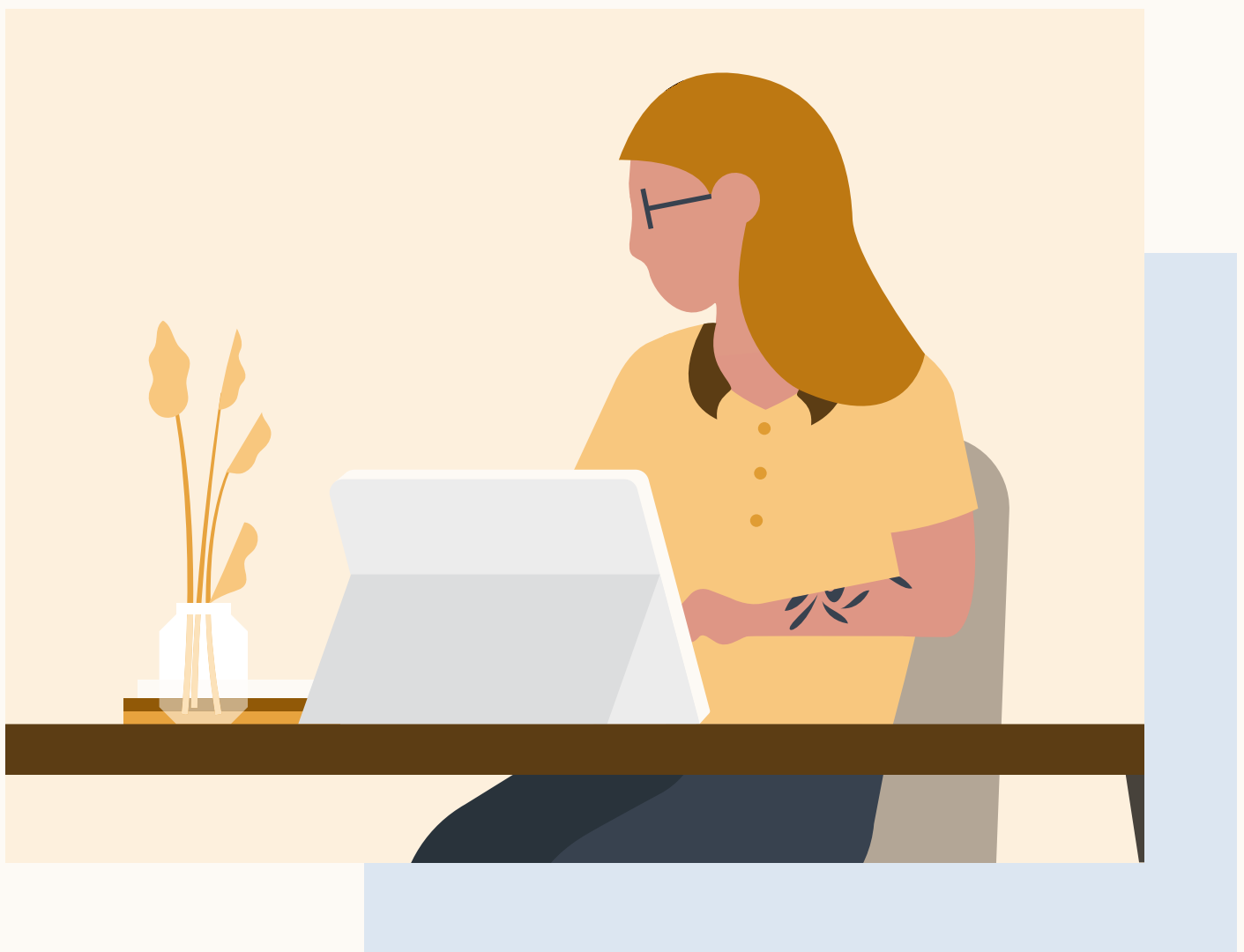


4 Marketing Measurement Mistakes to Avoid



[LinkedIn's B2B Institute](#) conducted in-depth research and analysis around the topic of [measuring ROI in B2B marketing](#). These are four key miscues they surfaced in the data. The greater sum of these missteps is a big, overarching, and very costly one: **marketers are underselling the value of what they do.**

