Growth Marketing Performance

Andrew Cameron

Key Insights

Campaign wins:

- Reddit Prospecting achieved a much higher ROI than the other paid social campaigns. It provided a superior CPM and MQL-to-SQL rate.
- Email campaigns worked as expected, converting leads and driving additional revenue with little cost. It provides the greatest revenue of all channels.

What didn’t work:

- Facebook and Non-Brand Search campaigns became very expensive in March.

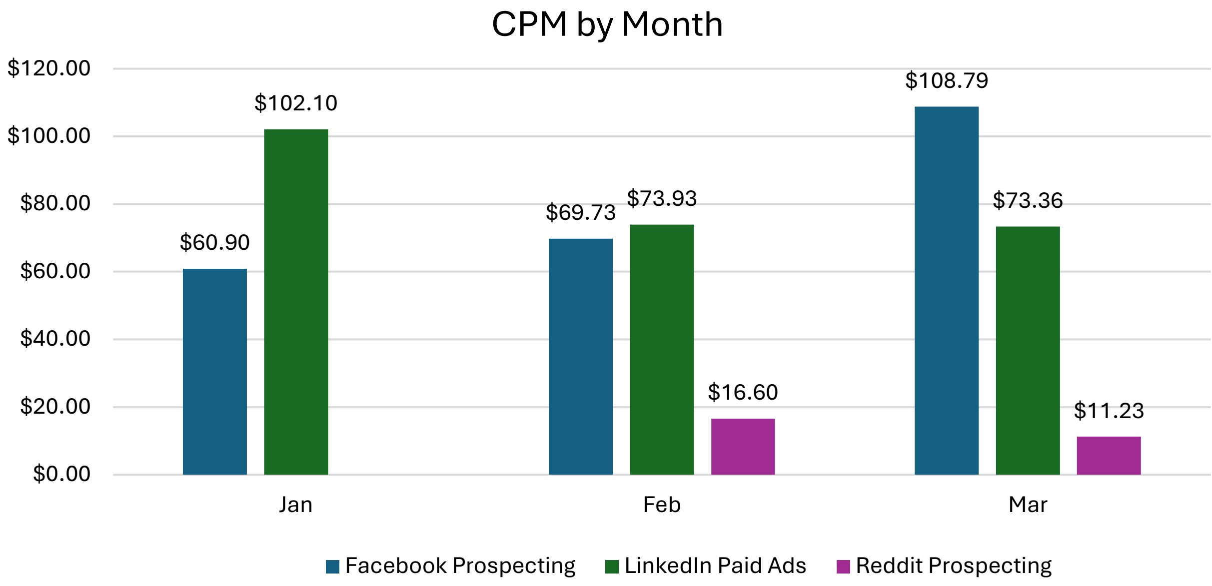
Action items:

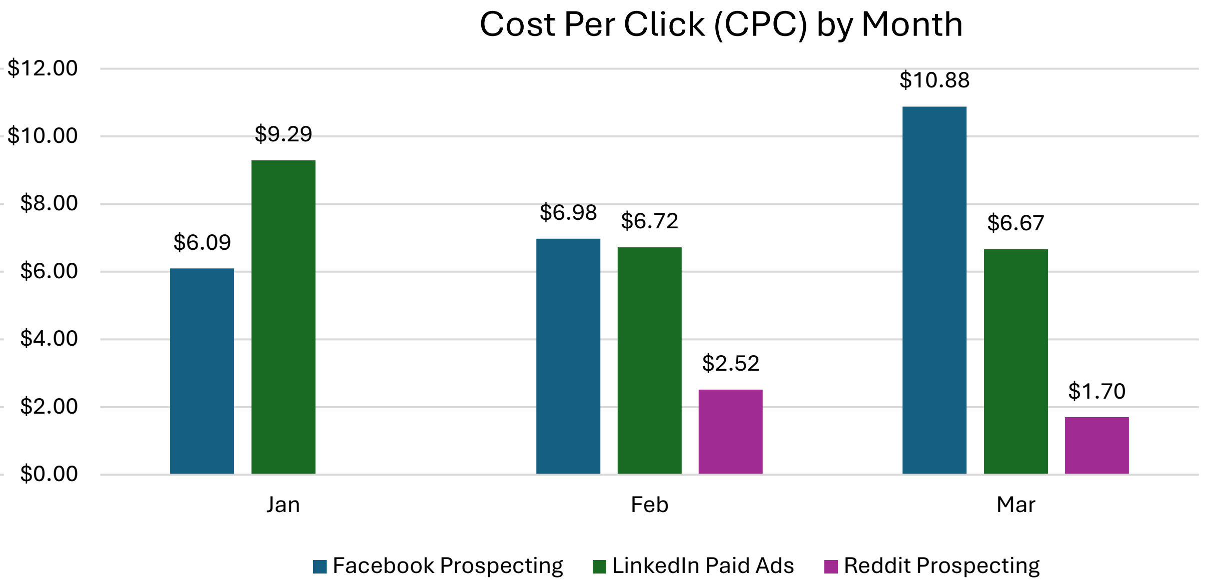
- Determine why Facebook and Non-Brand Search became expensive.
- Shift budget to alternatives when they increase in price.
- Shift budget away from LinkedIn and Facebook to Reddit Prospecting.

