Crushing competition

Guillaume Cabane, Head of Growth Marketing, Mention

@guillaumecabane

Guillaume "G" Cabane

CEO @ GROWTH EX MACHINA

4 growth teams and counting

mention 15 -> 30

Segment 50 -> 200

Drift 50 -> 300

gorgias 15 -> ?

Now I am a Growth Advisor
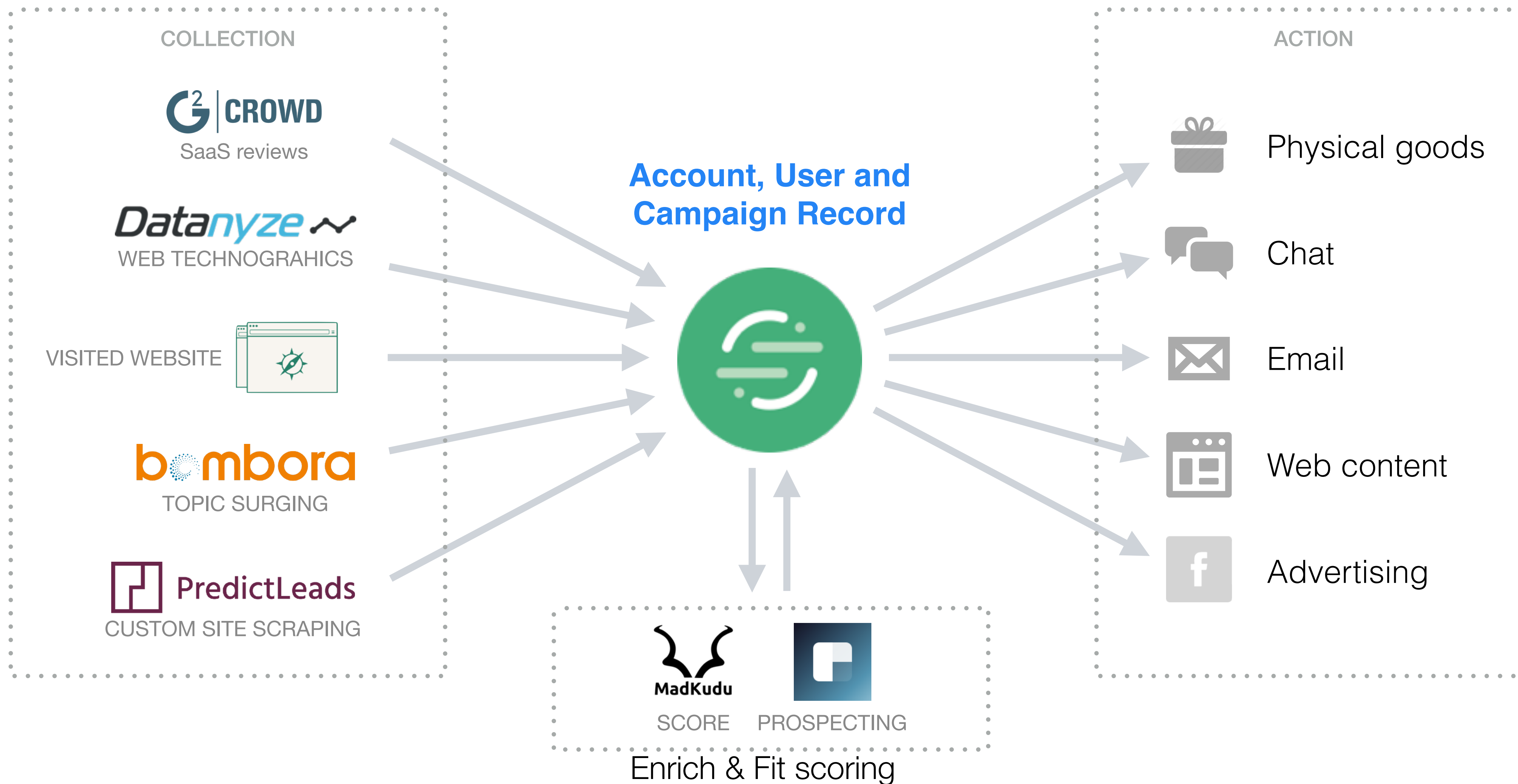
MonkeyLearn

Intellimize
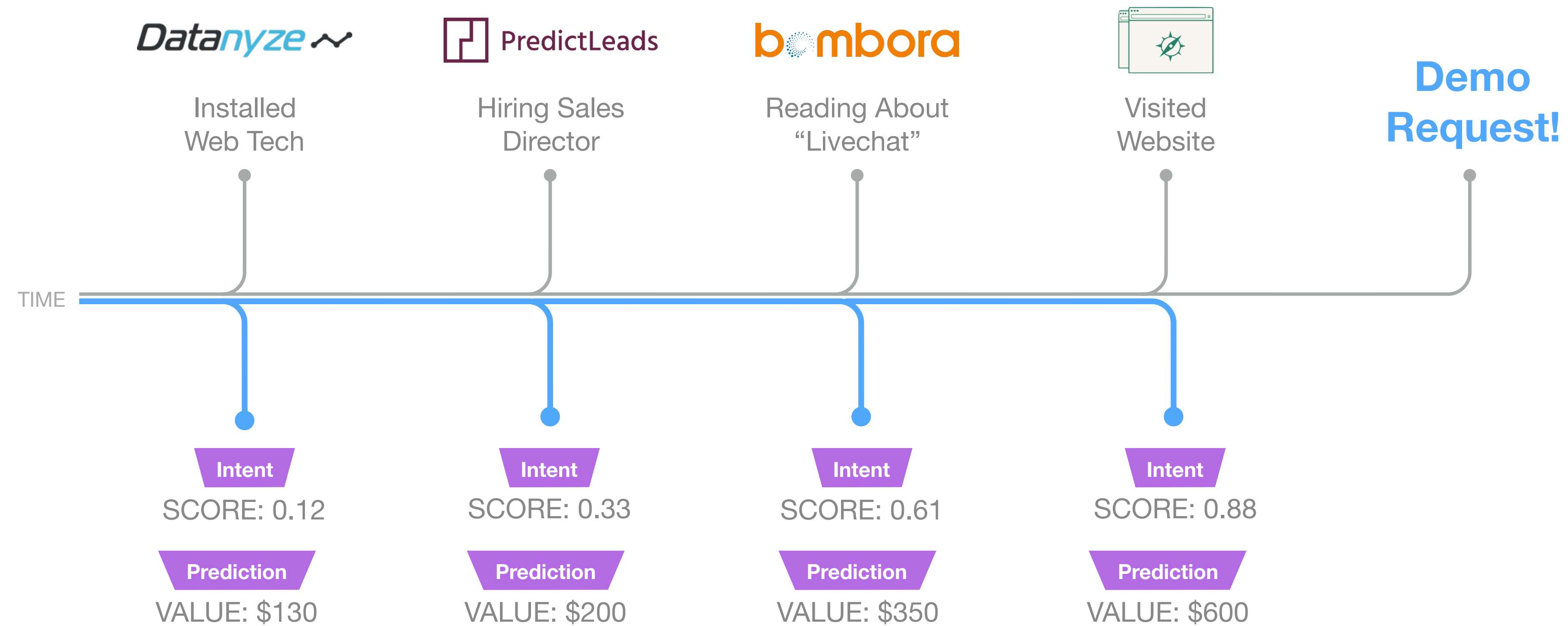
hull

Growth
Ex
Machina

MadKudu

gorgias

G2

Intent capture

Output Channels

G2 CROWD
SaaS reviews

Datanyze
WEB TECHNOGRAHICS

VISITED WEBSITE

bombora
TOPIC SURGING

PredictLeads
CUSTOM SITE SCRAPING

Account, User and Campaign Record

Physical goods

Chat

Email

Web content

