



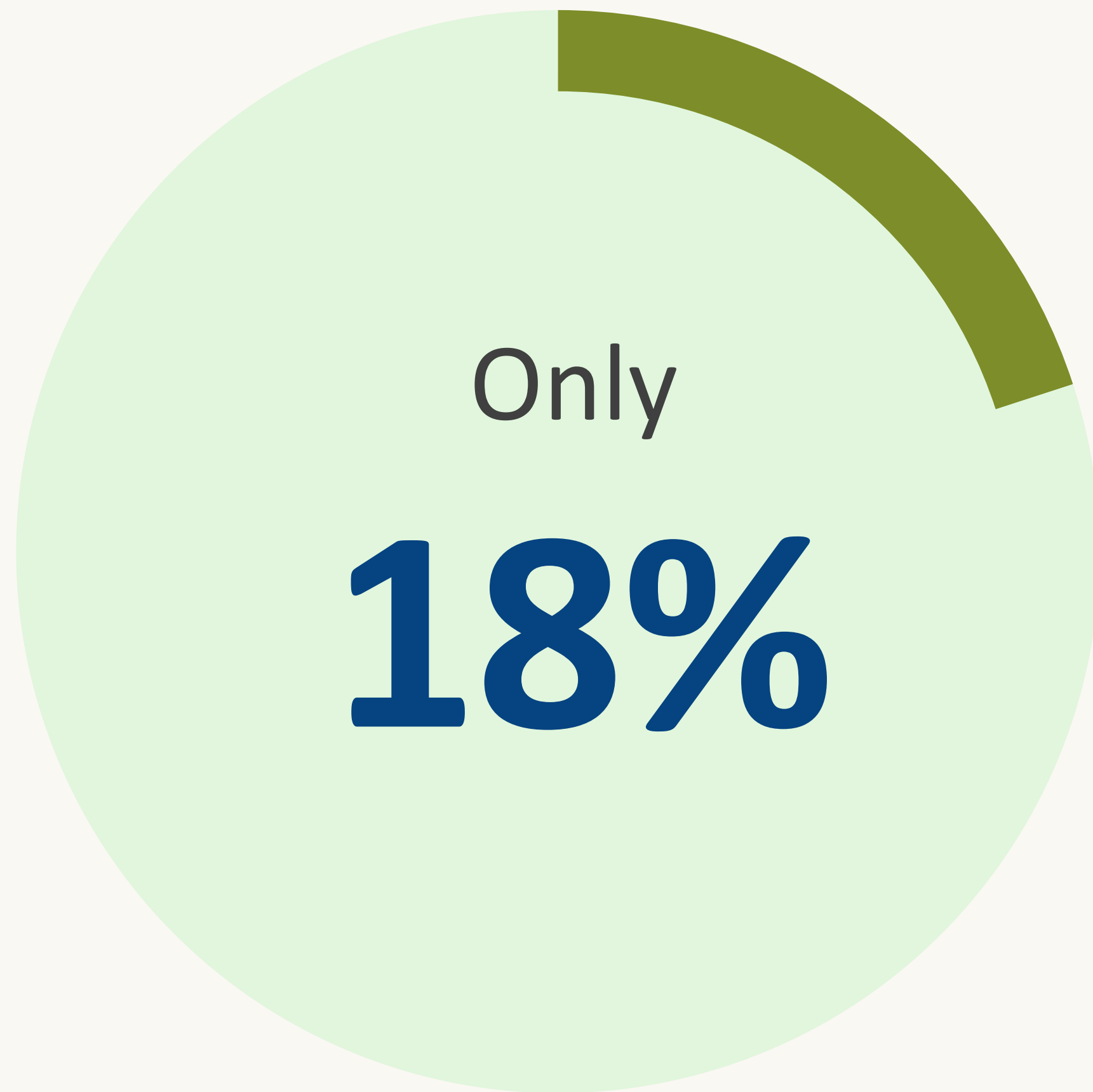
Measure What Matters

How to Measure Meaningful Marketing Impact

LinkedIn Marketing Solutions

2019

Marketers know the importance of measurement is critical



of marketers feel they successfully and accurately measure ROI

Source: LinkedIn Survey, 2018



Sales won't stop just because marketing does

“If you shut down all digital channels and just rely on your sales force, you’re still going to see sales. Sales won’t disappear... marketing is... incremental to the sales forces that are in the field.”

