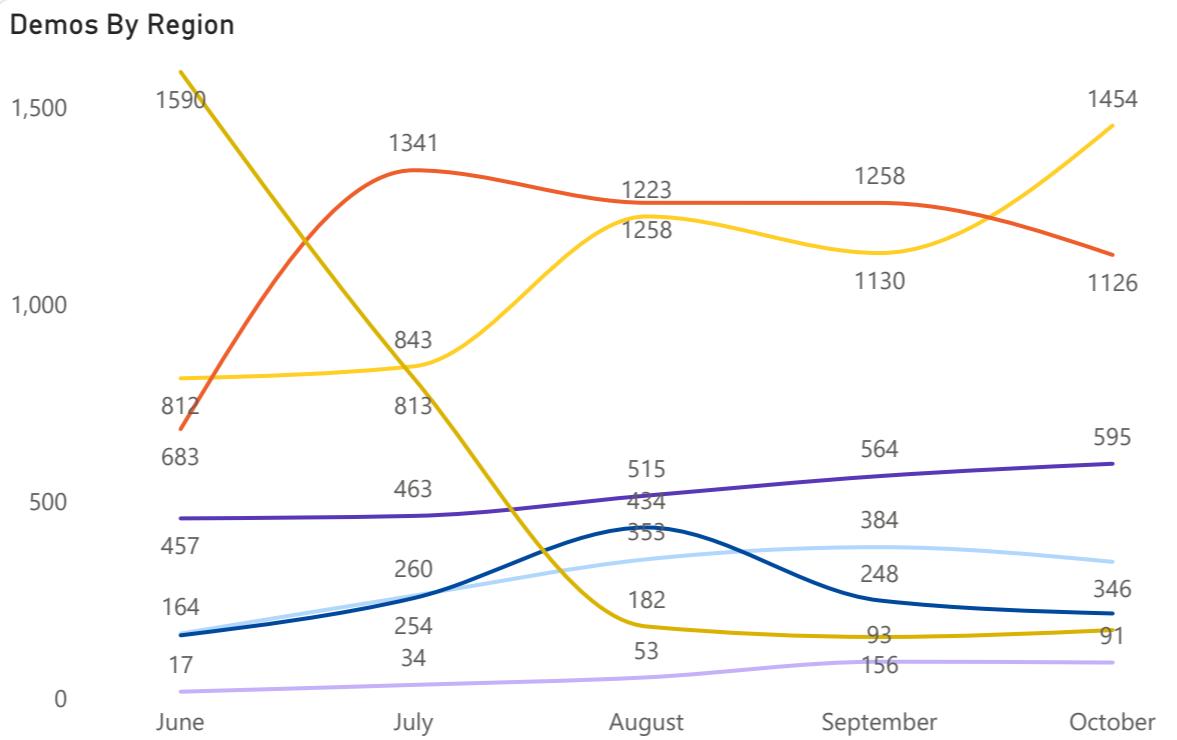
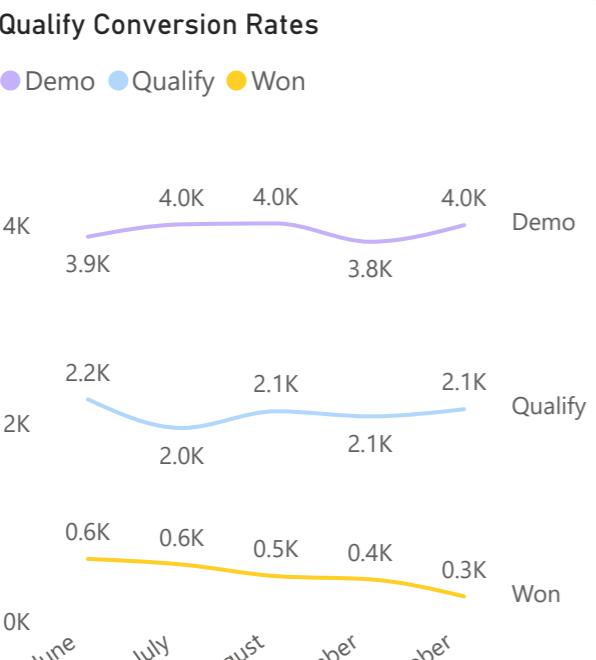
Region  
Select all  
AFRICA  
APAC  
EMEA  
GLOBAL  
LATAM  
NAM  
UNKNOWN

Channel  
Select all  
Content Market...  
Display & Nati...  
Email Marketin...  
Events & Webi...  
Organic, Outb...  
Paid-Search  
Paid-Social  
Referrals & Par...