Advertising

MadKudu
SCORE

PROSPECTING

Enrich & Fit scoring

Predicting the lead value based on intent
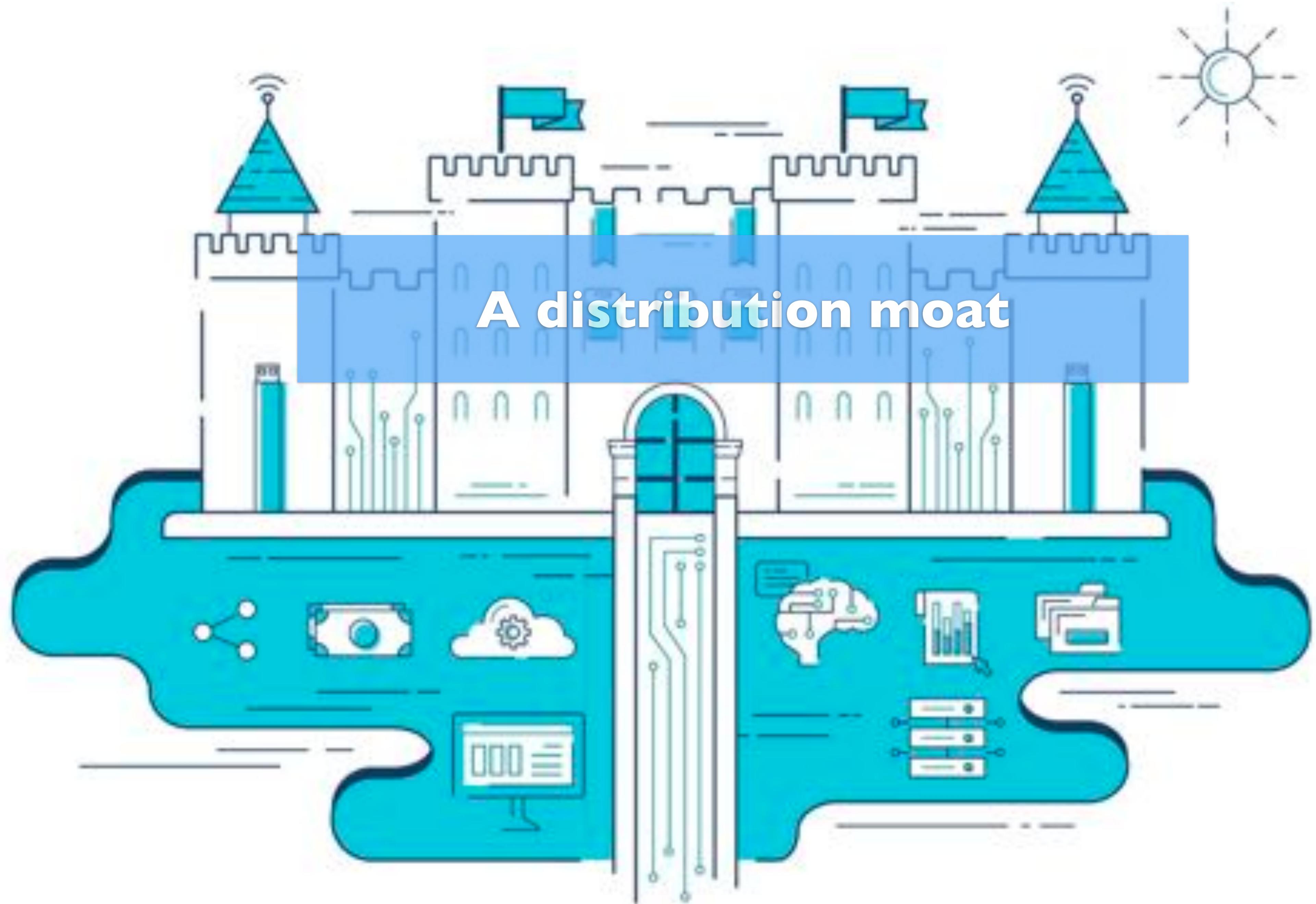
What makes a company succeed?

Justin Kan ✓
@justinkan

First time founders are obsessed with product.

Second time founders are obsessed with distribution.

6:03 PM · Nov 6, 2018 · Twitter for iPhone

A distribution moat

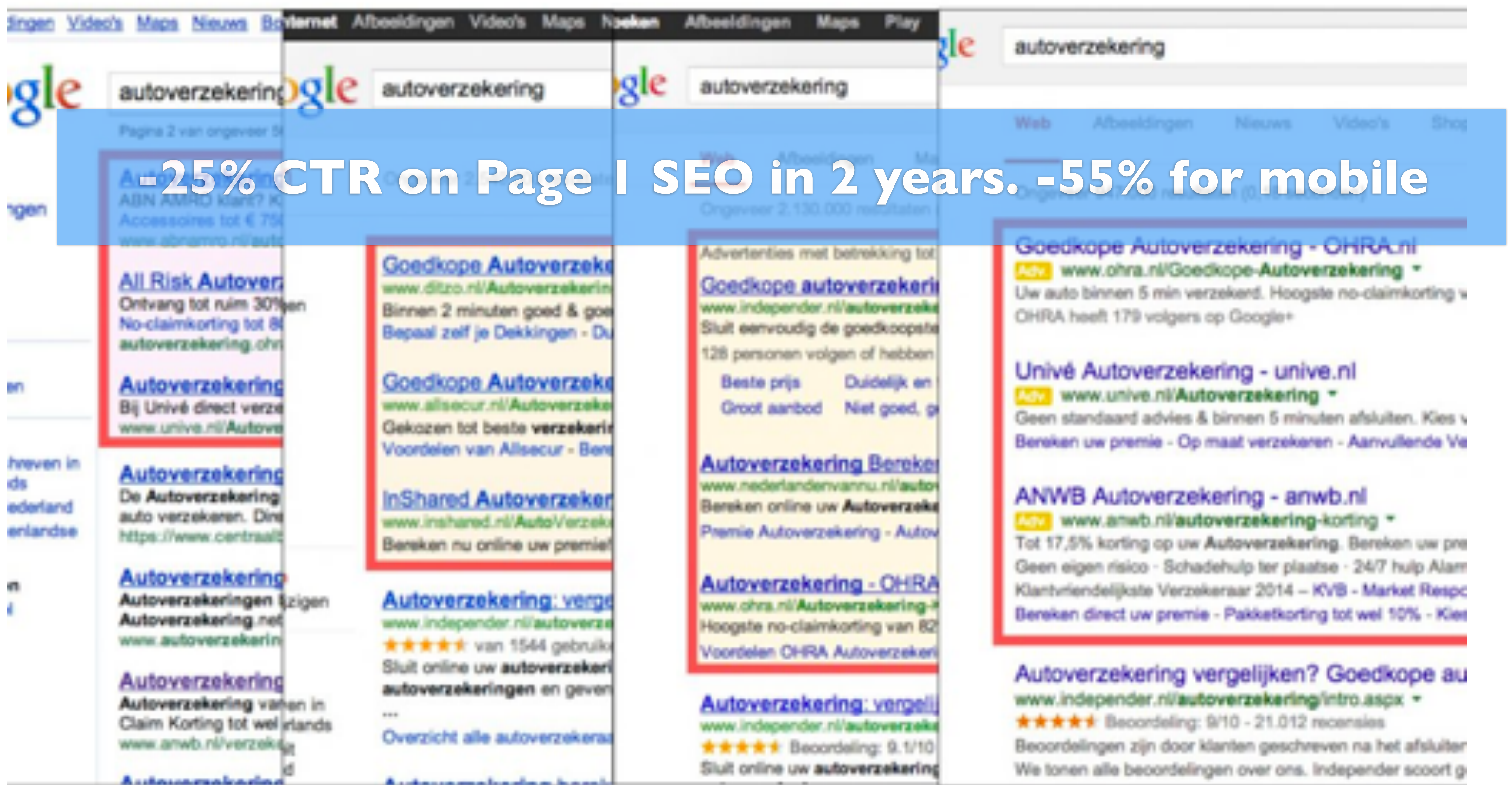# What's the role of Marketing?

Do we agree?

1: a better experience increases conversion
2: with more budget, we can create a better experience
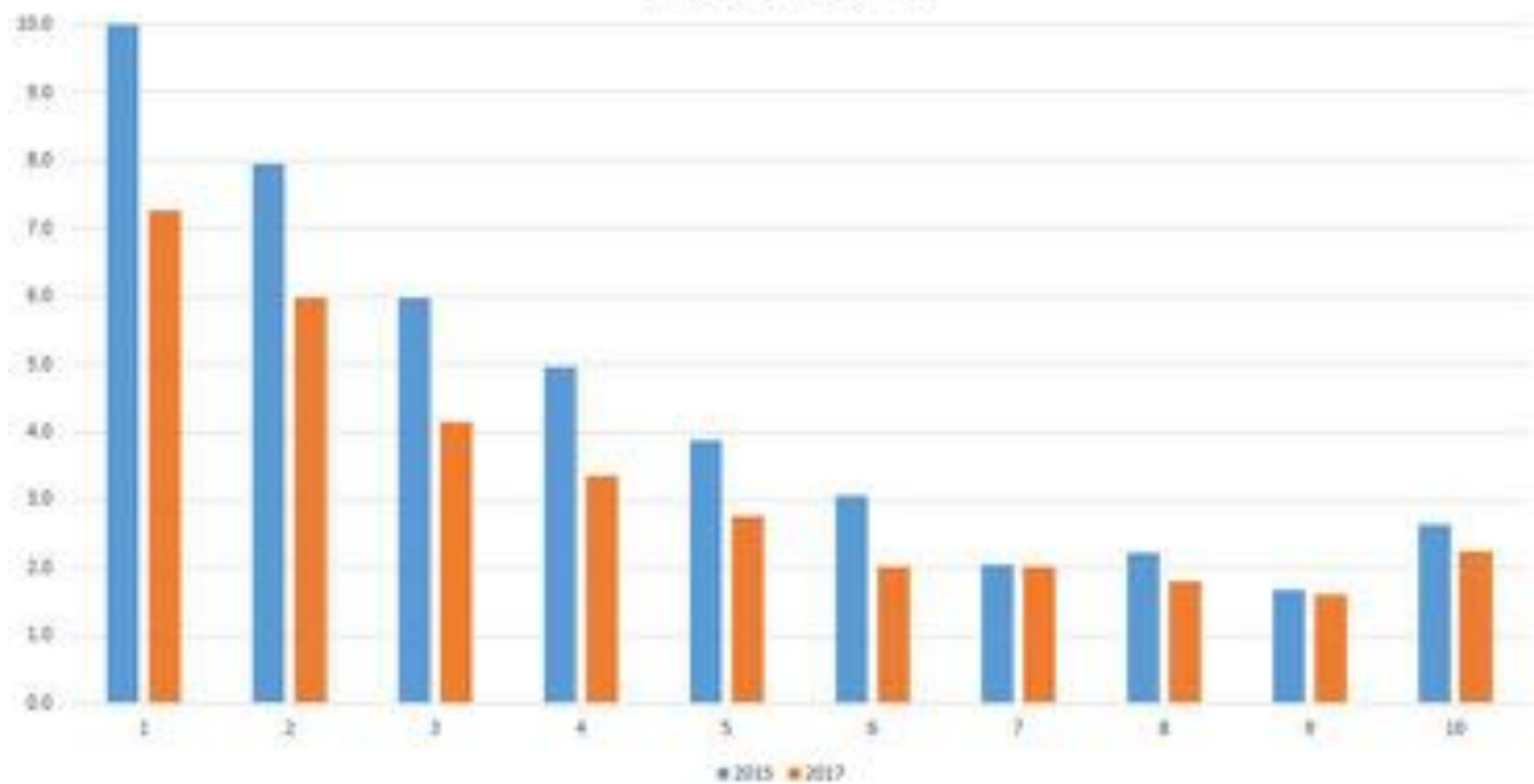
The challenge: We don't have more budget *per user*