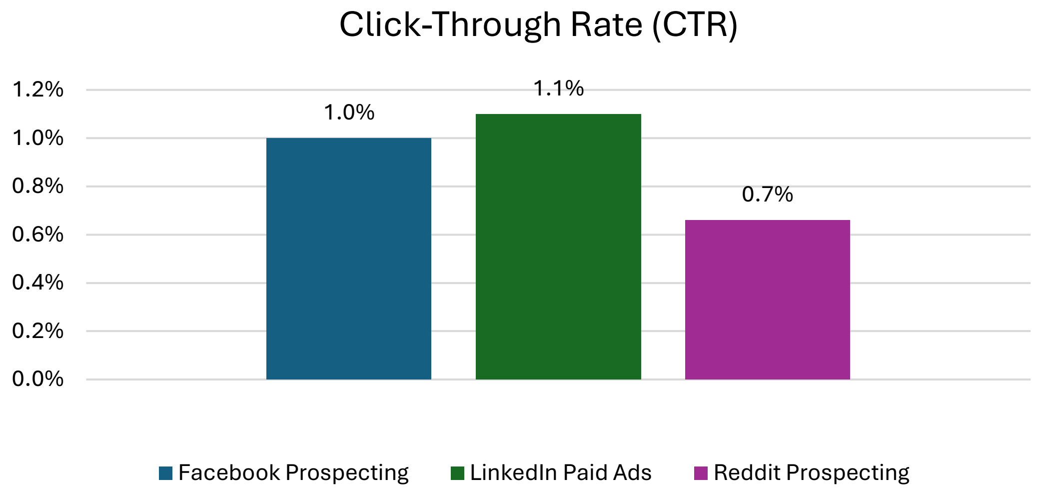
Paid Social

Channel	Campaign	Spend ($)	Impressions	Clicks	Leads	MQLs	SQLs	Pipeline ($)	Revenue ($)
Paid Social	Facebook Prospecting	$23,696	293,220	2,931	438	218	86	$344,000	$215,000
Paid Social	LinkedIn Paid Ads	$21,979	274,817	3,022	452	226	89	$356,000	$222,500
Paid Social	Reddit Prospecting	$5,727	438,712	2,895	288	144	101	$353,500	$212,100