1. Measuring too soon

2. Mixing metrics (KPIs \neq ROI)

3. Bowing to internal pressures

4. Staying quiet

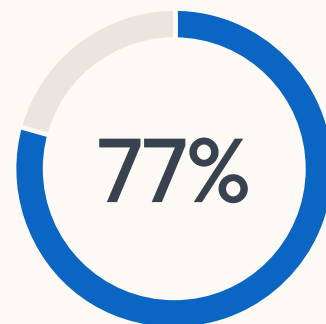
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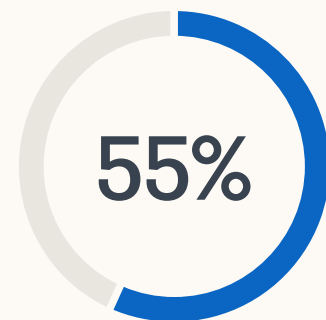
Measuring too soon

Digital marketers are trying to prove ROI in a shorter amount of time than the length of their sales cycle. The average B2B sales cycle length is 6+ months.

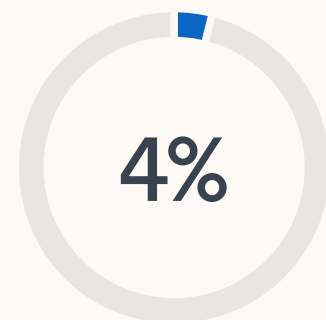
77% of marketers measure return during month 1 of campaign.



Of those, **55%** of marketers had a sales cycle 3 or more months long.



Only **4%** of marketers measure ROI over 6 months or longer.



Source: LinkedIn B2Bi Institute

Mixing metrics (KPIs \neq ROI)

Remember that ROI is just one metric...

$$\text{ROI} = \frac{\text{(Return over sales cycle)}}{\text{(Investment over sales cycle)}}$$

And success can be demonstrated
in many ways. ..



Customer
Lifetime Value



Marketer
Productivity



Total
Revenue



Cost
Savings

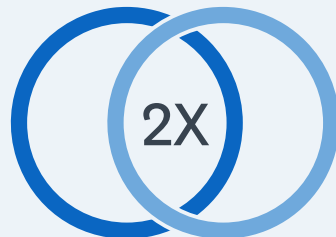


Customer
Satisfaction

ROI is a trailing indicator of
past performance

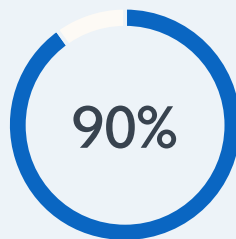
Bowing to internal pressures

Pressure for funding



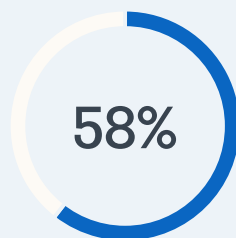
budget allocation discussions per month for short-term* marketers

Pressure to show results



make optimization decisions within one month

Pressure for approval



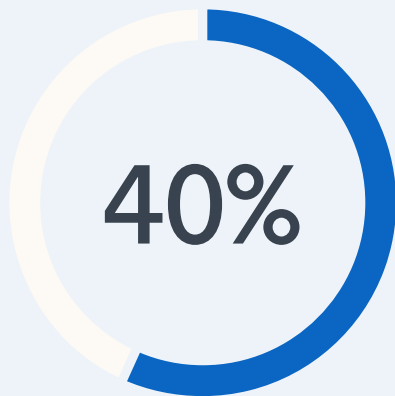
need ROI to justify spend and get approval for future budget asks

(Short-term marketer are those who measure ROI within one month of their campaigns.)

Source: LinkedIn B2Bi Institute

Staying quiet

Because of the aforementioned lack of confidence in ROI measurements and the stories they're using these measurements to tell, marketers are holding back.



say they do not actively share ROI metrics with stakeholders.

Providing no information isn't much better than providing inaccurate information, so we're doing ourselves no favors by staying quiet.

Source: LinkedIn B2Bi Institute

Course-correct with these three recommendations

1. Measure results over the full length of your sales cycle, and reduce the urge to draw conclusions based on short-term performance metrics.

2. Define and distinguish the KPI versus ROI metrics you're using, and leverage each for the proper purpose. Use KPIs to optimize in-flight and ROI to gauge the campaign's ultimate success.

3. With more accurate measurement techniques in place, evangelize your marketing impact! Share ROI results cross-functionally with marketing peers, sales teams, and financial decision makers.



Make B2B everything it can be.

Rethink what B2B marketing can mean for your business with tools built for you.

Get started