Channel Saturation & Rising CAC

Distribution across every major channel has become more expensive

-25% CTR on Page 1 SEO in 2 years. -55% for mobile

2011 (Jan)   2011 (Sep)   2012-2013   2014   *sour*

Desktop CTR by Rank

Inventory is stable ... so costs go up

Cost per Thousand Impressions (CPM) - Social

- Jan 2017: $4.12
- Feb 2017: $5.76
- Mar 2017: $6.48
- Apr 2017: $7.69
- May 2017: $9.80
- Jun 2017: $11.17

● facebook

ADSTAGE

Facebook CPC's increased 136% just in 2017

Cost per Click (CPC) - Social

- Jan 2017: $0.42
- Feb 2017: $0.67
- Mar 2017: $0.57
- Apr 2017: $0.75
- May 2017: $0.91
- Jun 2017: $0.99

● facebook

ADSTAGE

UNIT ECONOMICS AREN'T WHAT THEY USED TO BE

Customer acquisition cost has increased significantly

Customer acquisition cost has increased significantly over the years due to market saturation of marketing vying for consumer attention.
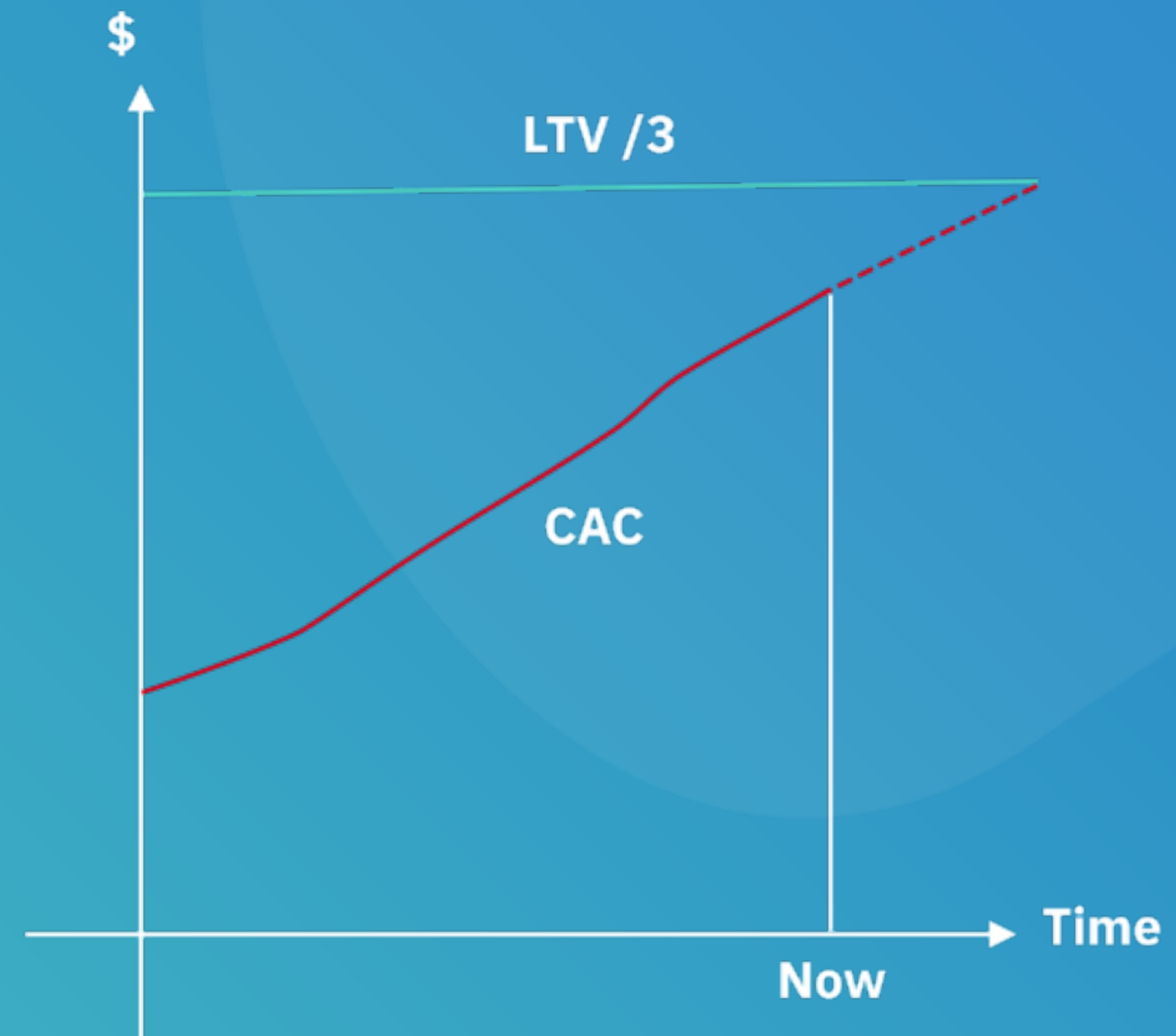
B2B
B2C

N
743

CAC has grown >50% in the past 5 years

BLENDED CAC RELATIVE TO FOUR YEARS AGO

70%
53%
35%
18%
0%
-18%

5 YEARS AGO   4 YEARS AGO   3 YEARS AGO   2 YEARS AGO   1 YEARS AGO   Today
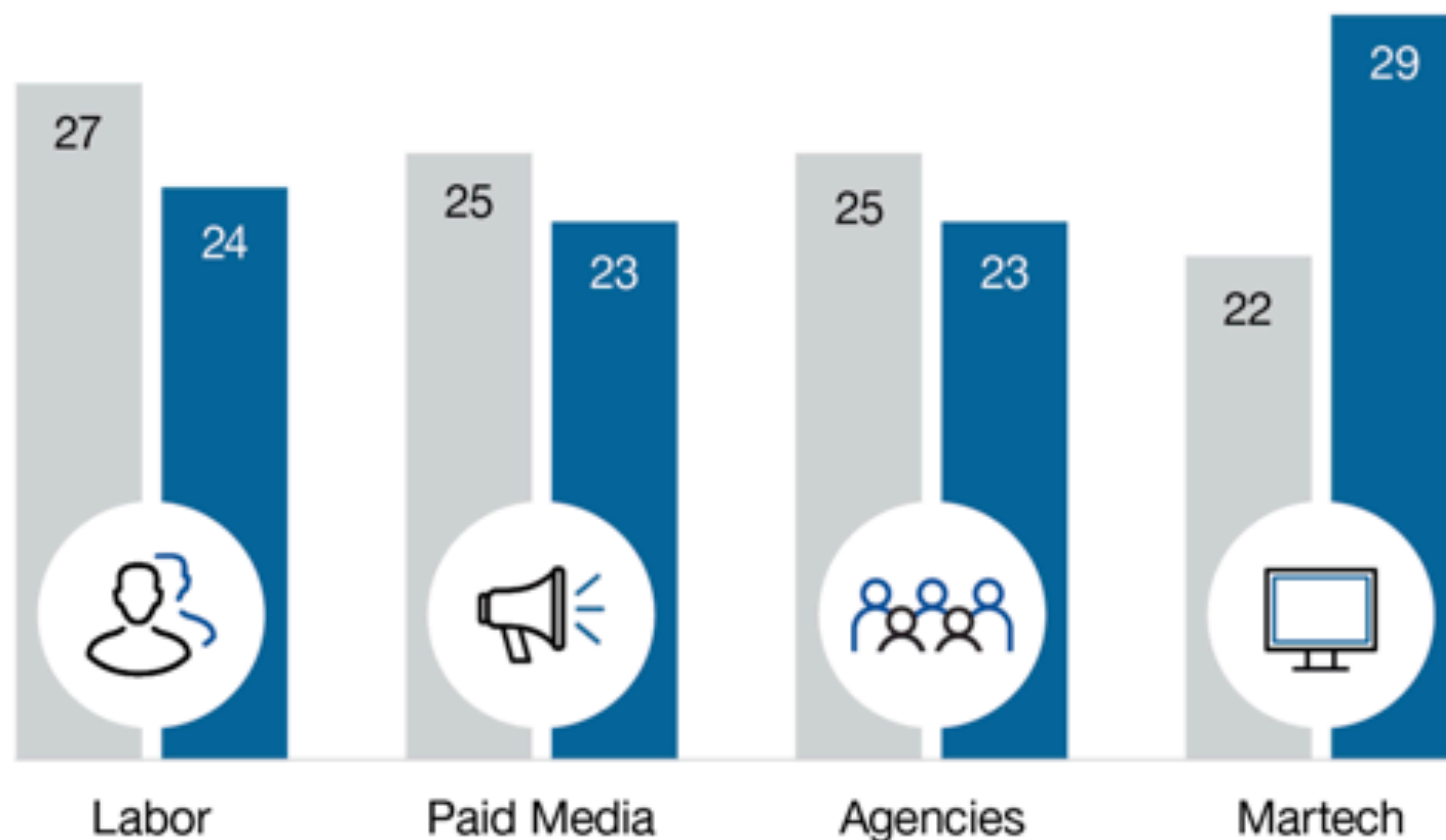
WHEN MEASUREMENT WAS TAKEN

