



Slemma

SLEMMMA'S GUIDE TO MARKETING METRICS

BRINGING KPIS TOGETHER WITH UNIFIED DASHBOARDS

The dynamic tension between scattered data sources and the need for a unified view of data is the bane of every marketing team. With customizable, user-friendly dashboards in the cloud, marketing teams can aggregate data for easier interpretation and quicker action.

“It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.”

—Arthur Conan Doyle, *Sherlock Holmes*

Behind every great marketing team is the data to back up its efforts, but accessing that data in one cohesive view is a challenge for all marketers. More than any other type of organization, marketing relies on disparate sets of data from all sorts of unrelated platforms and tools: web analytics, ad traffic, social media interaction, email campaign metrics and much, much more.

Marketers interact with data every single day—all of it vitally important, not just to analyze the results of campaigns but to prove ROI and relevance of the marketing organization itself. Yet none of this data is inherently connected. Viewed in a siloed way, it can be challenging to connect the dots and truly understand how your brand is connecting with target customers and where you could improve for better ROI.

Marketers rely on so much scattered data that it can be confounding trying to tie it all together. In fact, without a tool that can pull every data source into one view, the time-consuming process of trying to create ad hoc reports on data from different sources is often unrealistic for busy marketers. That’s where cloud-based dashboards come in.

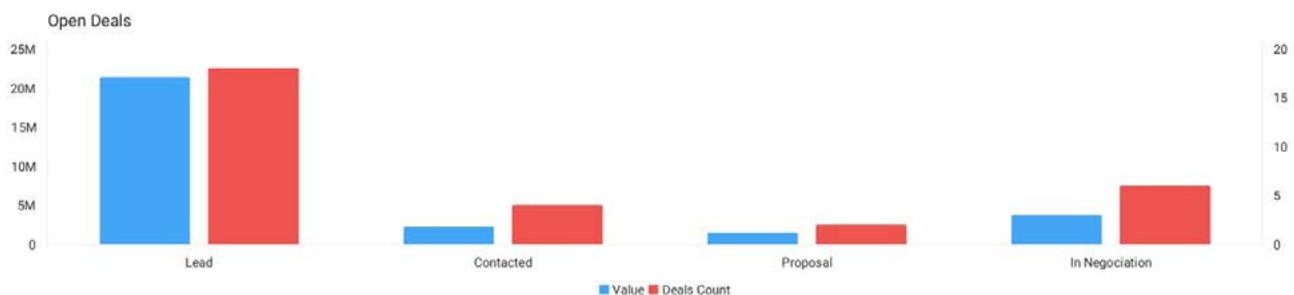
ALL THE METRICS WORTH TRACKING

The typical marketing team looks across platforms to glean certain key pieces of information relevant to efforts as a whole. In this guide, we’ll outline the areas you probably seek information about, along with the various sources of metrics that provide that information. You’ll get a bird’s-eye view of your marketing department’s far-flung data needs.

THE HEALTH OF LEADS

Which leads are worth pursuing? And how do these leads perform once in the funnel? Marketers work closely with Sales to determine the worth of each lead so they can gear marketing efforts toward attracting more of the high-value leads and moving them adeptly through their buyer's journey.

Where the answers lie: To better assess lead quality, marketers pull data from the CRM dashboard and sales intelligence. Uniting these two sets of numbers is crucial to assigning an accurate value to each lead.



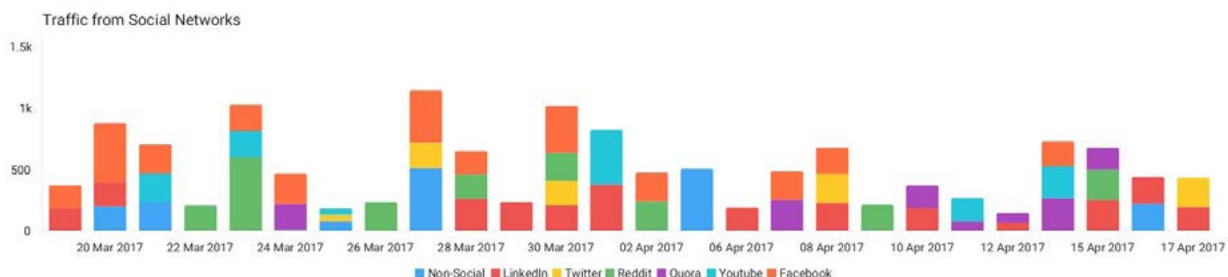
You can assess how leads are performing in the funnel to see how long they stay in each stage. By applying human insight to these observations, you might deduce that either your lead-generation process or your pipeline flow needs a revisit.