Top of Funnel Performance

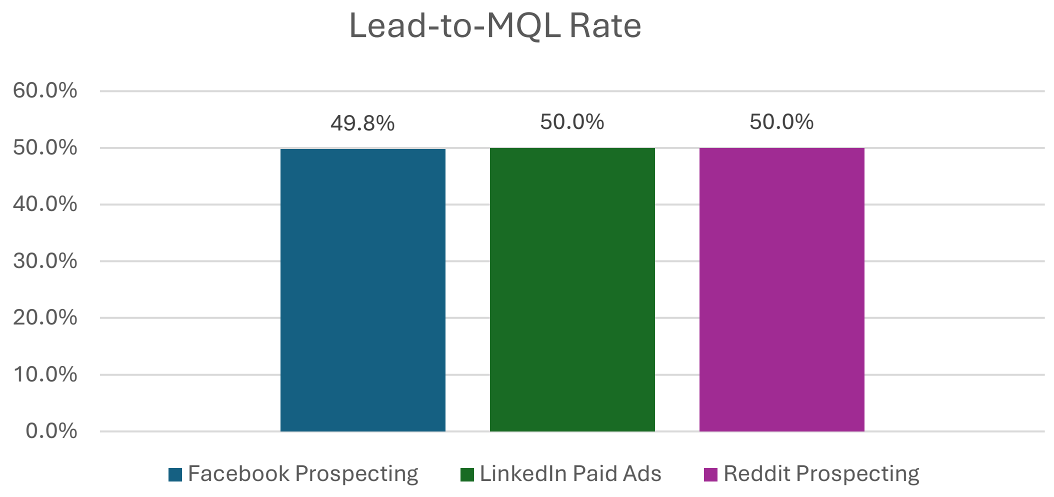


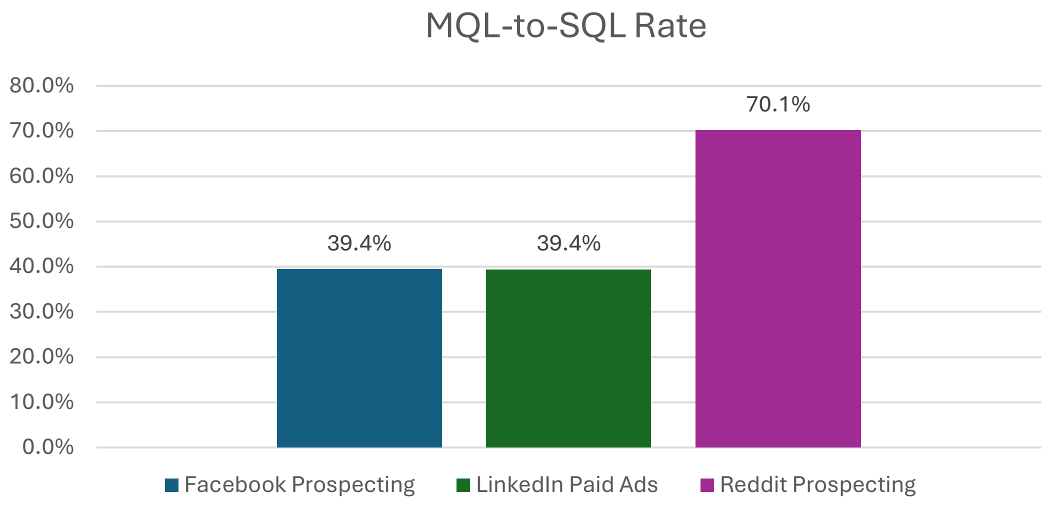


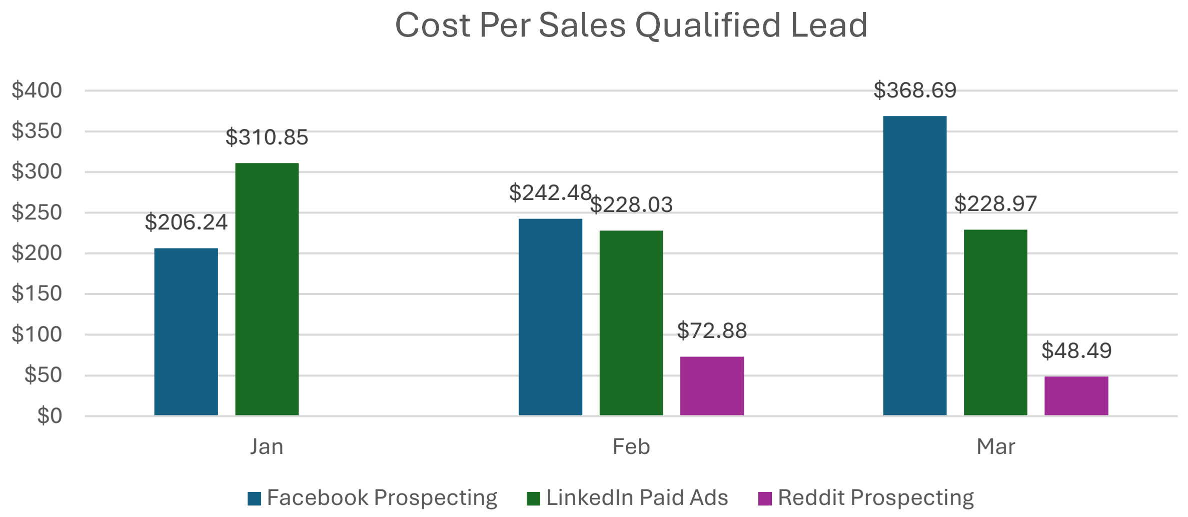


Despite a poor click-through rate, Reddit outperforms by providing a much lower CPM and cost per click

