

Return, Rinse and Repeat

Defining ROI for Demand Generation Marketing

The Problem

- Lack of knowledge around the total value of marketing-contributed revenue and pipeline
- Lead quality is mediocre at best



61% of B2B marketers find generating high-quality leads as their biggest challenge.¹

74% of companies that weren't exceeding revenue goals did not know their visitor, lead, MQL, or sales opportunities.²

Only **5-10%** of qualified leads successfully convert for marketers.³

The Solution

- Quality vs. Quantity: Focus on driving quality leads that convert -- leads that don't won't help your bottom line
- Develop lead nurture campaigns to guide prospects down the funnel
- Metrics to Prove ROI: Cost Per Lead, Lead to SAO ratio, % of closed revenue that's marketing influenced

For every **\$92** spent acquiring customers, only **\$1** is spent converting them.⁴

B2B brands see **3.5X** higher conversion rates on LinkedIn than on other social networks.

94% of leads generated through our LinkedIn campaign are sales accepted. -NetBrain Technologies

eDataSource saw a **69%** decrease in lead-gen costs when using LinkedIn Sponsored Content.

Expertise in lead nurturing results in a **50%** increase in sales-ready leads, along with a **33%** decrease in its cost.⁵

"Understanding your objectives is critical in determining how to measure performance and ROI. Map your metrics to what matters."

Arjun Desai, Product Marketer



Generate brand awareness, leads and prove ROI on LinkedIn.

Create your first ad.

Next up: Social Media and Content Marketing