



Measuring Success

The Value of MPM

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80% of Technology Companies Don't
Have Formal Marketing Measurement Systems
Despite Spending Up To 25% of Revenue on Marketing

--CMO Council

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100% of Best Software Marketing Programs Have Formal Marketing Measurement Systems

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What Activities Does Best Measure?

Direct Mail/eDM
Telemarketing
Search Engine Ads
Seminar programs
Channel Marketing Programs
Customer Satisfaction
Channel Satisfaction
Awareness/Market Share
Brand Reputation
Advertising Recall
Public Relations Hit Rates
Trade Shows

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Key Lead Gen Metrics

Every lead generation program measured on:

- Response rate
- Cost per raw lead
- % leads qualified
- Cost per qualified lead
- Close rate
- Incremental Revenue generated
- Average order selling price
- Revenue to spend ratio

Follow-up research is done on lost/non-qualified leads to measure quality

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Marketing Planning Cycle



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Commitment and Transparency are Key

- Marketing commits to metrics before program is launched
- Actual results are compared to expectations
- Every campaign is evaluated for payback
- The GM and Sales VP agree with the plan in advance
- The GM and Sales VP see all results-good, bad and ugly



What has MPM bought us?

- Improved quality and effectiveness of programs
- Better business planning—project sales based on leads
- More trust from the GM, Sales--share the good, bad, ugly
- More accountability for marketing staff
 - Results count, not just executing the program
- Justify marketing budget by delivering measurable results
 - Project impact of spending increases
- Help sales see value of all leads—stop cherry picking
- Get data, not just opinions, on what works

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Is it worth the effort?

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YES!

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