Mid Funnel Performance

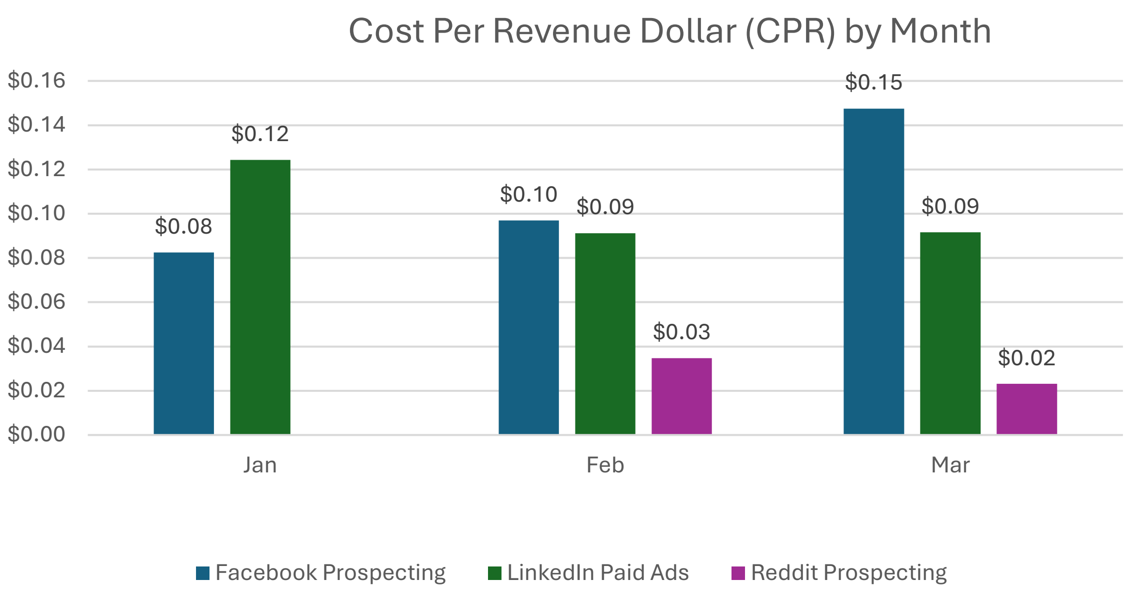


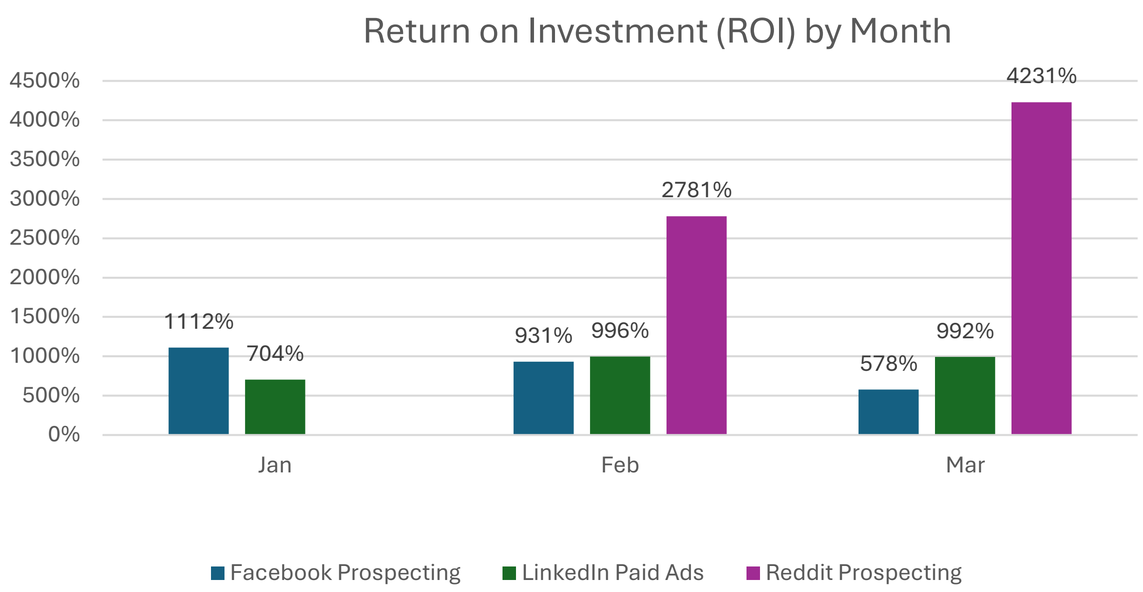


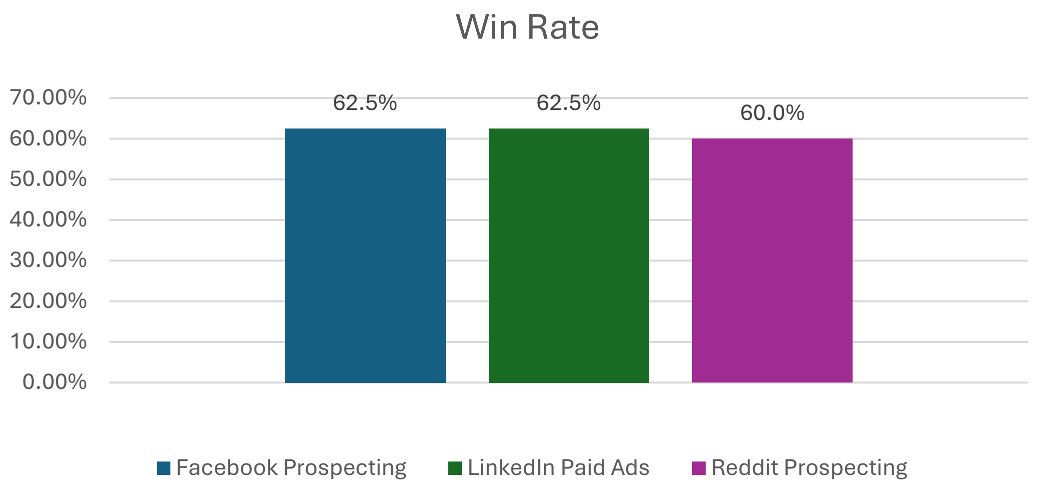


All campaigns show similar mid-funnel conversion rates, except Reddit, which provides a much better MQL-to-SQL rate

Financial Performance





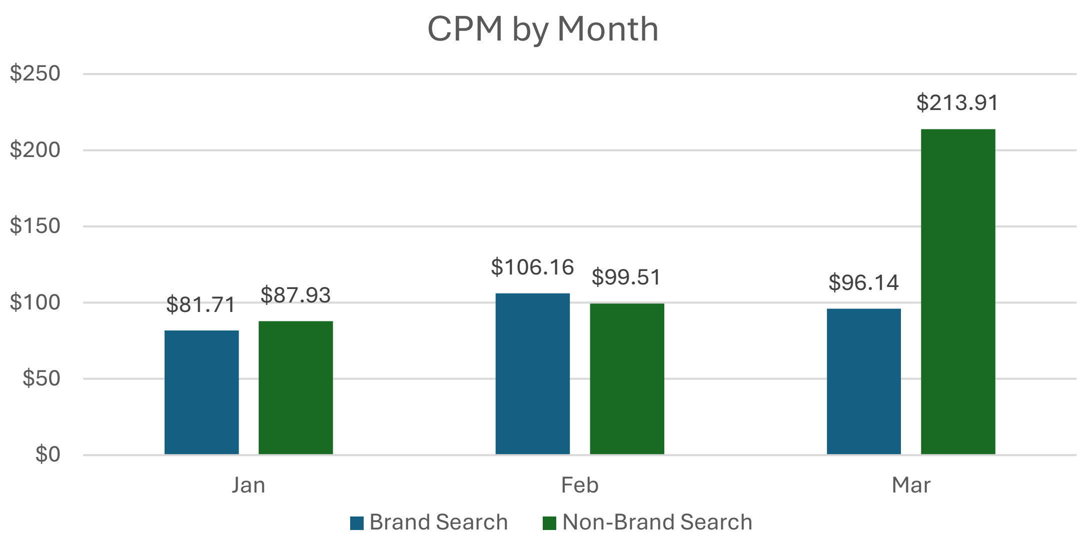


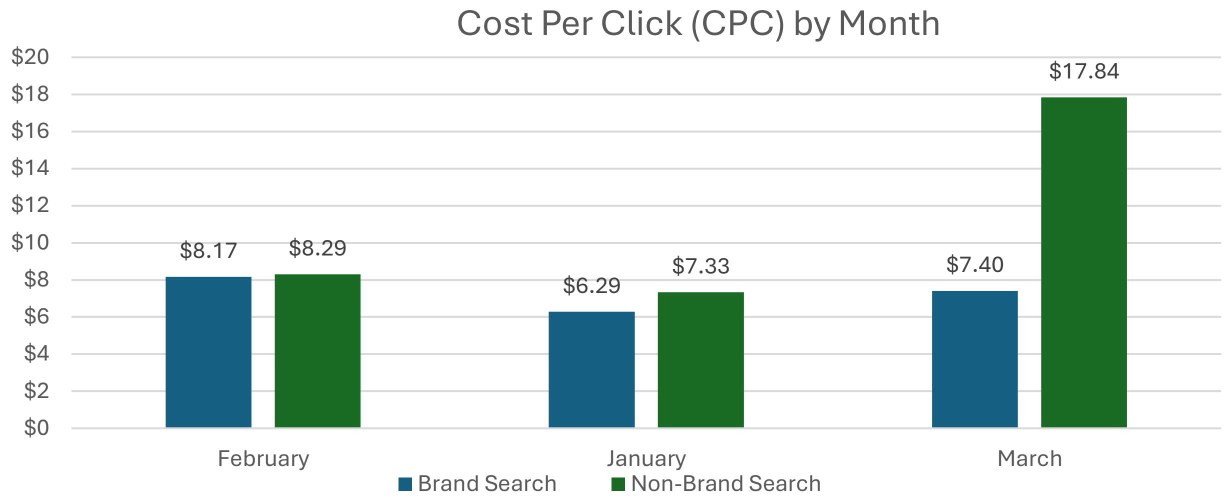
Reddit shows far superior financial performance due to the low CPM and high MQL-to-SQL rate

