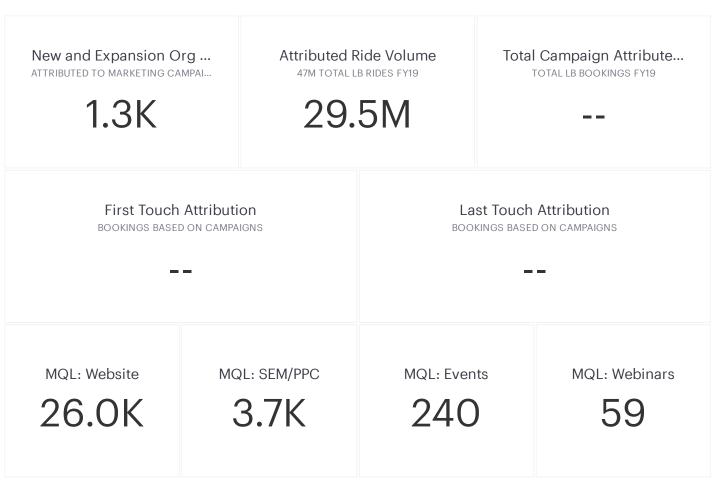# Channel and Campaign Performance - DRAFT

Channel and Campaign Performance for all bookings from 2019 and forward.

CAMPAIGN ATTRIBUTION:
- First Touch Attribution: First campaign associated to a contact
- Last Touch Attribution: Last campaign associated to a contact before an Opportunity is created for their org
  - Contact must be associated to the Opportunity as well
- Attribution Split: Booking and Activation is split 50% for First Touch and 50% for Last Touch. To be updated as more data and analysis is available.

New and Expansion Org ...	Attributed Ride Volume	Total Campaign Attribute...
ATTRIBUTED TO MARKETING CAMPAI...	47M TOTAL LB RIDES FY19	TOTAL LB BOOKINGS FY19
1.3K	29.5M	--

First Touch Attribution	Last Touch Attribution
BOOKINGS BASED ON CAMPAIGNS	BOOKINGS BASED ON CAMPAIGNS
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MQL: Website	MQL: SEM/PPC	MQL: Events	MQL: Webinars
26.0K	3.7K	240	59

Channel Performance

Channel Performance - New Business vs. Exp...	Channel Performance - Attribution

Channel and Campaign Performance - DRAFT

Channel Activations - Business Type

Channel Activation - Attribution

Campaign Performance

● Double check MQLs for events

MQL: Gets Start...	MQL: Paid Media	MQL: GBTA Events	MQL: HIMSS We...
13.0K	3.7K	144	13

Campaign Bookings - Business Type

Campaign Bookings - Attribution

Channel and Campaign Performance - DRAFT

Bookings by campaign_name — Expansion / New Business

Campaign names (top to bottom):
- 2018 - Enterprise Events - GBTA
- 2018 - Enterprise Events - GBTA ...
- 20180607 - Enterprise Webinar - ...
- 2018 - Enterprise Events - HIMSS18
- Ent Marketing - 20190415 Q2 - Pai...
- 2019 - Enterprise Events - GBTA - ...
- 2018 - Enterprise Events - GBTA - ...
- ACTE Education Forum Chicago ...
- 2018 - Enterprise - Automotive - L...
- ACTE Education Forum 9/2017 Se...
- Ent Marketing - 2019 - Paid Media...
- Skift Data Deck
- BTN Group 2017 San Francisco
- BTN Group Atlanta 2017
- Enterprise Marketing - Lyft Busin...
- Auto Pod Courtesy Rides Programs
- Evergreen Partner Campaigns - ...
- BTN Group Chicago 2017
- ACTE Boston 2016
- 2018 - LinkedIn Lead Form Ads - A...
- Ent Marketing - 2019 Q4 - Event - ...
- TNooz Webinar - June 2016
- eMedia