Source: John Lin

Senior VP of Strategy and Insights for Analytics Science @ Epsilon



1 in 3

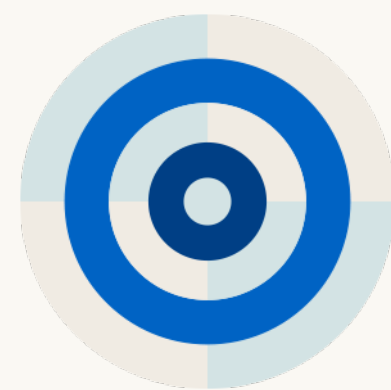
CFOs say their biggest concern about their digital marketing teams is that they present vanity metrics



Use vanity metrics for short term objectives and optimizations



Data points that offer some information, but aren't a great measure of overall campaign effectiveness



Align to short term objectives and decision making, e.g. creative testing and day to day optimization



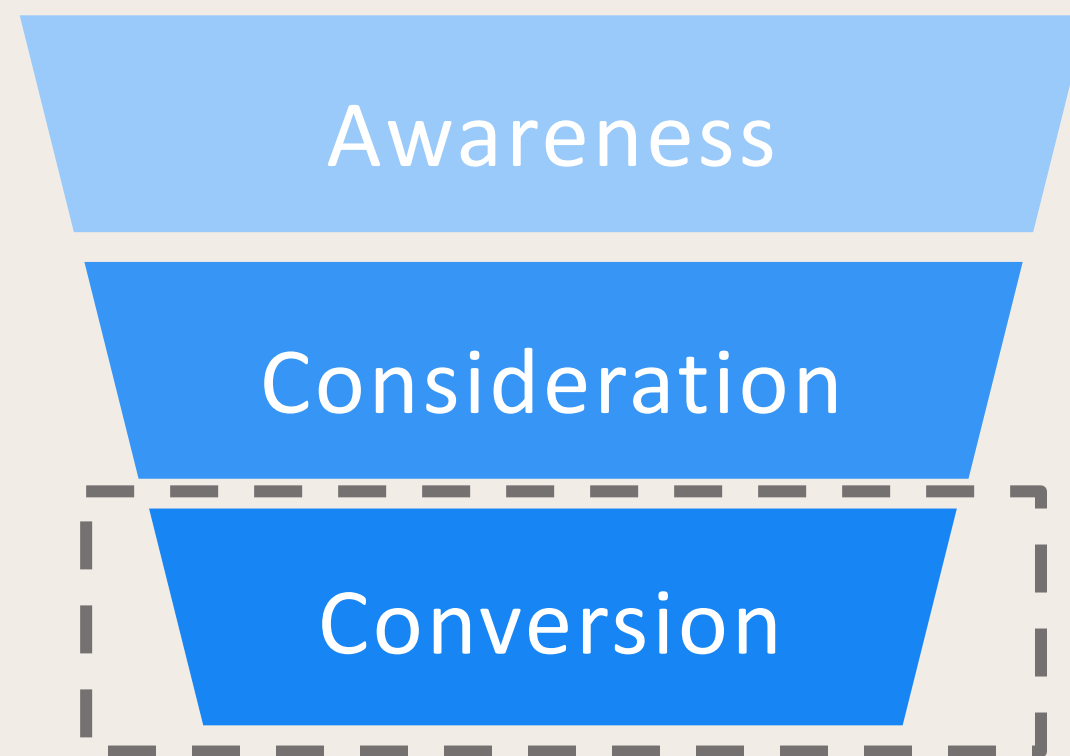
A shift towards revenue impact as marketers want a seat at the revenue table

“The #1 reason for US B2B Marketers to focus on deeper metrics is to show marketing’s effect on pipeline and revenue.”