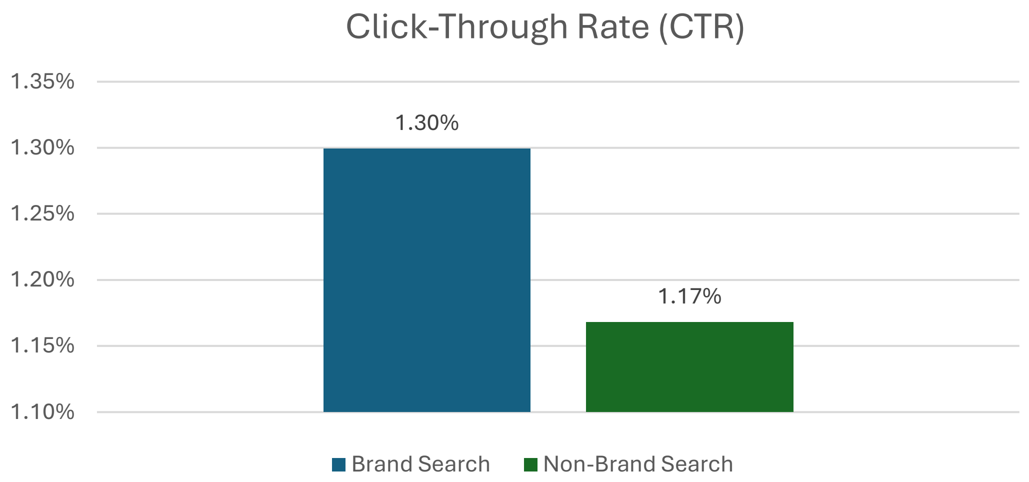
Paid Search

Channel	Campaign	Spend ($)	Impressions	Clicks	Leads	MQLs	SQLs	Pipeline ($)	Revenue ($)
Paid Search	Brand Search	$25,694	269,613	3,503	524	261	103	$412,000	$257,500
Paid Search	Non-Brand Search	$30,264	254,496	3,053	457	227	90	$360,000	$225,000

