Marketing campaign performance

Marketing campaign performance refers to the measurement and evaluation of how well a marketing campaign achieves its objectives and goals. It involves analyzing various metrics and key performance indicators (KPIs) to assess the effectiveness and efficiency of the campaign in reaching its target audience, generating leads or sales, and ultimately contributing to the organization's overall business objectives.

key Aspects of Marketing Campaign Performance:

1.Objectives and Goals: Clearly defined goals such as increasing brand awareness, generating leads, driving sales, or promoting a new product/service.

2.Metrics and KPIs: Quantifiable measures used to track and evaluate performance.

3.Data Collection and Analysis: Gathering relevant data from various channels and platforms (e.g., digital advertising, social media, email marketing) to assess performance.

4.Comparison and Benchmarking: Comparing current performance against past campaigns, industry benchmarks, or competitor performance to identify strengths and areas for improvement.

Data Collection

Gather Data:
•**Marketing Automation Platforms:** Utilize tools like HubSpot, Marketo, or Pardot to collect data on campaign performance metrics. This includes data on leads, conversions, sales, and costs.
•**Google Analytics:** Extract data on traffic sources, conversions, and bounce rates from your website.
•**Social Media Platforms:** Obtain data on engagement, click-through rates (CTR), conversions, and ad spend from platforms like Facebook Ads Manager, LinkedIn Ads, etc.
•**Email Marketing Software:** Gather data on open rates, click-through rates, and conversions from email campaigns

Data Collection

- **Performance Evaluation**: Assess the effectiveness of each channel in meeting campaign objectives.
- **Budget Allocation**: Determine where to allocate resources based on ROI and performance metrics.
- **Optimization Opportunities**: Identify areas for improvement and optimization in campaign strategies.
- **ROI Calculation**: Calculate return on investment (ROI) to understand the profitability of each channel.

Data Analysis.

Calculate ROI:

• **ROI Formula:** $ROI = \frac{(Revenue - Cost)}{Cost} \times 100$

• Calculate ROI for each channel by comparing revenue generated (attributed to each channel) against the costs incurred (ad spend, campaign costs).

c. Analyze Key Metrics:

• **Conversion Rates:** Determine which channels have the highest conversion rates.

• **Cost per Acquisition (CPA):** Calculate CPA for each channel to understand efficiency.

• **Customer Lifetime Value (CLV):** Analyze how each channel contributes to acquiring high CLV customers.

• **Attribution Models:** Use multi-touch attribution models (first touch, last touch, linear, etc.) to understand the contribution of each channel throughout the customer journey

Visualization and Reporting

Create Graphs and Reports:

•**Dashboards:** Use tools like Google Data Studio, Tableau, or the reporting features within marketing automation platforms to create visual dashboards.

•**Graphs:** Create graphs (e.g., bar charts, line graphs) to visually represent key metrics such as ROI by channel, conversion rates, CPA trends over time, etc.

•**Comparison:** Compare performance across different channels side by side to identify top performers and underperformers

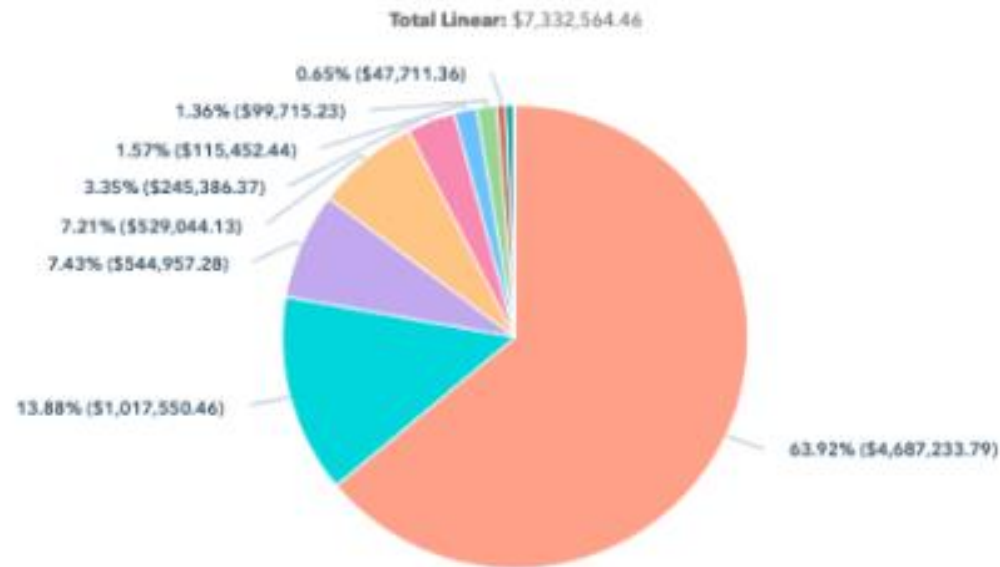## Multi-touch attribution: Top reps

Date range: In the last 90 days

● Linear

$15,000.00

$12,776.92

$10,000.00

$5,263.16
$4,200.00

$5,000.00

$2,813.66
$2,009.09

$1,111.11

$784.95 $477.27 $277.78 $54.05 $26.47 $4.00

$0.00

Linear

Deal owner

Kim Lindgren, John Kopke, Richie Cardinale, Alli Matson, Rusty Pigeon, Taylor Matson, Pierre Escott, Danielle Gregoire, Rachael Kellagher, Mitch Walsh, Maria Camila Jaramillo, Laura Fallon, Kathleen Rush, Anya Taschner, Morgan Duncan, Caroline Dunn, Aleksandre Depfw, Kris Strobel, Chris Huxley, Sebastián Moederdt, Eugene Dammento, Unassigned

Top sources of revenue

Date range: In the last 60 days

● Direct Traffic ● Organic Search ● Email Marketing ● Sales ● Marketing event ● Referrals
● Social Media ● Paid Social ● Paid Search ● Media ● Other Campaigns

Total Linear: $7,332,564.46

0.65% ($47,711.36)
1.36% ($99,715.23)
1.57% ($115,452.44)
3.35% ($245,386.37)
7.21% ($529,044.13)
7.43% ($544,957.28)

13.88% ($1,017,550.46)

63.92% ($4,687,233.79)

Top performing blogs by revenue

Date range: In the last 60 days

● W-shaped

$30,000.00

$25,530.00

$20,000.00

$10,000.00

$7,463.10

$4,036.37

$1,500.00 $1,207.82 $997.50 $937.53 $835.87 $172.71 $86.55 $80.65 $46.75 $40.32 $28.57 $4.03 $0.88 $0.88 $0.03 $0.03

W-shaped

Recommendations and Adjustments

Make Data-Driven Recommendations:

•**Optimize Budget Allocation:** Shift budget towards channels with higher ROI and better performance metrics.

•**Adjust Campaign Strategies:** Modify messaging, targeting, or creative elements based on what works best on high ROI channels.

•**Experimentation:** Allocate a portion of the budget to test new channels or strategies and monitor their impact on ROI.

•**Continuous Monitoring:** Implement a process to regularly monitor and update strategies based on ongoing performance data

Tools and Platforms

Utilize the following tools for effective data collection, analysis, and reporting:

•**HubSpot, Marketo, Pardot:** For campaign performance data, lead management, and automation.

•**Google Analytics:** For web traffic and conversion data.

•**Social Media Platforms:** For engagement and ad performance data.

•**Email Marketing Software:** For email campaign metrics.

•**Google Data Studio, Tableau:** For creating visual dashboards and report

thank you