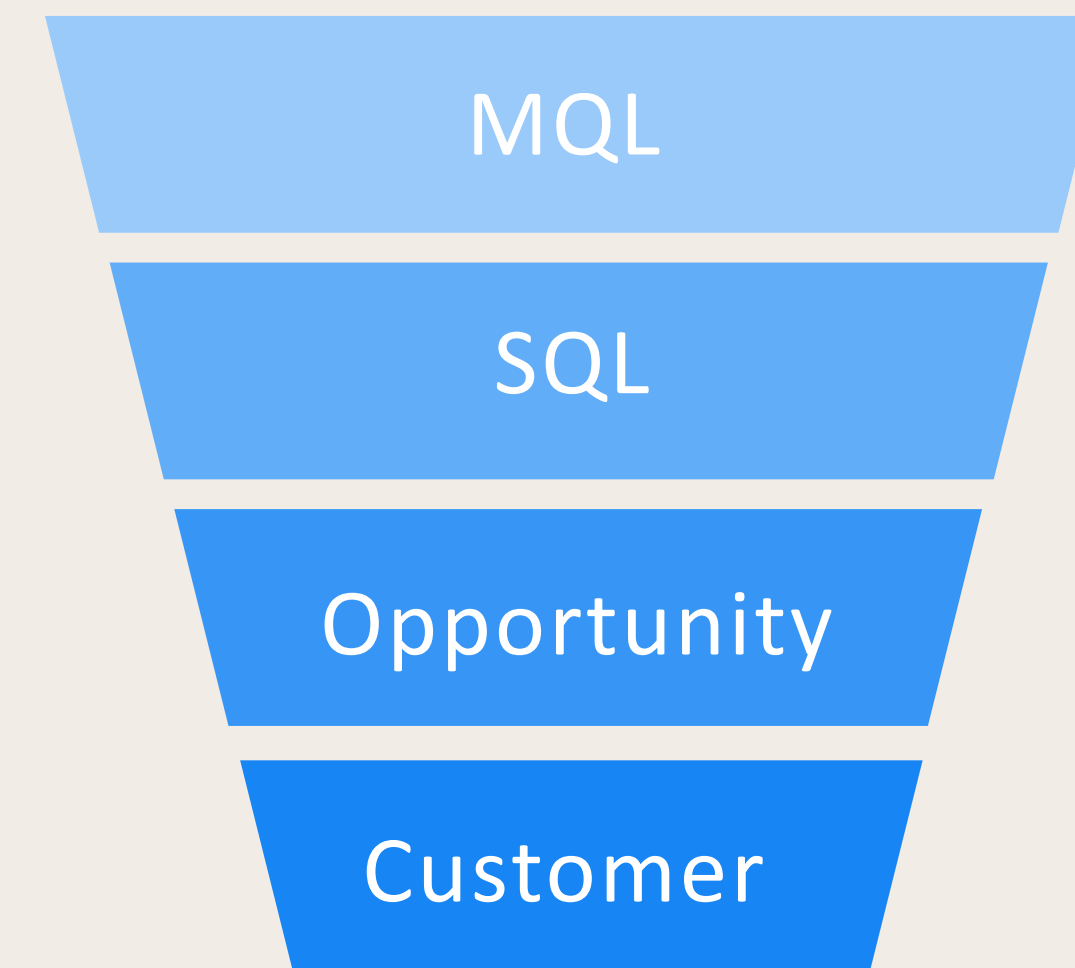
Source: Bright Funnel Demand Gen Report

Measure What Matters

Show value and quality at the lower end of the funnel