Top of Funnel Performance

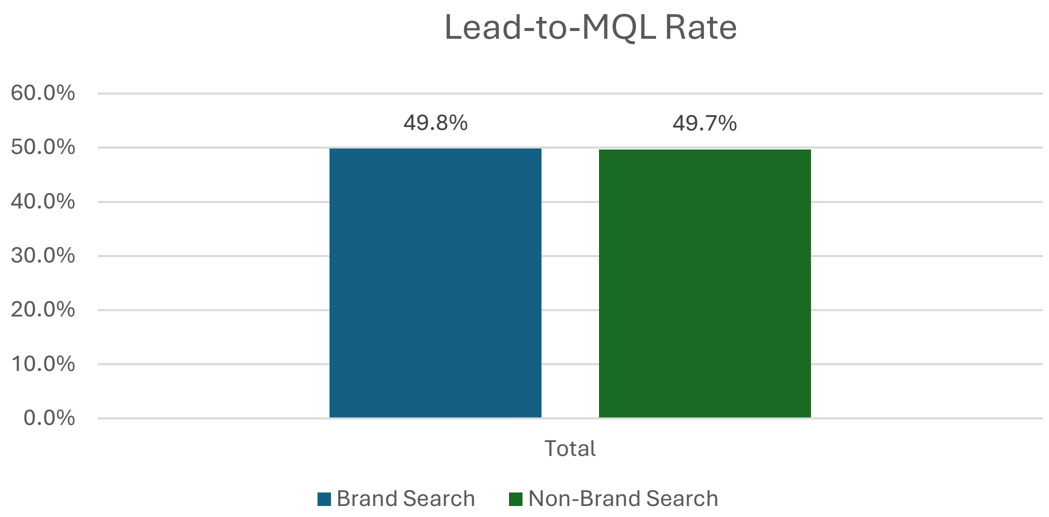


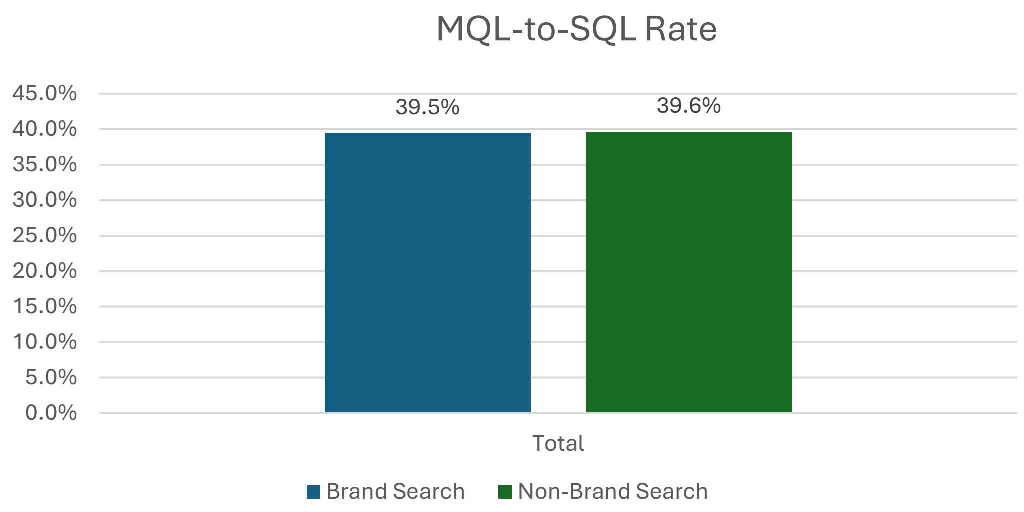


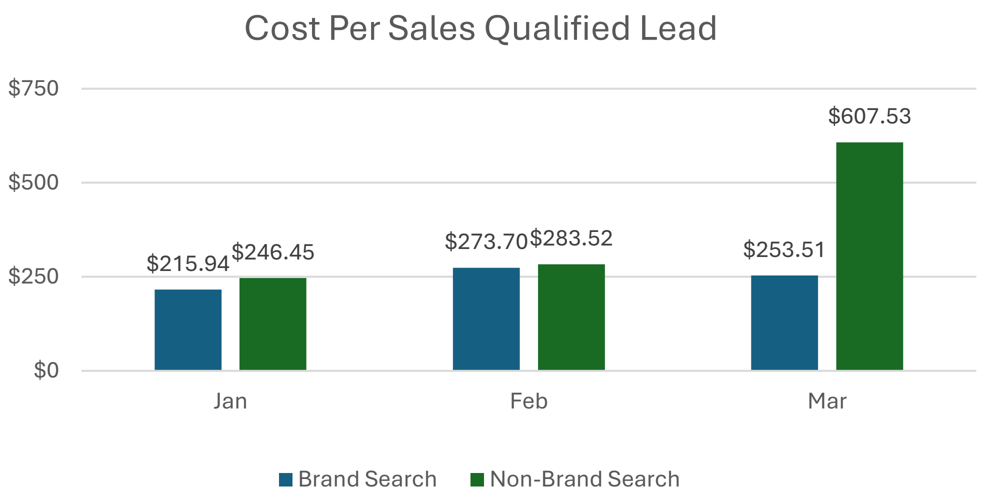


As expected, Brand Search slightly outperforms Non-Brand Search until March, when Non-Brand Search collapses

