

# The Case for Slowing Your ROI Measurement

Connecting the Dots of Disconnected B2B ROI Measurement

## The disconnect

77%

of marketers measure ROI in month one of their campaign — before the actual sales cycle is complete

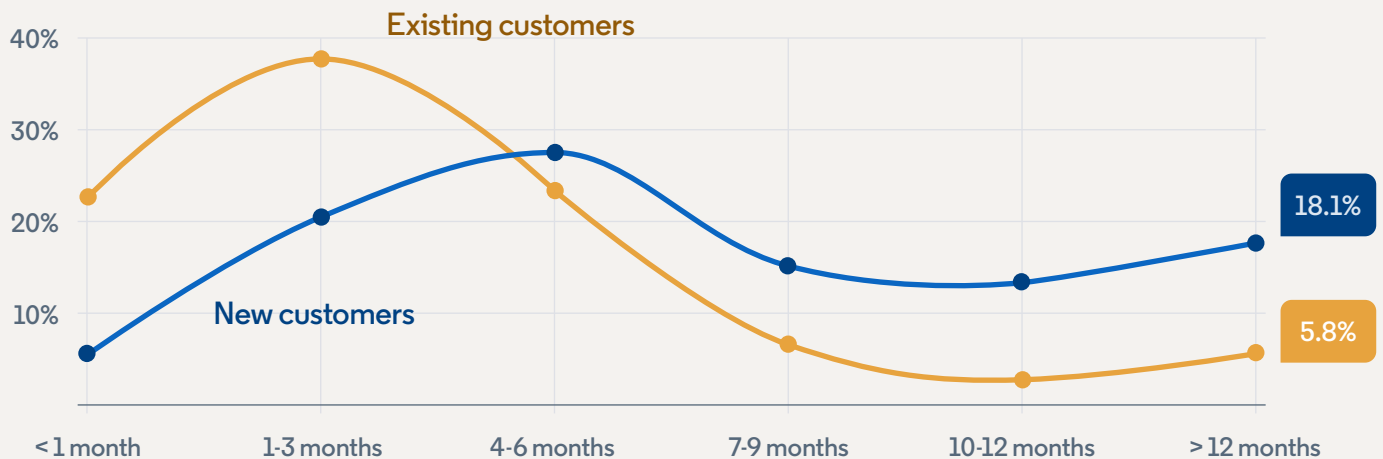
55%

Among them, 55% admit to having a sales cycle of > 3 months

4%

Only 4% of marketers measure ROI over > 6 months

## The typical B2B sales cycle length



# To track real ROI, marketers must slow down. Here's how.

## 1 Spell out the risks of a short-sighted approach



“We’ve become accustomed to instant answers. It’s no wonder why executives and managers demand results when the proof is still in the pudding. Worse, we act upon those partially-baked theories and do real damage in some cases.”

**Sean Callahan**

Senior Content Marketing Manager at [LinkedIn](#)

## 2 Understand that not all ROI is the same

“Management has long been obsessed with ROI as a crucial barometer of success. Despite this, a mere 8% of marketers said they were able to attribute ROI to their content plan.”<sup>1</sup>



**John Glenday**

Reporter at [The Drum](#)

“By focusing on exact ROI, you’re missing the point of content marketing.”



**Adelle Kehoe**

Head of Content at [Marketing Platform MVE](#)

## 3 ROI is a destination, while measurement is a journey

Just because you shouldn’t calculate ROI before your marketing efforts could properly play out, doesn’t mean there’s nothing to measure. Use Key Performance Indicators (KPIs) to track each “chapter” of your entire ROI story, show progress, and validate milestones.

If your campaign were a book ...

**KPI**

**ROI**

What does it tell us?

Highlights what happens after each chapter

Highlights what happens after the entire story

What should you use it for?

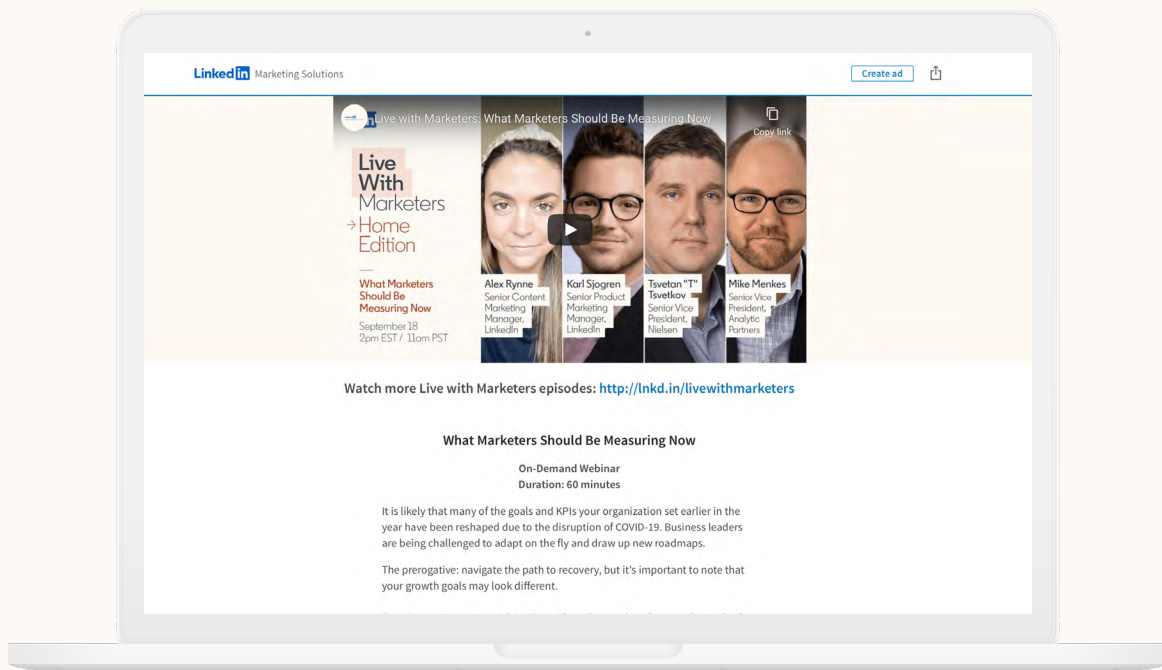
Forward-looking predictor of end performance

Backward-looking informer of future budget allocation decisions

<sup>1</sup> The Drum, “[B2B marketers are struggling to produce enough content amid the pandemic](#)”

# ROI measurement needs to wait

To learn more ways to modernize your marketing measurement strategy, watch the full episode of [“Live with Marketers: “What Marketers Should Be Measuring Now.”](#) →



## Return to growth 2021

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