Campaign  
All

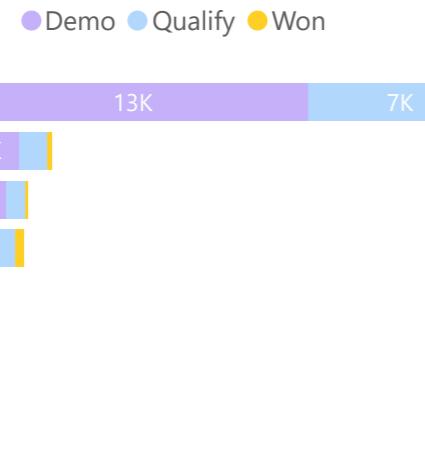
Totals      CRs

Campaign  
NAN  
NAM-T1-ACQ-SEARCHB  
SEARCH-BROAD---ALL  
EMEA-T1A-ACQ-SEARCH  
Total

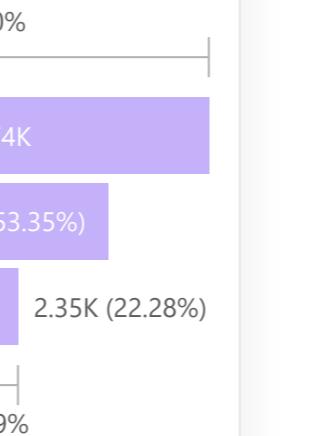


- Region
- Select all
  - AFRICA
  - APAC
  - EMEA
  - GLOBAL
  - LATAM
  - NAM
  - UNKNOWN

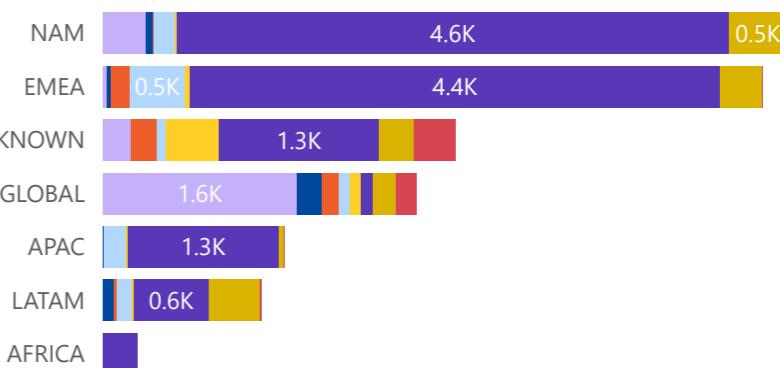
### By Channel



### Sales Funnel



### Demos by Region

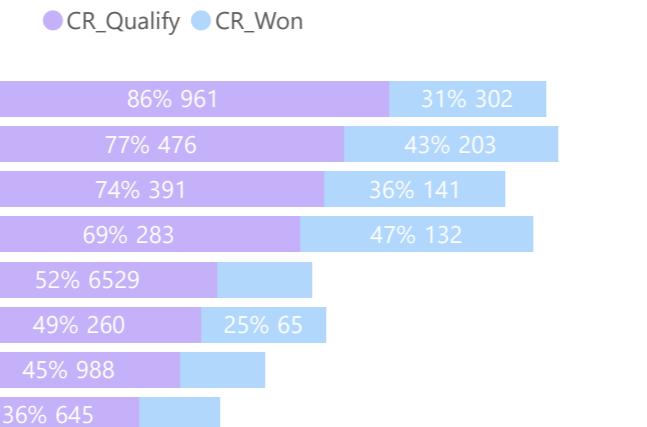


- Channel
- Content Marketing
  - Display & Native Ads
  - Email Marketing & Newsletters
  - Events & Webinars
  - Organic, Outbound & Other
  - Paid-Search
  - Paid-Social
  - Referrals & Partnerships

### Channel

- Select all
- Content Marketing
- Display & Native Ads
- Email Marketing & Newsletters
- Events & Webinars
- Organic, Outbound & Other
- Paid-Search
- Paid-Social
- Referrals & Partnerships

### By Channel



### Channel

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%
<b>Total</b>		<b>19,742.10</b>	<b>10,532</b>	<b>53%</b>

### Qualify Conversion Rates

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%	
<b>Total</b>	<b>19%</b>	<b>45%</b>	<b>55%</b>	<b>48%</b>	<b>38%</b>	<b>56%</b>	<b>64%</b>	<b>53%</b>

### Campaign

All

### Funnel Overview - By Channel

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%
<b>Total</b>	<b>19,742</b>	<b>10,532</b>	<b>53%</b>	<b>2,347</b>	<b>22%</b>