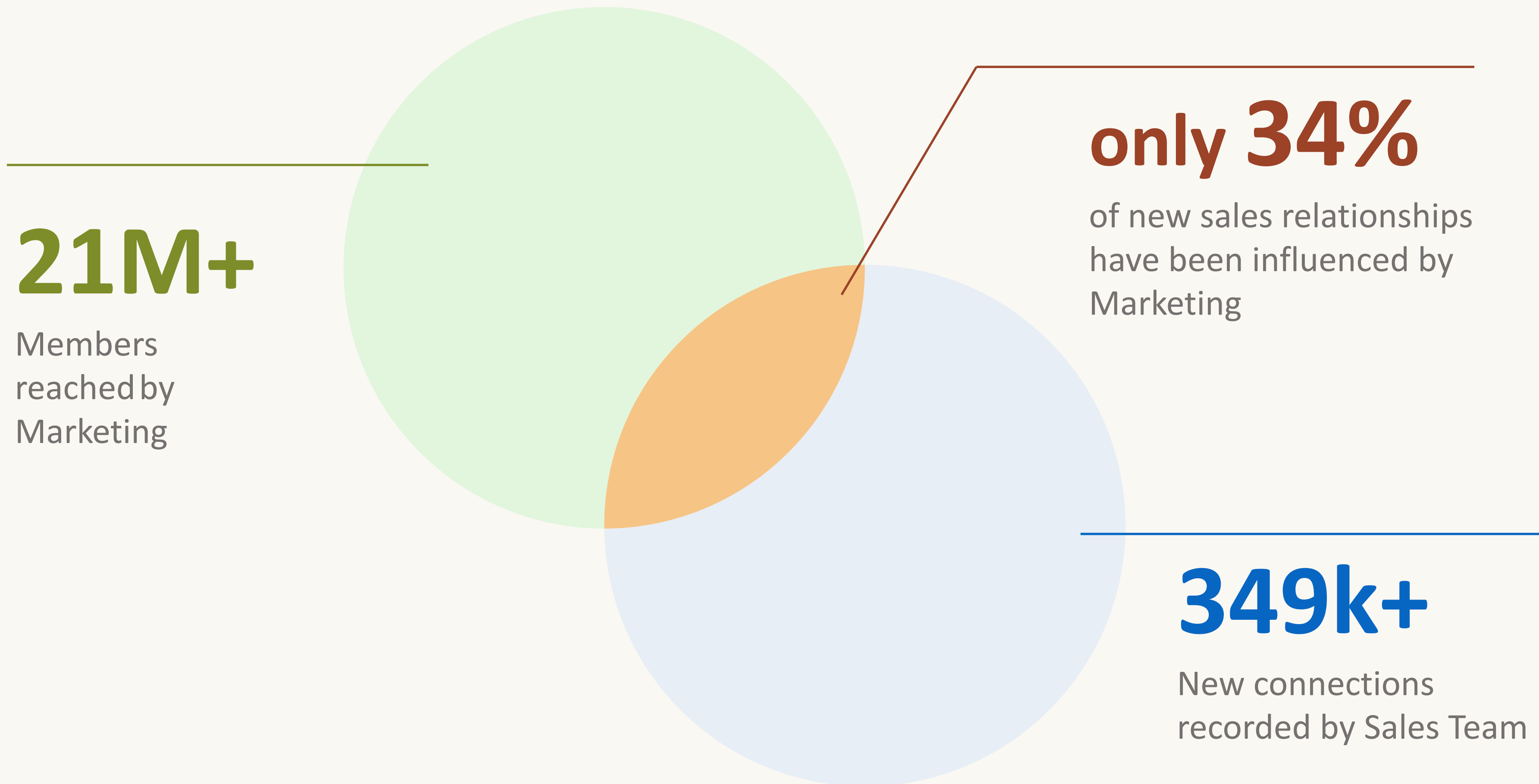
Align with sales for measurement of a 'marketing and sales funnel'





So we know where we want to
go...but how do we get there?