You can't bruteforce your way into a market through sheer spend

CAC has

increased by 70%

**in the past 5 years
but LTV has remained constant.
This cannot go on anymore.**
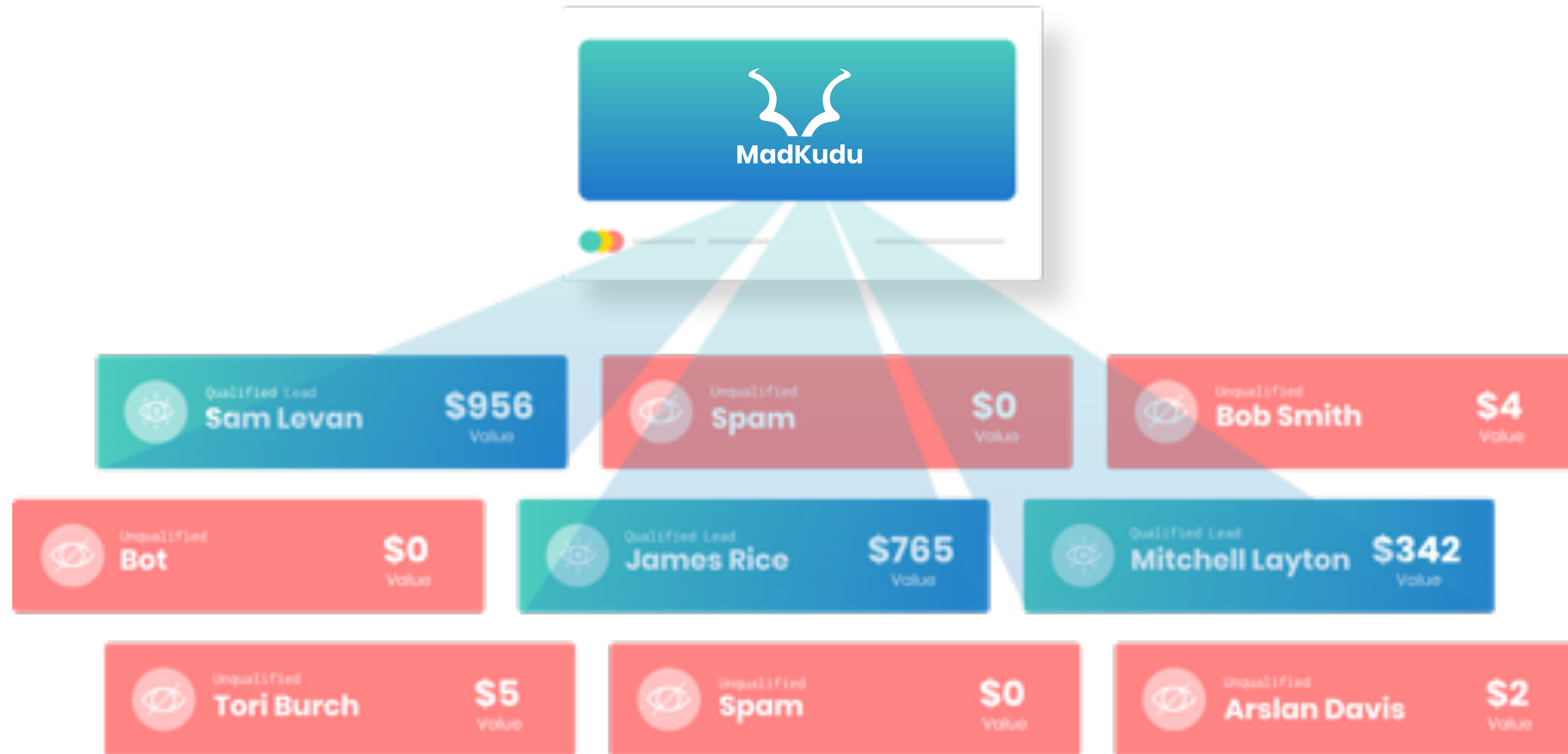
$ (y-axis)

LTV /3

CAC

Now
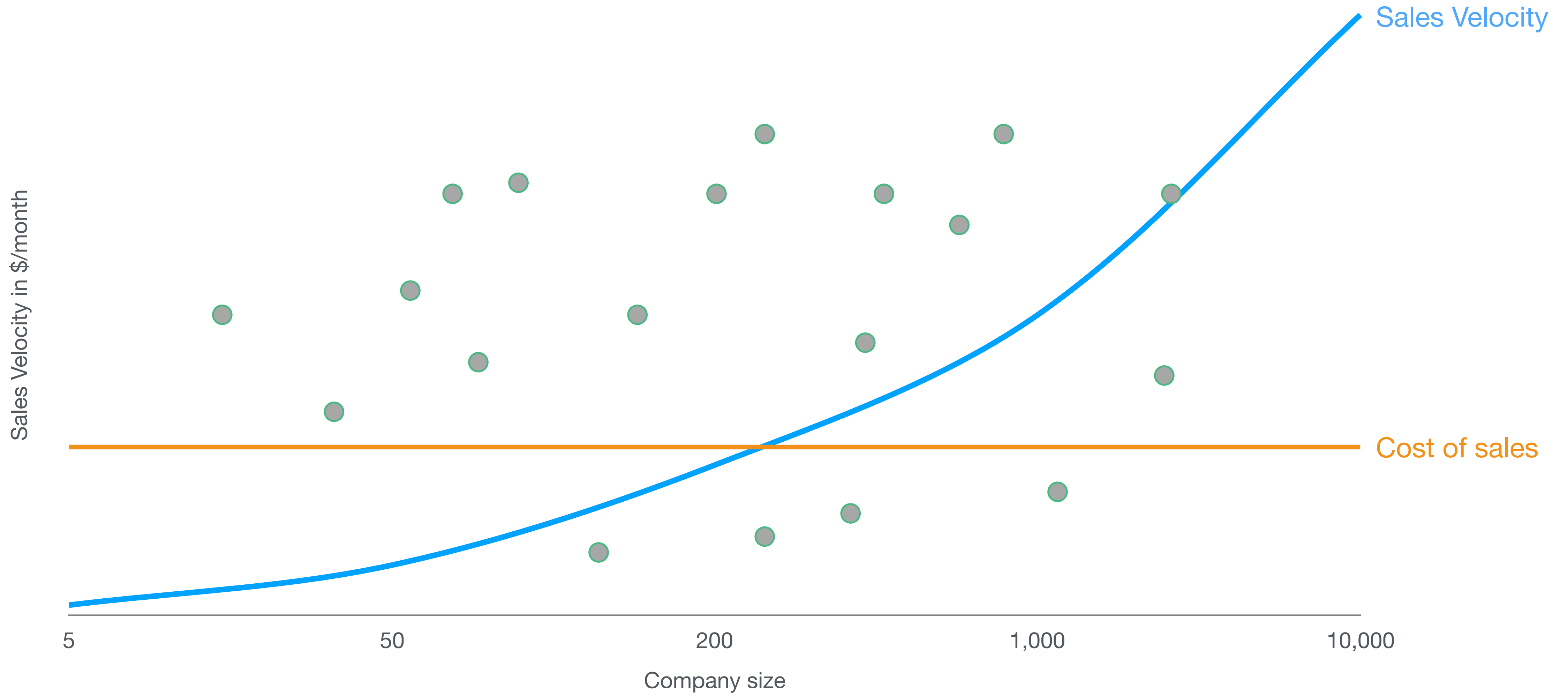
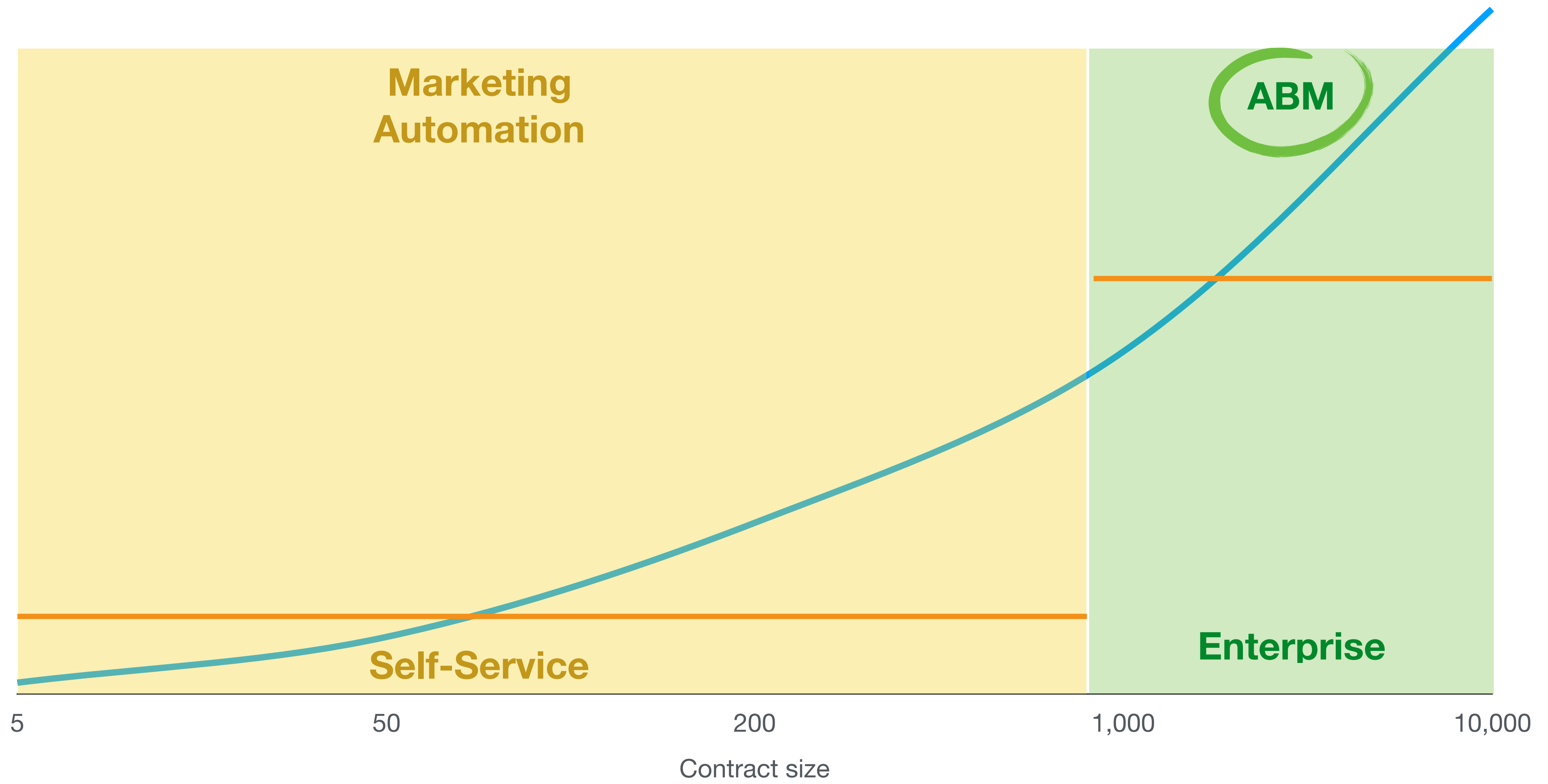Time (x-axis)