Mid Funnel Performance

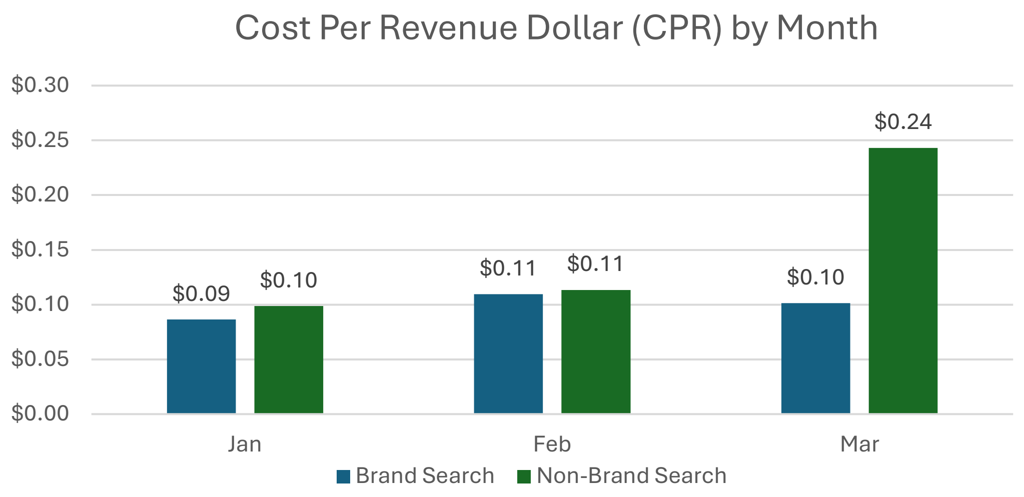


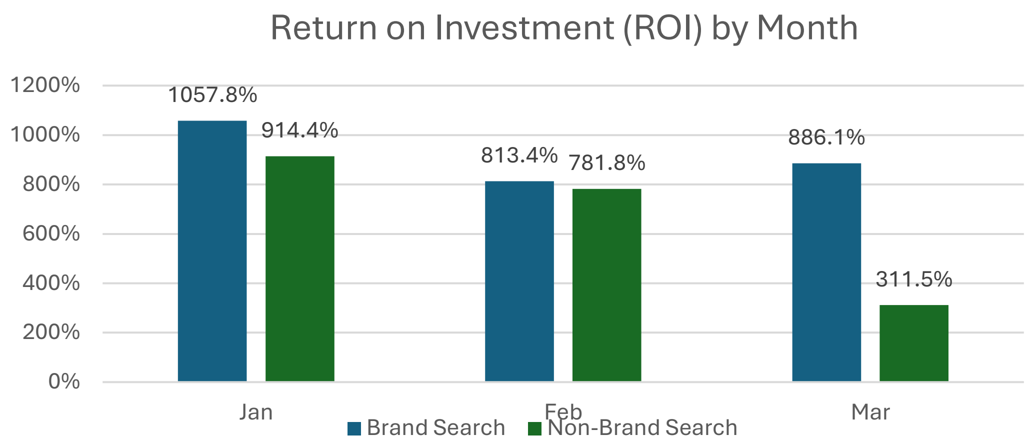


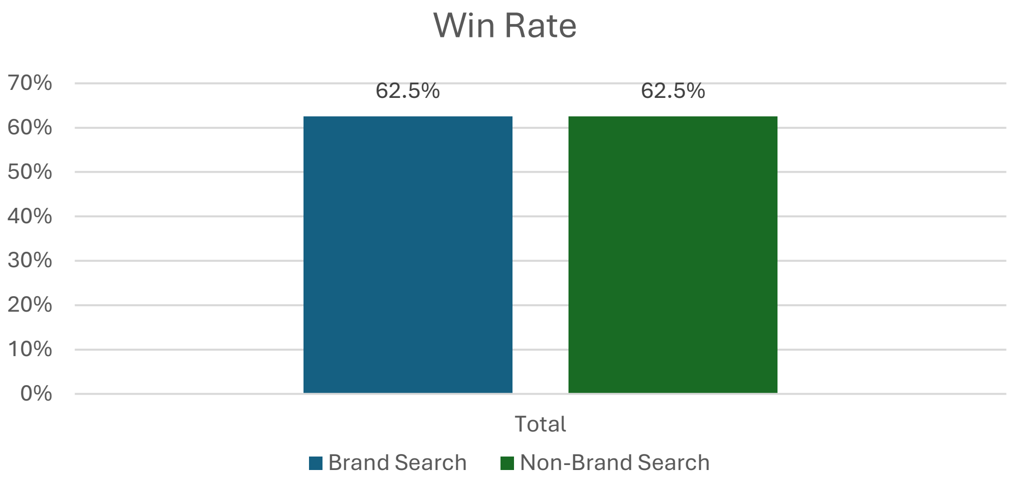


Conversion rates are nearly identical, but Brand Search outperforms on cost due to a higher click-through rate

Financial Performance





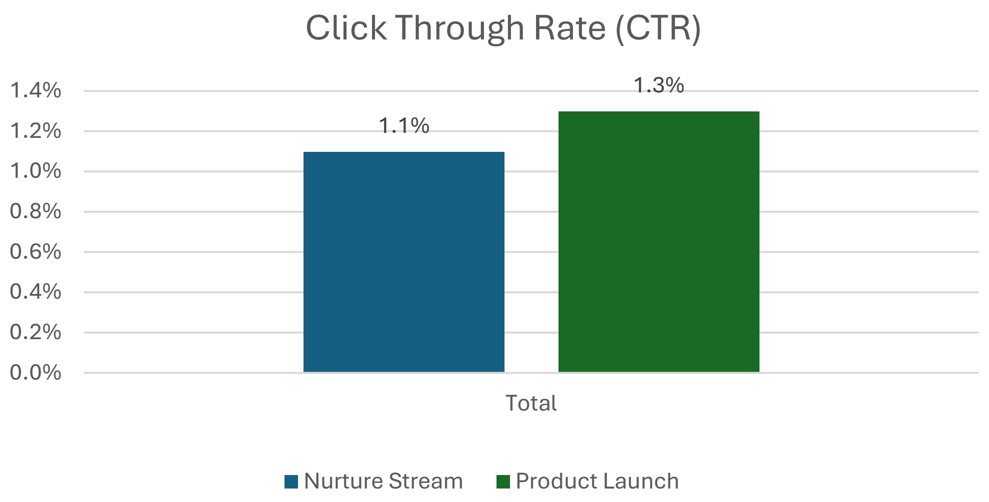


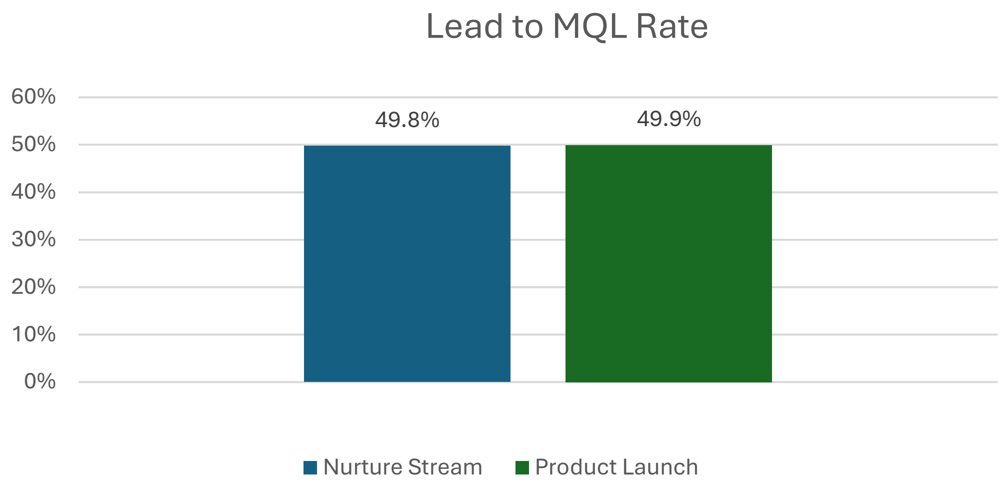
The superior click-through rate allows Brand Search to consistently offer a higher ROI than Non-Brand Search