Sales and Marketing are often Misaligned



Source: Case Study; LinkedIn Internal Data for sampling of large tech companies

Facilitating Sales & Marketing Alignment

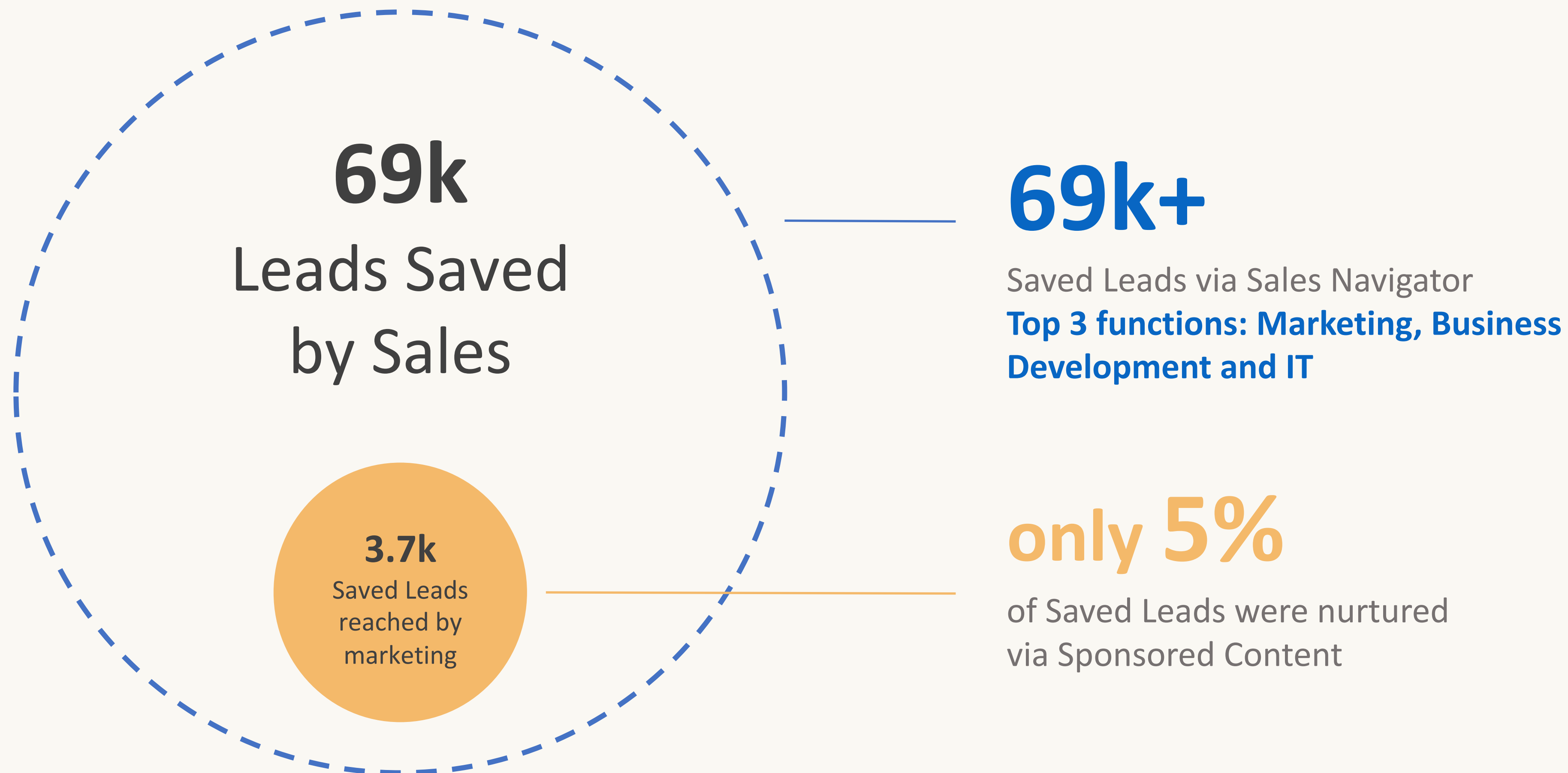


Alignment in Strategy



Alignment in Measurement

