



Metrics That Matter to Your CEO

About Your Presenter



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Agenda for Today

- Measuring challenges
- What is a KPI?
- Tips for defining KPIs
- What CEOs want to see
- 5 metrics your CEO cares about
- Other metrics to consider
- Communicating results

Measuring Challenges

- Not knowing what to measure
- Not sure how the metrics actually effect the bottom line
- Unable or unsure how to tie marketing results to business results / objectives
- Data synchronization across channels
- Accepting that results are rarely as expected



What is a KPI?

A **key performance indicator** should measure how an organization is progressing; it should help an organization **define and evaluate success**. A KPI is a quantitative measure over time.

Tips for Defining KPIs

- Have a way to capture data at **relevant points**
- Focus on ‘**context**’ and how marketing moves prospects through the entire buying cycle
- Focus on **alignment** with sales and qualified leads
- Measure and **forecast** metrics that matter to CEO



What CEOs Want to See

- Metrics that align with **business objectives**, goals and sales forecasts
- Summaries of activities, less granular, metrics that tie to **sales forecasts**
- **Qualitative data**; is this number good or bad? What do the numbers reveal?
- That marketing investment and marketing is framed in terms of **revenue and growth**



Metrics for CEOs

- Database **growth** (overtime)
- **Conversion** rates
- **Qualified** lead volume **Pipeline** growth (MQLs, SALs, SQLs)
- Marketing attributed **revenue, ROMI**



Other Metrics to Consider

- Marketing activities that resulted in **closed business**
- Shorter sales cycle; **pipeline velocity** and pipeline acceleration, increased **win rate** overtime
- Customer lifetime **value** Effectiveness of **sales enablement**
- Lead **nurturing** effectiveness



Some Industry Benchmarks

Metric	Average
Database: % of database with bad/incomplete records	25% +
Inquiries: hand raiser	2-5%
Marketing Qualified lead: lead deemed qualified by marketing to send to sales	4-8%
Sales accepted lead: Lead accepted by Sales	45-55%
Sales Qualified lead: Lead that is designated an opportunity in pipeline	55 to 60%
SQL to close: leads that have closed	20-30%

KPIs	Benchmark	Best in class
Marketing sourced pipeline % of sales pipeline uniquely created by marketing	21%	32%
Marketing influenced pipeline % of sales pipeline touched by marketing	71%	82%
Investment-to-pipeline Average cost of demand creation of the sales pipeline	4-6%	3-6%
Investment-to-revenue Average revenue generated from \$1 invested in demand creation	\$32	\$60+

Source: Sirius Decisions

Communicating Results



- Use visuals and dynamic dashboards to show results over time
- Always tie your metrics to benchmarks and targets
- Put results in a ‘context’ that’s relevant to that audience. A CEO for example is looking at the ‘big picture’
- Be honest about the results and where you need work

Before

		Job Function / Months Customer																			
		Finance					Marketing					Sales					Other				
Product		00 to 03	04 to 12	13 to 24	25 to 36	36 and up	00 to 03	04 to 12	13 to 24	25 to 36	36 and up	00 to 03	04 to 12	13 to 24	25 to 36	36 and up	00 to 03	04 to 12	13 to 24	25 to 36	36 and up
Basic	Count of Number of Records	6	11	21	18	101	6	5	5	7	42	4	10	11	25	70	3	13	6	20	68
	Satisfaction Rating	4.666666667	4.181818182	5.428571429	7.777777778	8.24	4	5	5.2	7.285714286	8.487804878	5.75	5.1	5.727272727	7.44	8.585714286	4.333333333	3.923076923	5	5.35	8.71641791
Deluxe	Count of Number of Records	3	6	8	7	23		2	2	1	11	4	10	7	6	18	6	7	3	4	19
	Satisfaction Rating	7	7.666666667	7.625	7.714285714	8.347826087		7.5	6.5	8	7.636363636	5.75	7.6	6.857142857	8.166666667	9.055555556	6.6	7.571428571	5.666666667	7.25	7.368421053
Professional	Count of Number of Records	12	22	25	55	114	5	17	10	22	60	8	29	28	42	117	12	20	24	33	99
	Satisfaction Rating	7.333333333	8	7.64	8.236363636	8.637168142	6.6	7.294117647	6.9	8.227272727	8.133333333	8.142857143	8.068965517	8.071428571	8.214285714	8.666666667	8.5	7.5	8.608695652	8.333333333	8.505050505

After