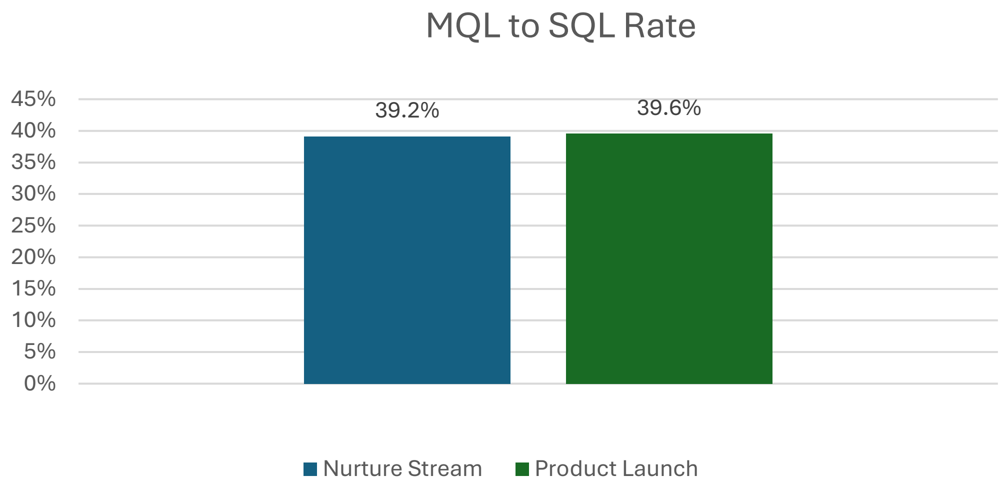
Email

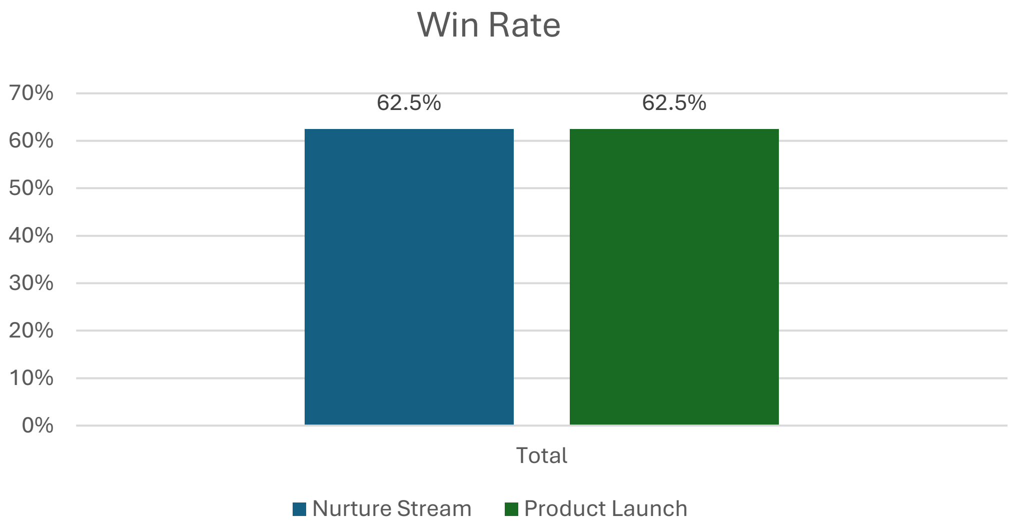
Channel	Campaign	Spend ($)	Impressions	Clicks	Leads	MQLs	SQLs	Pipeline ($)	Revenue ($)
Email	Nurture Stream	$0	259,141	2,849	426	212	83	$332,000	$207,500
Email	Product Launch	$0	291,616	3,790	567	283	112	$448,000	$280,000

Funnel Performance









Product Launch emails outperform Nurture Stream emails because of a higher click-through rate

Conclusion

Marketing campaigns showed strong ROI performance. All three channels saw success:

- Paid search drove interested consumers towards the brand
- Paid social created demand and converted new customers
- Email campaigns converted existing leads and brought in new revenue with little cost

Reallocating budget when campaigns increase in price could allow for a greater ROI

- Consider pausing campaigns and moving budget to alternative campaigns and channels
- Develop a set of rules that decide when budget allocation changes
- For example, stop spending on Paid Social campaigns when CPM exceeds $80
- Protects the marketing budget from unexpected spikes in CPM

Conclusion: Budget Reallocation

- Reallocate Paid Social budget towards Reddit Prospecting
  - Instead of spending 88% of the budget on Facebook and LinkedIn, spend on Reddit.
  - Consider spending 80% of the Paid Social budget on Reddit Prospecting
  - Monitor ROI to see if Reddit ROI decreases and Facebook and LinkedIn ROI increases
  - Stop increasing Reddit spending if ROI becomes similar to Facebook and LinkedIn
- For the budget spent on Facebook and LinkedIn, change the mix based on the CPM
  - Facebook CPM increased from January to March while LinkedIn decreased
  - LinkedIn Paid Ads showed a better click-through rate (1.1%) versus Facebook (1.0%)
  - Buy more LinkedIn than Facebook when the CPM is low and vice versa

Appendix: What if Revenue data was delayed?

I would use the pipeline figure to estimate revenue.

- The win rate from pipeline to revenue was 62.5% for all campaigns except Reddit Prospecting which saw a 60% win rate.
- Multiplying 62.5% or 60% by pipeline would create a reliable revenue estimate.

If pipeline was not available, I would estimate revenue based on the number of Sales Qualified Leads.

- I would use past data to calculate the average revenue per sales qualified lead.

Appendix: What additional data would you want to have next quarter to improve decision-making?

Knowing when creatives change would help to determine if they are causing changes in CPM

- Click through rates did not change from month to month

Identify key data points from Facebook, LinkedIn and Search that cause CPM to increase

- Include these data points as a KPI to anticipate CPM increases
- Create buying rules to avoid paying high CPMs
- Determine driver behind CPMs
  - Are they driven by competition for ad space?

Estimate how many sales from each channel are cannibalizing sales that would have happened anyway

- Conduct experiments for each channel to estimate cannibalization