Opportunity to better align on strategic prospecting efforts

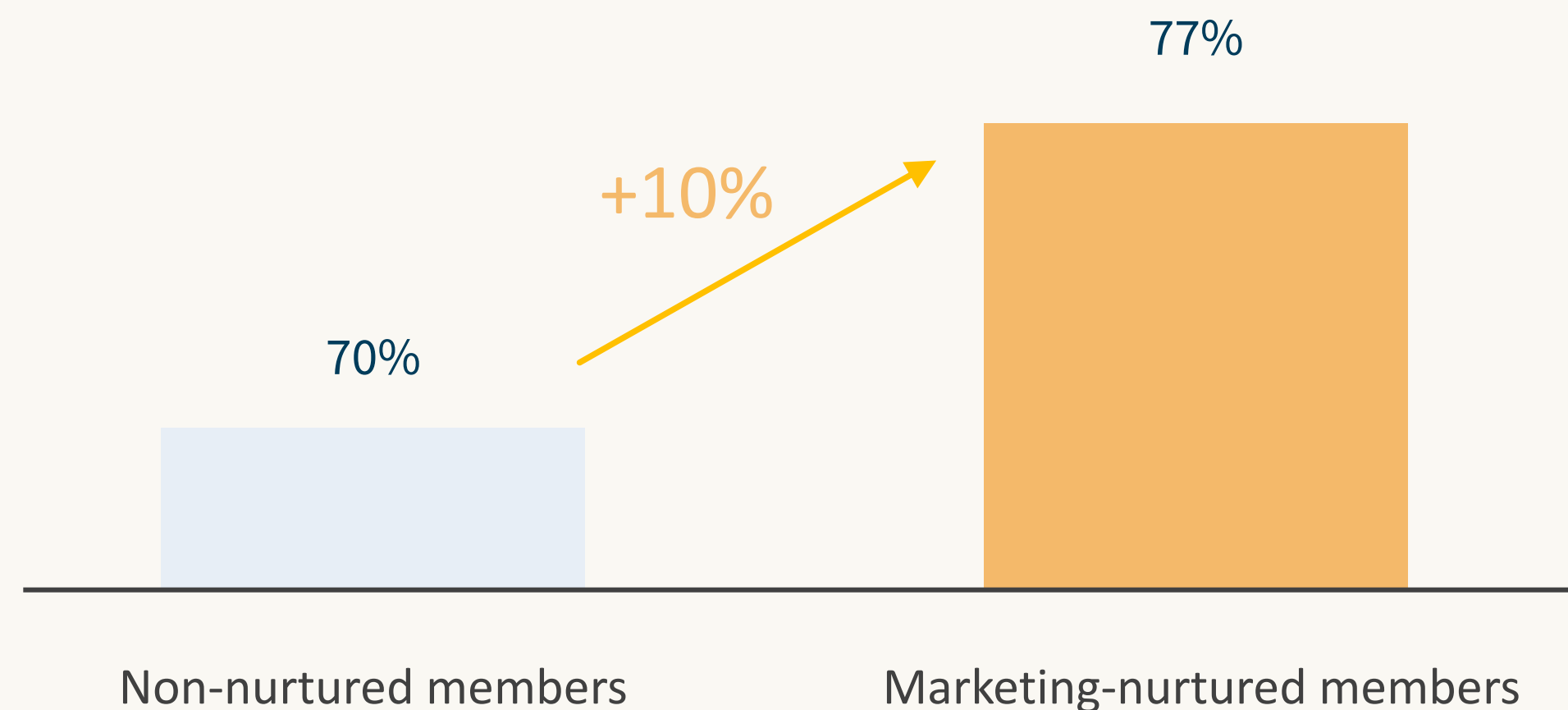


Source: Case Study; LinkedIn Internal Data



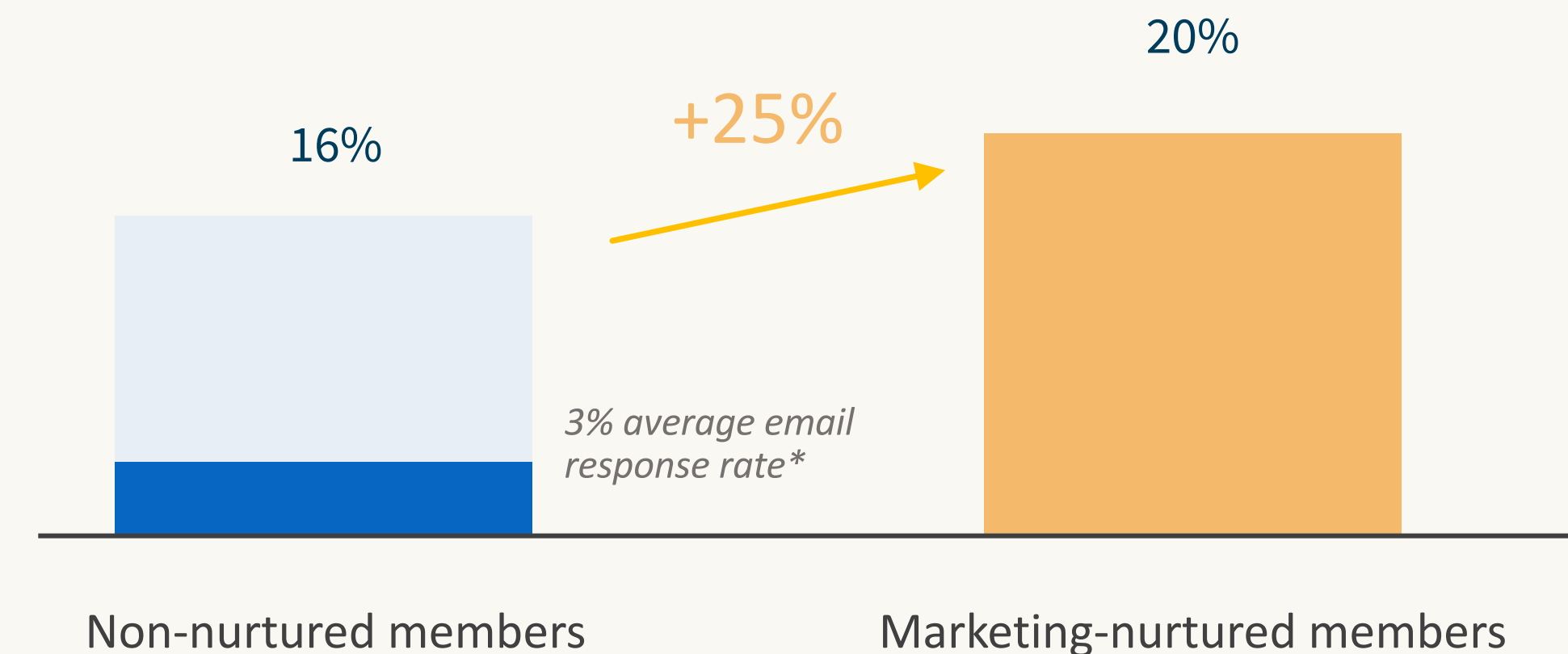
Marketing efforts help Sales become more effective