### Funnel Overview - By Region

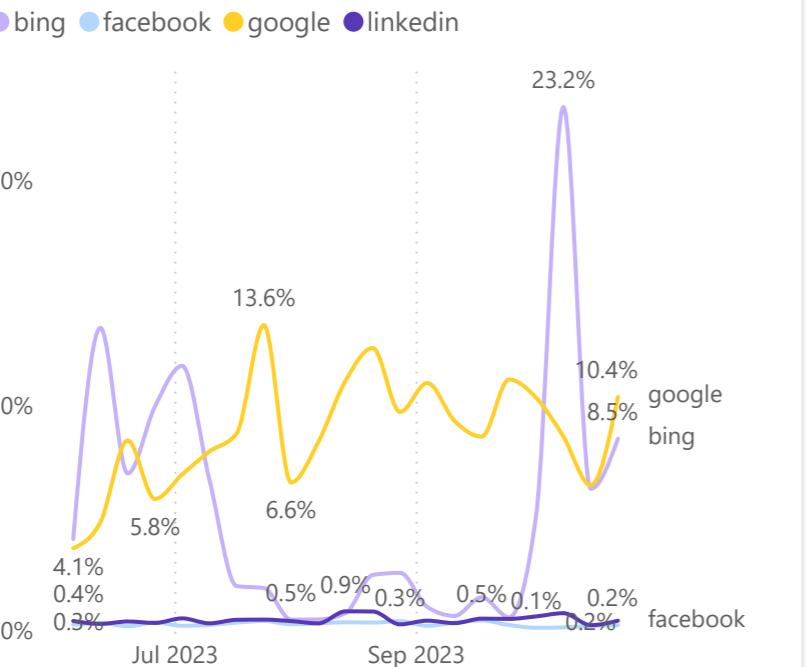
Region	Demo	Qualify	CR_Qualify	Won	CR_Won
NAM	5,665	3,168	56%	590	19%
EMEA	5,462	3,028	55%	548	18%
UNKNOWN	2,915	1,863	64%	663	36%
GLOBAL	2,594	1,251	48%	337	27%
APAC	1,508	674	45%	91	14%
LATAM	1,311	493	38%	115	23%
AFRICA	287	55	19%	3	5%
<b>Total</b>	<b>19,742</b>	<b>10,532</b>	<b>53%</b>	<b>2,347</b>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

### Won Conversion Rates

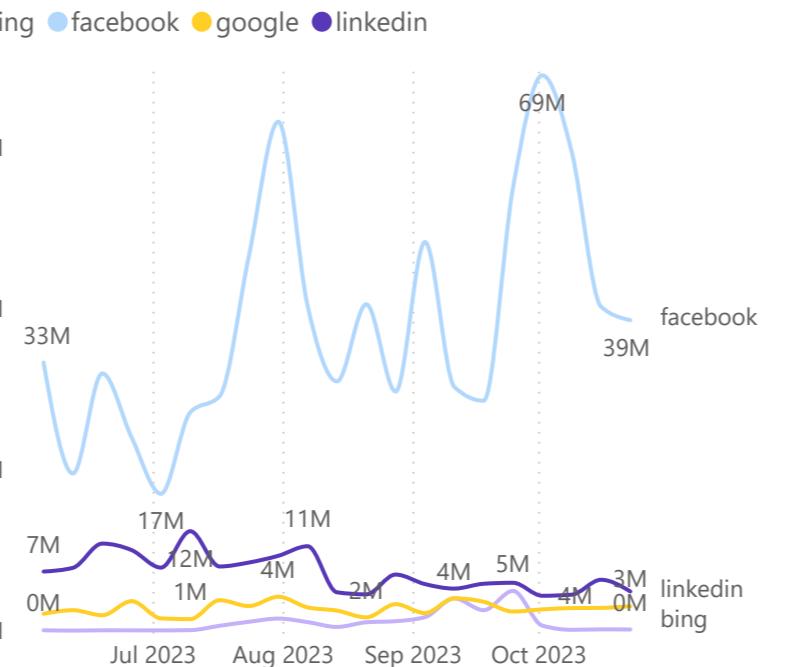
Channel	AFRICA	APAC	EMEA	GLOBAL	LATAM	NAM	UNKNOWN	Total
Content Marketing	17%	16%	14%	27%	17%			
Display & Native Ads	0%	0%	57%	45%	0%	47%		
Email Marketing & Newsletters	16%	19%	26%	NaN	54%	36%		
Events & Webinars	14%	29%	35%	36%	47%	42%	31%	
Organic, Outbound & Other	28%	7%	57%	28%	0%	43%	43%	
Paid-Search	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%		
<b>Total</b>	<b>5%</b>	<b>14%</b>	<b>18%</b>	<b>27%</b>	<b>23%</b>	<b>19%</b>	<b>36%</b>	<b>22%</b>

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

CTR by Source



Impressions



Budget allocation by channel

paid-search 63%

paid-social 37%