x-axis: bookings — $0.00, $10,000,000.00, $20,000,000.00, $30,000,000.00

Bookings by campaign_name — First Touch / Last Touch

Campaign names (top to bottom):
- 2018 - Enterprise Events - GBTA
- Lyft Business Contact Page
- ACTE 2018 Global Summit & Corp...
- GBTA Conference 2017 - Onsite ...
- GBTA TMOY 2017
- Ent Marketing - 20190415 Q2 - Pai...
- Enterprise Marketing - Lyft Busin...
- BTN Strategic Meetings 2018
- HIMSS Customer Meetings
- HIMSS Innovation Live
- 2018 - Enterprise - Automotive - L...
- Ent Marketing - 2019 Q3 - Event - ...
- Ent Marketing - 2019 Q3 - Event - ...
- BTN Group Dallas Conference
- BTN Group SF 2017
- BTN Group 2017 San Francisco
- Ent Marketing - 2019 Q2 - Event - ...
- ACTE Pittsburgh 2016
- 2018 - Enterprise Events - HLTH 2...
- ACTE Orlando Education Forum
- Evergreen Partner Campaigns - ...
- Demandworks
- HealthTrust Channel Leads
- Ent Marketing - 20190912 - Email ...
- Ridesharing Ebook - Organic
- Ent Marketing - 2019 Q4 - Event - ...
- 2018 - Enterprise - Corporate Tra...
- Evergreen Partner Campaigns - ...
- Ent Marketing - 2019 Q4 - Event - ...

x-axis: bookings — $0.00, $10,000,..., $20,000,..., $30,000,...

Campaign Activations - Business Type

org_count by campaign_name — Expansion / New Business

- Accepted Enterprise Terms — 202
- Enterprise Marketing - Lyft Busin... — 139
- 2018 - Enterprise Events - GBTA — 85
- Ent Marketing - 2019 Q3 - Event - ... — 55
- GBTA Conference 2016 — 37
- ACTE New York 2017 — 27
- GBTA Conference 2017 - Onsite ... — 19
- Local Enterprise Referrals — 12
- 2018 - Enterprise Events - GBTA - ... — 12
- Ent Marketing - 2019 - Paid Media... — 11
- Ent Marketing - 2019 Q2 - Event - ... — 6
- ACTE Dallas Global Conference - ... — 6
- HIMSS Customer Meetings — 5
- HIMSS Customer Event — 5
- ACTE Education Forum Chicago ... — 4
- iJet Webinar — 3
- LeadingAge New Orleans 2017 — 3
- Ent Marketing - 2019 Q2 - Event - ... — 2
- ACTE Webinar - Aug 2016 — 2
- 2018 - Enterprise Events - BTN Gr... — 2
- Hertz Franchise Courtesy Rides — 1
- BTN Group SF 2017 — 1
- BTN Group Atlanta 2017 — 1
- ALCA 2016 — 1
- ACTE 2018 Collected Leads — 1
- 2018 - Enterprise Events - HLTH 2... — 1

x-axis: org_count — 0, 100, 200, 300

Campaign Activations - Attribution

org_count by campaign_name — First Touch / Last Touch

- Accepted Enterprise Terms — 202
- Enterprise Marketing - Lyft Busin... — 139
- 2018 - Enterprise Events - GBTA — 85
- Ent Marketing - 2019 Q3 - Event - ... — 55
- GBTA Conference 2016 — 37
- ACTE New York 2017 — 27
- GBTA Conference 2017 - Onsite ... — 19
- Local Enterprise Referrals — 12
- 2018 - Enterprise Events - GBTA - ... — 12
- Ent Marketing - 2019 - Paid Media... — 11
- Ent Marketing - 2019 Q2 - Event - ... — 6
- ACTE Dallas Global Conference - ... — 6
- HIMSS Customer Meetings — 5
- HIMSS Customer Event — 5
- ACTE Education Forum Chicago ... — 4
- iJet Webinar — 3
- LeadingAge New Orleans 2017 — 3
- Ent Marketing - 2019 Q2 - Event - ... — 2
- ACTE Webinar - Aug 2016 — 2
- 2018 - Enterprise Events - BTN Gr... — 2
- Hertz Franchise Courtesy Rides — 1
- BTN Group SF 2017 — 1
- BTN Group Atlanta 2017 — 1
- ALCA 2016 — 1
- ACTE 2018 Collected Leads — 1
- 2018 - Enterprise Events - HLTH 2... — 1

x-axis: org_count — 0, 50, 100, 150, 200, 250