Marketing nurtured members are **10% more likely to accept a connection request** from Sales Navigator users



Acceptance rate of connection requests sent by Sales Navigator users

And **25% more likely to respond to an InMail** from Sales Navigator Users



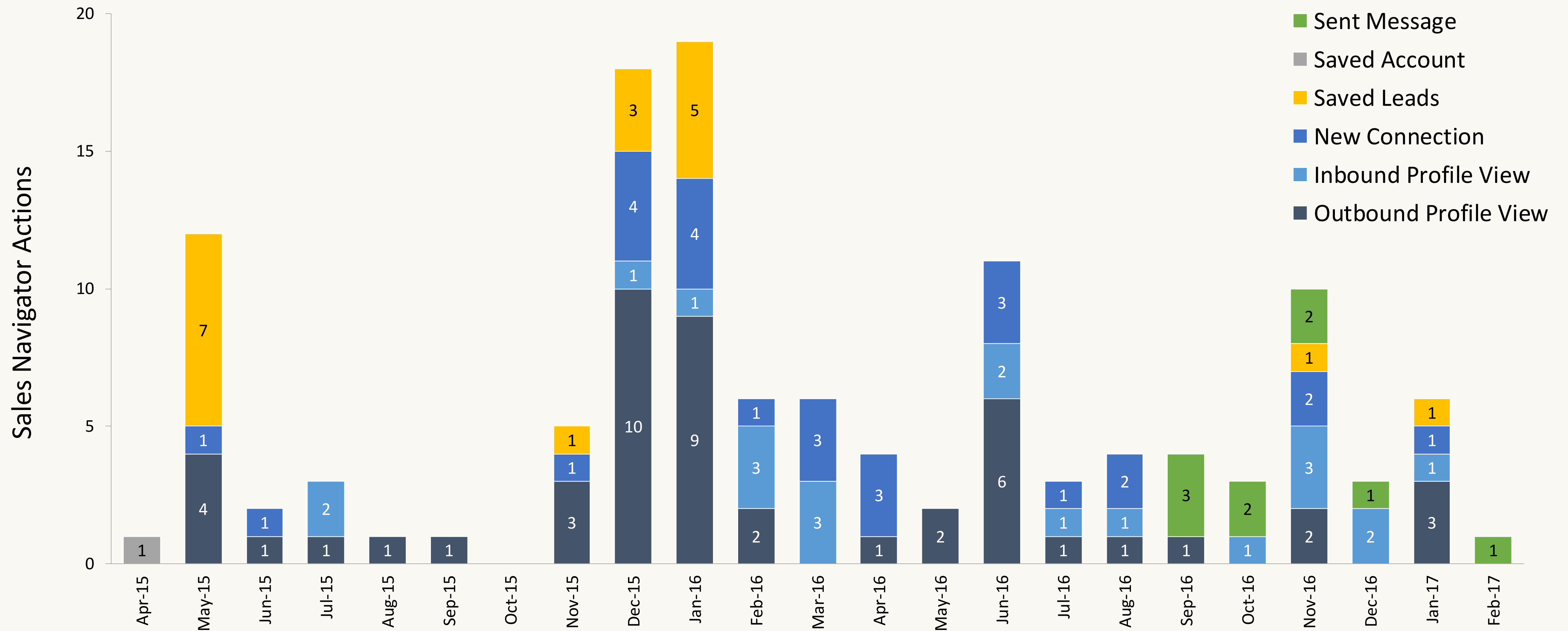
Response rate to InMails sent by Sales Navigator users