The pitfall : averages

Your KPIs, as a uniform and representative understanding of each user at that stage, *is fundamentally wrong*

Huge variance of values per user
you want to separate those based on their future value

Marketing
Automation

ABM

Self-Service

Enterprise

Contract size

5   50   200   1,000   10,000

high right better budget = better experience
low left => bid is not profitable, let competitors loose money

Our budget per lead

Competitors budget per lead

Likelihood to buy

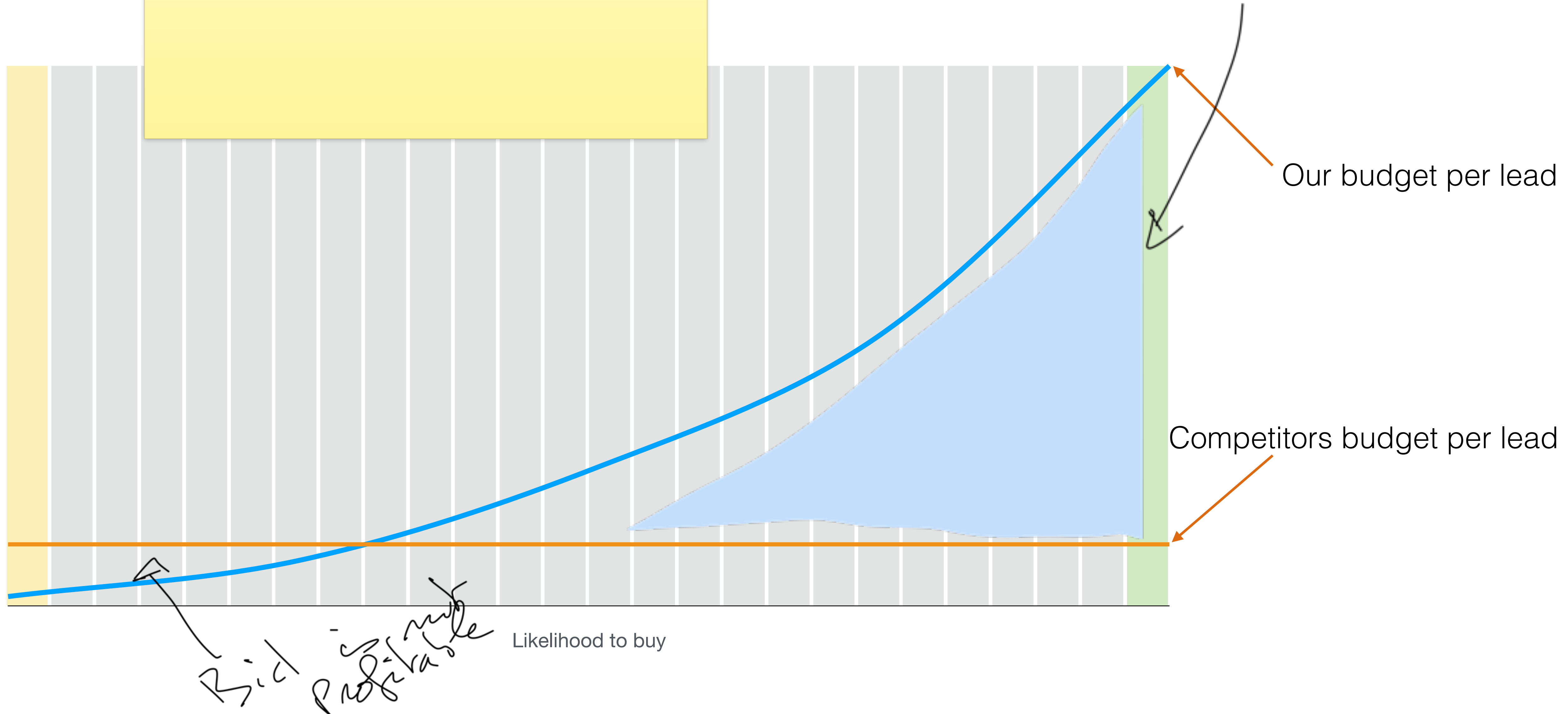high right better budget = better experience
low left => bid is not profitable, let competitors loose money

