



The ROI Report: Impactful Metrics for Program Measurement

February 18, 2025



About Me

- Working in Operations for 10+ Years
- Began in Sales Operations, moved to Marketing Operations, now part of a consolidated Revenue Operations organization
- Primarily focused on marketing metrics, measurement, and forecasting
- 5 years at Demandbase!



What IS Success, Really?

- Align to Company Objectives
- Measure Impact of High Investment Areas
- Demonstrate Growth through Comparison
- Provide Value through the Funnel
- Keep It Simple



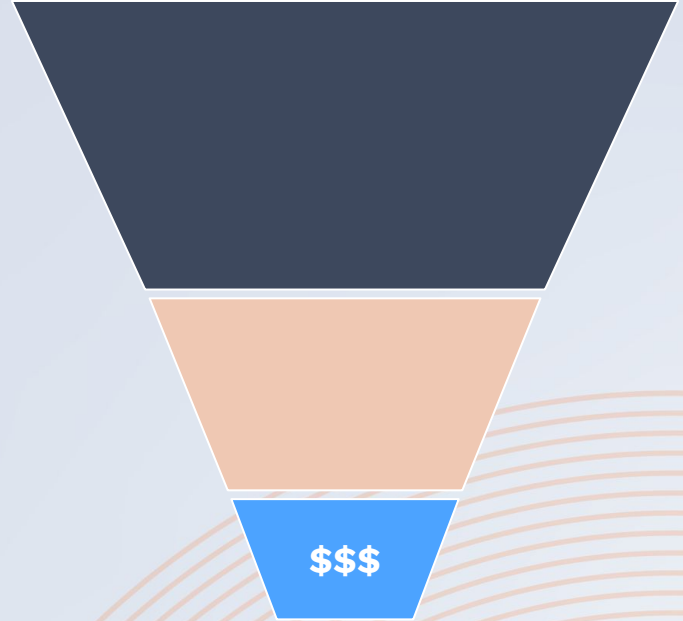
More Money, Less Problems

New Business

- Increase Initial Order Pipeline Generation from **X** to **Y**
- Increase Recurring Revenue from **\$X** to **\$Y**
- Generate **X%** Average Deal Sizes from Target Accounts vs. Non-Target Accounts
- Increase Marketing Efficiency (Investment/\$) from **X** to **Y**

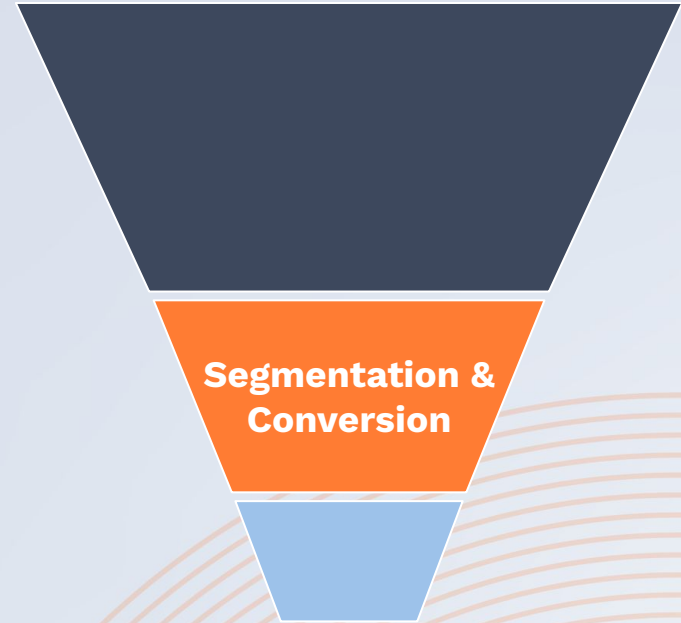
Customer

- Increase Upsell/Cross-Sell Pipeline Generation from **X** to **Y**
- Increase Customer Renewal Rates from **X%** to **Y%**