Source: LinkedIn "The Power Couple"

<https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/cx/2017/pdfs/the-power-couple-2017.pdf>

Sales Navigator leveraged at every step of sales cycle in \$2.1 M opportunity

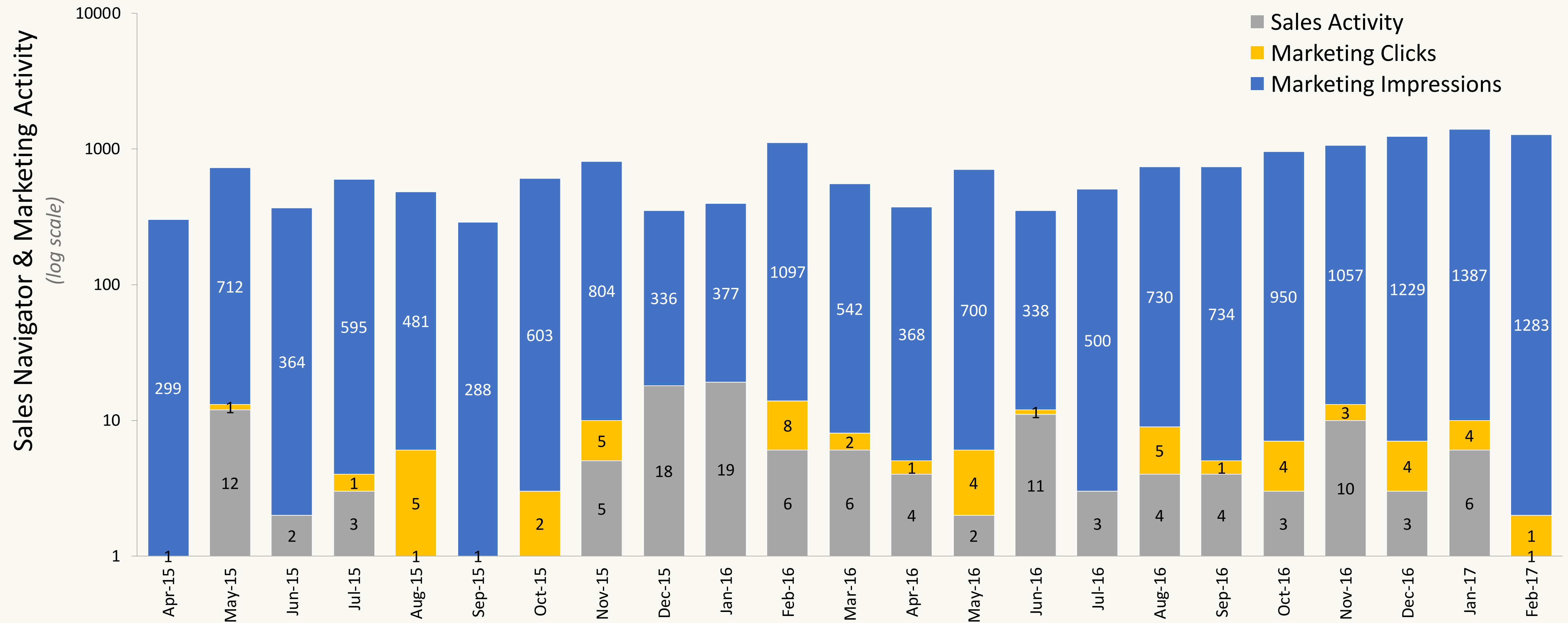


Source: Case Study; LinkedIn Internal Data



With Marketing supporting every step of the way

126 Marketing Impressions for every sales activity



Source: Case Study; LinkedIn Internal Data



Opportunity to better align on measurement



**Move to longer term
value metrics**



**Focus on quality
not quantity**

Show value and quality at the lower end of the funnel



To enable Marketing get a seat at the revenue table...



+5%

5% Increase in Win Rate
For LinkedIn leads



18%

LinkedIn leads
Closed Won 18% Faster



Source: Case Study; LinkedIn Internal Data

...by demonstrating real revenue impact



7x

7x Median Deal Size
For LinkedIn Cloud leads



3x

3x Median Deal Size
For LinkedIn SAS leads



Source: Case Study; LinkedIn Internal Data

Takeaway

Measure What Matters



Aligning strategy and measurement
with Sales colleagues is crucial to
cultivating and measuring full funnel
marketing impact



Thank you.