better experience

Our budget per lead

Competitors budget per lead

Likelihood to buy

Bid is not Profitable
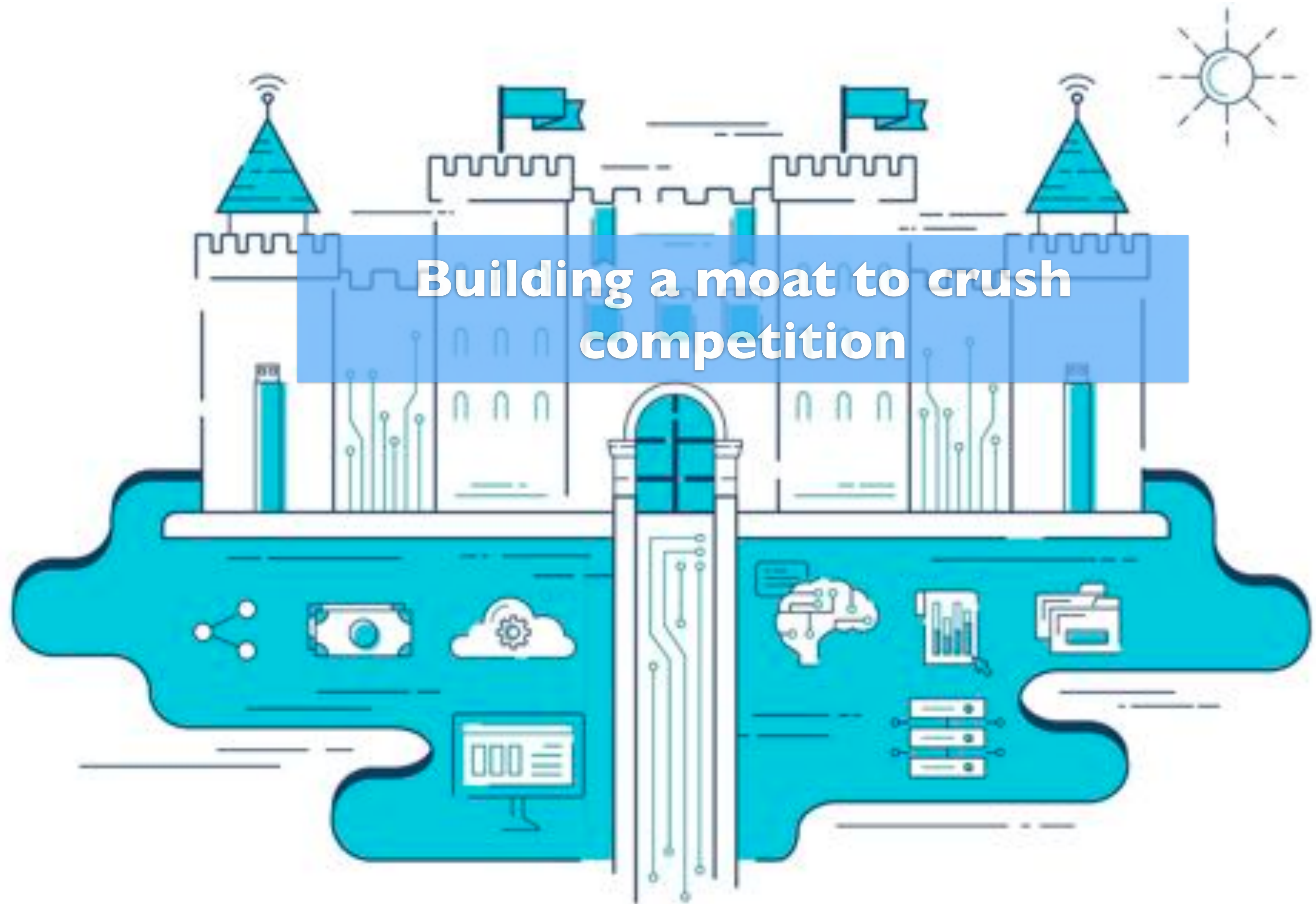
Because we are bidding the right amount ...

we can spend more on the right people when our competitors can't.

We won't spam with emails or ads people who aren't likely to buy our products.

There is no insane innovation going on here.

All of this what derived from B2C bid optimization / retargeting

Building a moat to crush competition

How can we built delightful experiences?

What is the most influential in your purchase decision process?

Professionals colleagues/professional network — 30%
Industry experts — 21%
Online reviews from peers — 17%
Internal influencers — 4%
Peer forum or community
Relevant vendor supplied content — 5%
Vendors sales professionals — 3%

highlight the two bottom categories.
Write "buyers don't want us"

G2 Apr 2019 N=1362

45%

"We usually engage a sales professional only when we have made a purchase decision."

G2 Apr 2019 N=1362

Creating a better experience … in outbound

Helping {company name} to {desired outcome}

Hi {{first.name}} -

{{company name}} buyers are not filling out forms or taking cold calls anymore. So how are modern sales reps getting more {{persona specific outcome}}?

Let's ask AdRoll 👇

AdRoll piloted Drift with a single sales rep, who then 3x'd his quota the first month.

A year after adopting Drift, AdRoll's entire sales team uses Drift, and they've {{goal achieved}} with {{persona specific play}} and increased appointment rate by 25% by creating {{what they've created}}.

After diving into {{company domain}}, I have some specific ideas- especially around {{vertical specific ideas}}.

{{customer.accountOwnerName }}

Company Name

People Name

People Name

Persona Specific

Drift Outcomes

People Name

Vertical

Persona Type

Persona Specific Outcome

Company

People

Tech

Good email G ….

We're missing an illustration

Since buyers aren't filling out your forms anymore, and they're not picking up cold calls, your team still has to hit their goals somehow.

This happened to Emily from Clio. So she started using Drift and saw got some amazing results.
- She helped her sales team cut their lead response time by 900%
- She increased their website engagement by 300%
- She was able to generate 200 MQLs per month with Drift

Based on what I've seen on pactworld.org, I think you can achieve similar results with just a few tweaks

We've even mocked up what this might look like for Pactworld. What's the best way to share this with your team?

Cheston Simmons
Drift
Book a time to chat

in Chat

Get IP Address   — COMPANY OBJECT —   Returns Domain   — IF SCORE > 0.9 —   Firmographic Score   Display Livechat
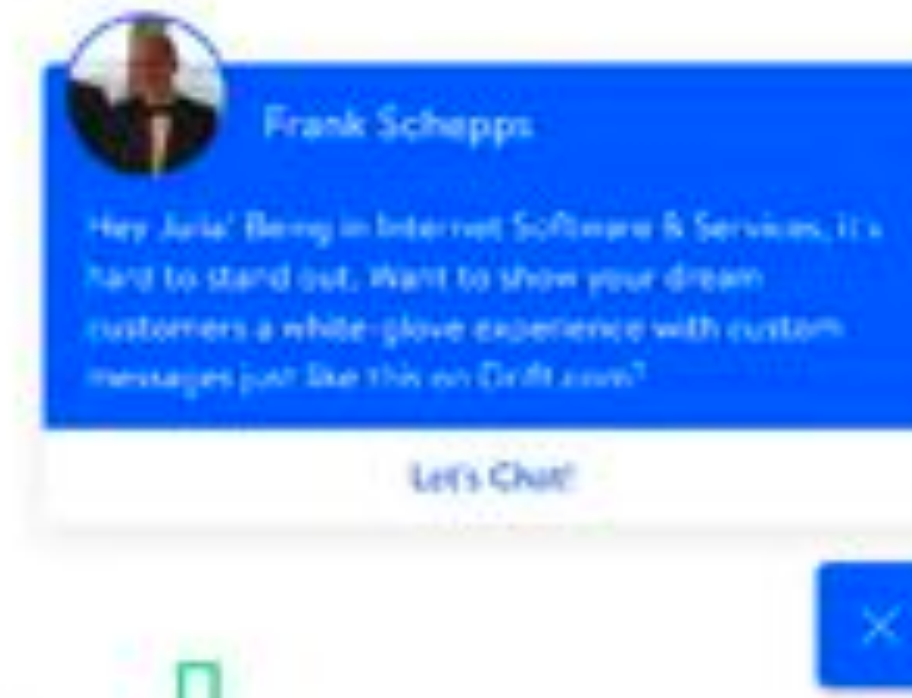
MadKudu

Drift

Introducing

DRIFT INTEL

All the info you need to start meaningful conversations with potential customers in real-time, powered by Clearbit.

Business Email Address   CREATE FREE ACCOUNT

(100% free to get started. No credit card required.)

Site Visitor
SV
New York, NY, US   drift.com/blog

Frank Schepps

Hey Julia! Being in Internet Software & Services, it's hard to stand out. Want to show your dream customers a white-glove experience with custom messages just like this on Drift.com?

Let's Chat!

Hey there! How do you like your coffee?

Tea or Coffee?

Tea

Aliya

Awesome, tea is great!

Ok, what do you want in there? Sugar, milk ...

No sugar, a cloud of milk

Aliya

OK, just to confirm, is this the right address?

yes   no

STMATES

Deliver coffee

in web pages

COMPANY OBJECT

Get IP Address   Returns Domain   Firmographic Score   Change HomePage

Show pricing link | Products | Pricing   For Developers   For Businesses   Personalize call to action link | Company | Login | By Segment

Personalize headline
Collect all of Salesforce's data and send it anywhere.

Personalize subheadline
Stream data to every integration Salesforce needs.

Personalize call to action button | Get Started, For Free

Personalize call to action link

Hear what our customers have to say.

Talk to Us

Free Trial

Start Your PoC

Call Sales

The data you need now.
A platform built for tomorrow.

Understand Data in the Age of GDPR Compliance.
How to empower with data, prevent data sprawl and protect privacy.

Built on a platform of data security & privacy.
Discover why more companies trust Looker in the age of GDPR.

Mastering data in the age of GDPR.
How to empower your team, prevent data sprawl and protect privacy.

Included again in the 2019 Gartner Analytics & BI Platforms Magic Quadrant
Download Report

G2 Crowd Best Business Intelligence
Download Report

Get your 2019 marketing analytics roadmap
Download eBook

Looker maintains a perfect 'recommend' score from customers
Download Report

DRESNER
ADVISORY SERVICES

Secure and governed.
A single source of truth for all.

One platform

Quick time-to-value

Smarter operating

Blue Apron — Utilizing their data to deliver a more tasteful user experience.
Casper — Waking up the mattress industry with data-driven insights.
Real-time data helps patients make healthier decisions.
Transforming the shaving industry with razor-sharp insights.

DogBuddy — Unleashing the full potential of their data to attract customers.
Sublime experiences made richer with data.
Applying user data to offer personalized shopper-tunities.
Yieldify — Data-optimizing e-commerce campaigns that win.

Playing smarter with real-time, next-level data.
NORDSTROM — Using insights to deliver a fresh approach to designer shopping.
The Economist — Adopting modern data practices for more personalized content.
Walt Disney Company — Discovering more creative insights with better analytics.

Casper — Waking up the mattress industry with data-driven insights.
Jet — Delivering insights-driven deals at the speed of data.
okcupid — They've found their perfect match for data-driven answers.
TaskRabbit — Digging into data to help customers do more in less time.

Secure and governed.
A single source of truth for all.