The Right Strategy at the Right Time

- Achieve an **X%** attendance rate for BIG Event
- Generate **X%** pipeline ROI for NEW Paid Search Program
- Increase MQL / MQA Generation within Ideal Customer Profile from **X** to **Y**
- Increase Meeting Generation within Target Account List from **X** to **Y**
- Increase Conversion Rate from SQL to Pipeline from **X%** to **Y%**
- Increase Pipeline from Target Accounts from **X%** to **Y%**



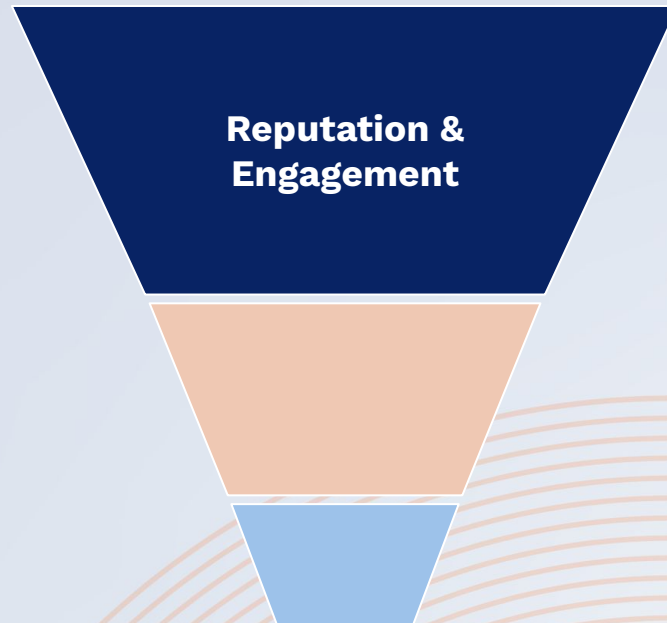
Take It from the Top

New Business

- Increase Direct/Organic Web Traffic from **X** to **Y**
- Increase Qualified Response Generation from **X** to **Y**
- Increase total number of engaged accounts within our Target Account List from **X** to **Y**

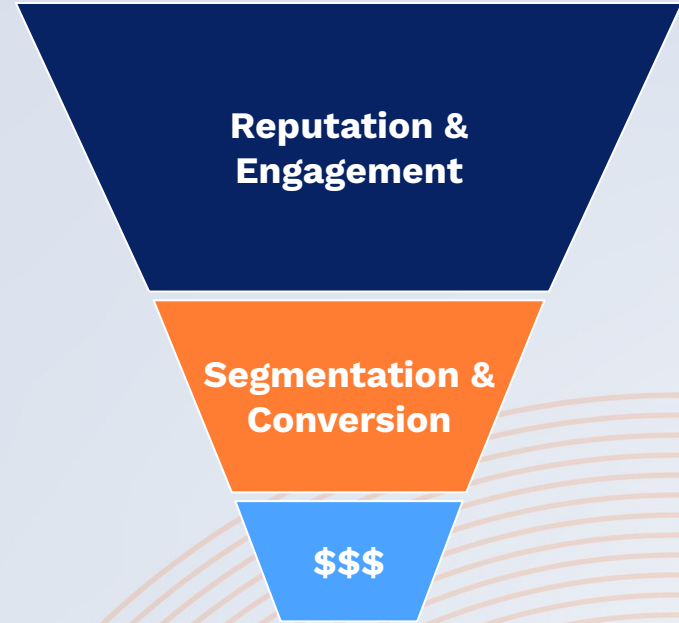
Customer

- Increase amount of engagement in Customer Community from **X%** to **Y%**
- Increase number of Customer Champions/Advocates from **X** to **Y**
- Increase average Customer Health Score from **X** to **Y**



In The End, Numbers Really Matter

- Not all metrics are created equal
- Create a measurement strategy based on key team priorities and company objectives
- Highlight the effectiveness of “Big Bets”
- Simplify to a few primary KPIs per each stage of the funnel
- Metrics & Targets drive behaviors
- Don't be afraid to experiment!



The background features a light blue gradient. On the right side, there are decorative wavy lines. A large set of orange lines curves from the top right towards the center. Below it, a set of blue lines curves from the bottom right towards the center.

Thank You!