One platform
Data experiences to meet every department's need. Give everyone a unified view of what is happening.
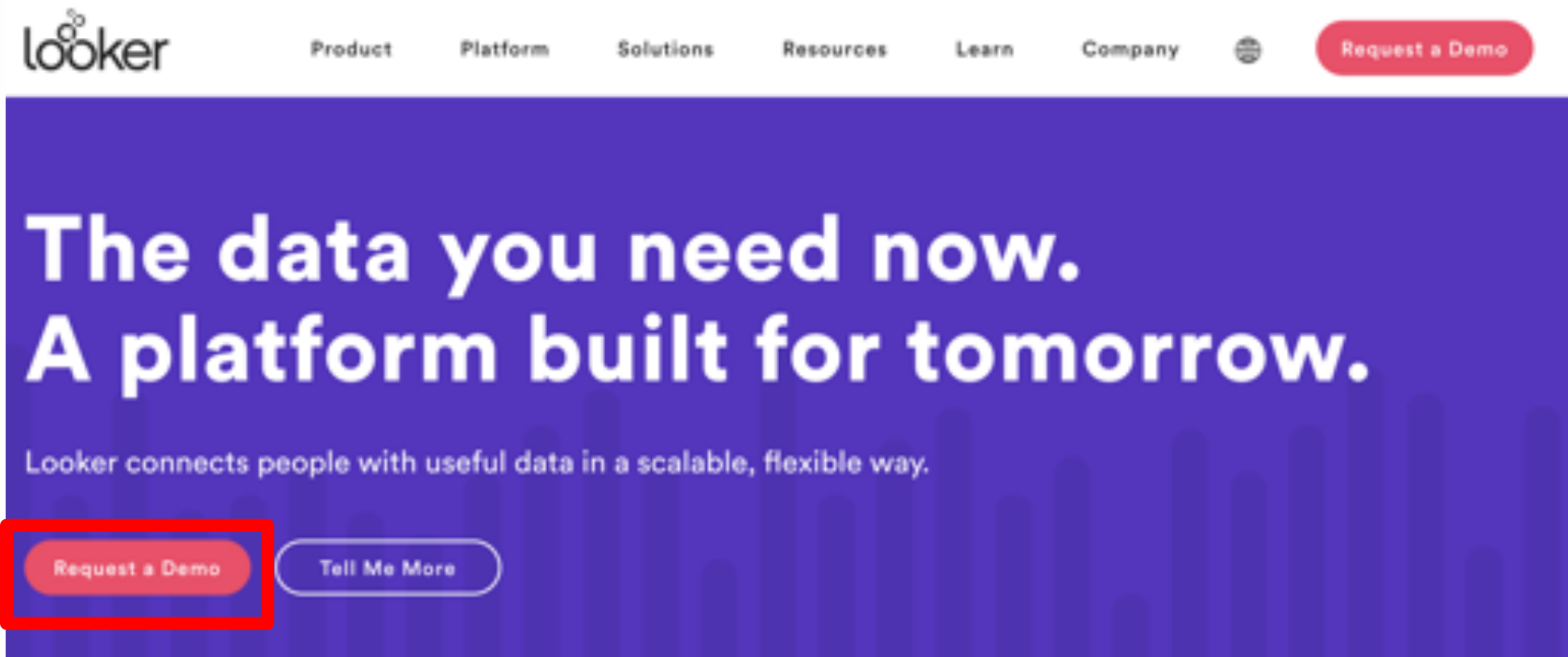SHOW ME MORE

Quick time-to-value
Get running in just a few days using pre-built applications and blocks to speed up custom work.
SHOW ME MORE

Smarter operating
Engaging data visualizations pushed into your workflow at exactly the moment you need them.
SHOW ME MORE

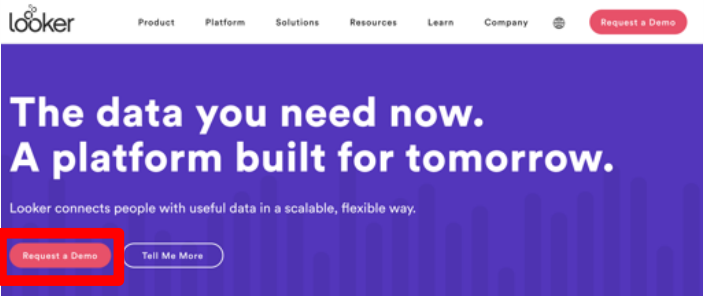# Optimizing for multiple weighted goals

Traditional approach — One goal — $X
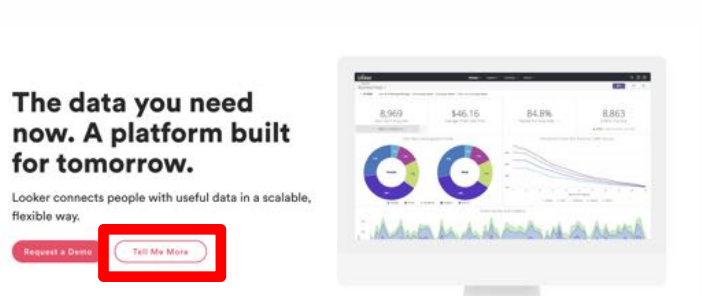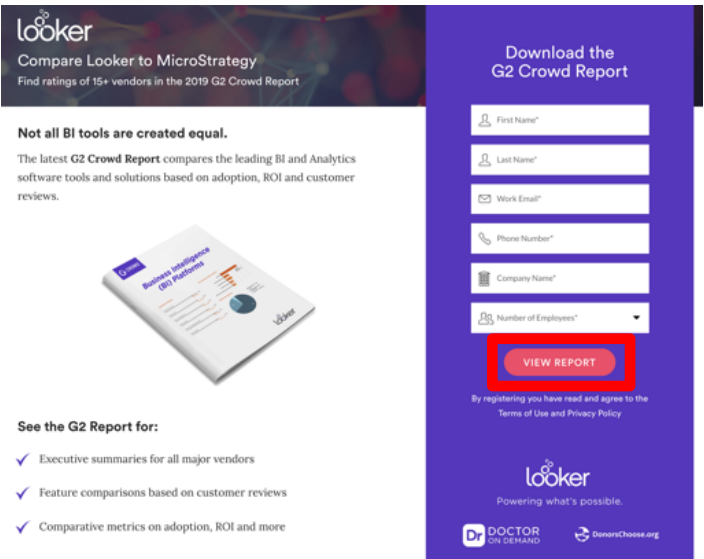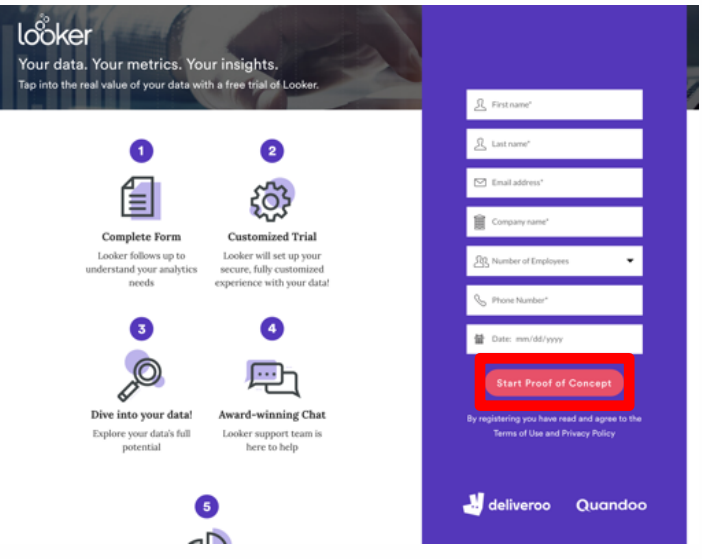
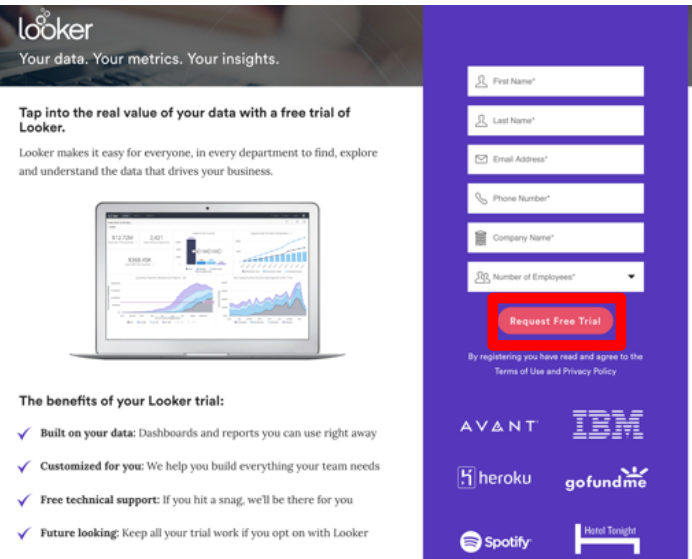With AI — Multiple weighted goals — $100, $150, $200, $325, $250, $175

Note: All values are illustrative

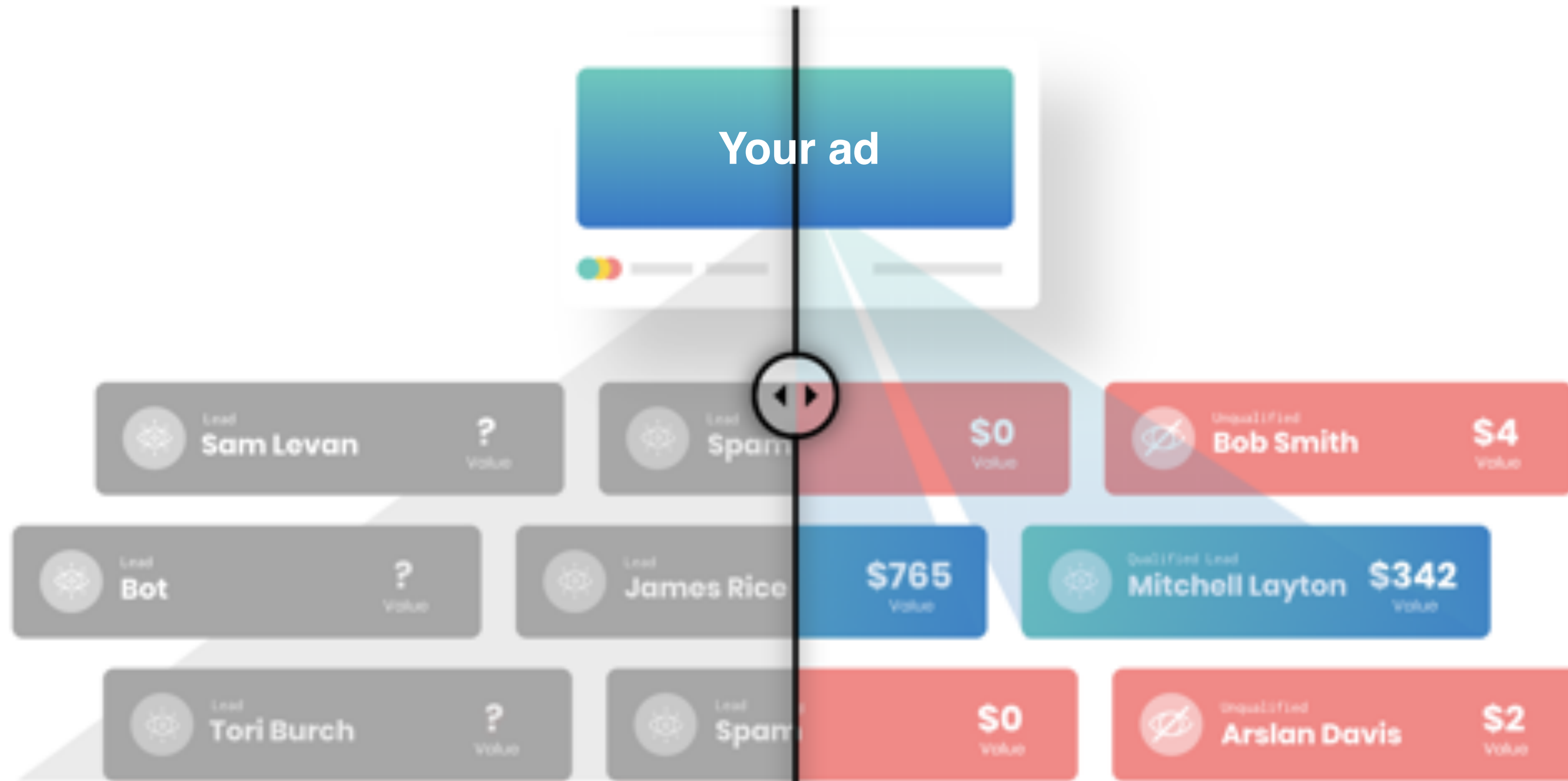# What about Paid?

The Challenge

- Facebook campaigns are optimized towards **"website conversions"** but this does not correlate to value

- Commonly the **quality of facebook leads is low** (<20% of good fits) and tends to deteriorate over time because of the aforementioned optimization criteria

- As a consequence **CPAs increase** and the CAC can get out of hand

Who you'd like

Likely to Buy

Likely to Click   **Likely to Engage**

Who you pay for

https://andrewhubbard.co

MadKudu predicts the value of each visitor and tells Facebook to bid only on your best leads

MadKudu predicts the value of each visitor and tells Facebook to bid only on your best leads

MadKudu predicted values are sent back to facebook to train the AI to perform the best bidding

New lead fills a form with their email

MadKudu predicts the lead value in real time

Facebook learns from that lead value to optimize spend moving forward for the rest of the audience

The results

Strategy	Cost per Lead	% Qualified Leads	Expected Return on Investment	Expected Payback Period
Optimize to All Leads	Baseline			
Optimize to Good Leads Only	-27%	165%	**+200%**	-66%
Optimize to Value	-49%	247%	**+766%**	-88%

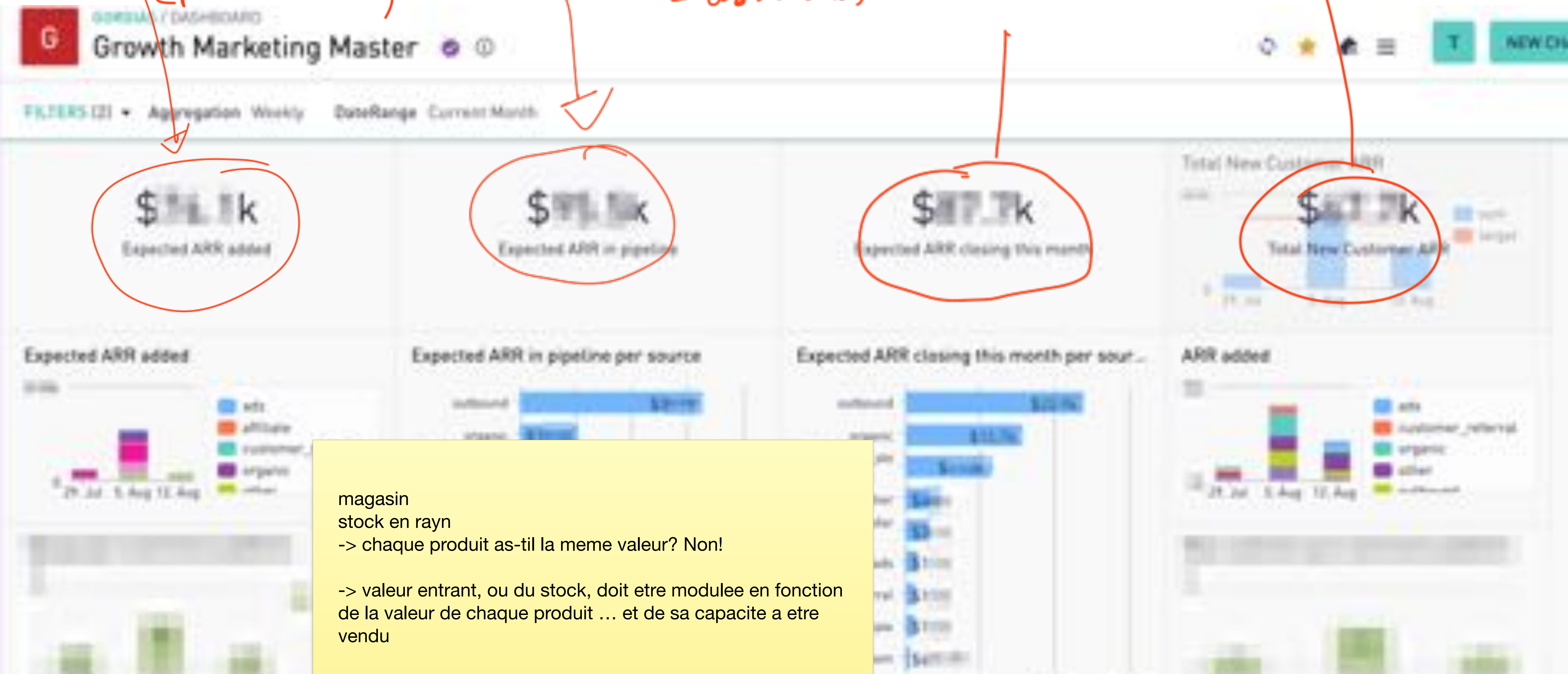# Leveraging user revenue predictions in your day-to day

Handwritten annotations:

Future $ added to Stock. Weighted by quality & source (past 6 months)

$ value in Stock = $ Added + existing − lost deals − won deals

Forecast based on sales velocity

Actual Revenue closed to date

Dashboard content:

Growth Marketing Master

FILTERS (2) ▾ Aggregation Weekly DateRange Current Month

$**.**k
Expected ARR added

$**.**k
Expected ARR in pipeline

$**.**k
Expected ARR closing this month

$**.**k
Total New Customer ARR

Expected ARR added

Expected ARR in pipeline per source

Expected ARR closing this month per sour...

ARR added

Note (yellow sticky):

magasin
stock en rayn
-> chaque produit as-til la meme valeur? Non!

-> valeur entrant, ou du stock, doit etre modulee en fonction de la valeur de chaque produit … et de sa capacite a etre vendu

Learnings from Building Growth teams

@guillaumecabane

g@growth.li

Guillaume "G" Cabane

GROWTH ADVISOR

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Linkedin