HOW CONTENT IS PERFORMING

From thought leadership efforts to everyday posts, how is your audience responding? Are they clicking through to the website for more information? Engaging with email campaigns?

When it comes to social media, are they liking and sharing content? Making comments? While likes and shares are always a good thing to see, the best metric for social media is the number of comments and interactions between people on each social media post. An audience engaged with social media is far more likely to engage with the product itself.

Where the answers lie: You're probably spending time looking across various social media platforms for reporting—Facebook, Twitter, Snapchat, LinkedIn and more—as well as email marketing platforms like Benchmark and MailChimp, plus Google Analytics, then trying to tie this all together to figure out which content is doing the best job of bringing in customers. With so many different reporting mechanisms, it can be challenging to make accurate deductions from the numbers.



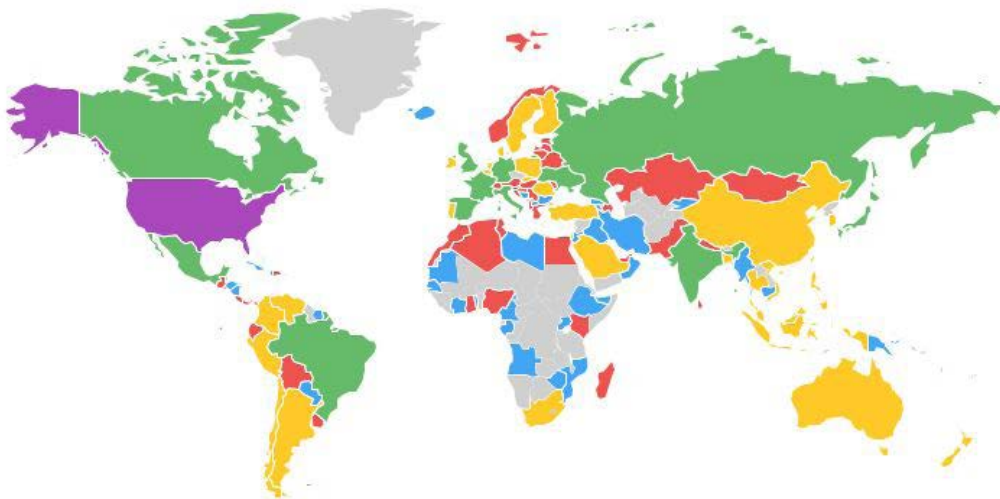
Analyzing which social networks are bringing you the most traffic over time can help you assess where to allot marketing dollars.

THE ORIGIN OF WEBSITE TRAFFIC

Hand in hand with content performance is traffic analysis. How are people getting to your site? Search engine optimization (SEO) continues to be a big buzz for marketers, who grapple with getting their website and other content to rank ever higher in search engine results.

Where the answers lie: SEO dashboard metrics measure both inbound and outbound links, keyword ranking (versus your competitors) and the origin of your website visitors. Are the majority of your visitors coming from paid ads? Social media? Guest blog posts? Knowing where your website traffic is coming from—and which type of visitors are most likely to convert—is valuable information for marketers trying to decide where to allot their budget.

Visits by Country



Track website visits by location to determine the origin of your web traffic.

WHICH ADVERTISING IS PAYING OFF

Resourceful marketers are constantly testing various ad platforms, from Google to social media and traditional offline platforms, to assess performance and land on the most prudent ad spend. It's typical to conduct A/B testing on ads, too, so the ability to assess which ads are performing best is further complicated even within one platform.

Where the answers lie: Google Analytics provides excellent reporting on the health and success of Google ads, but for Facebook ad results, you have to look to the source, and the more ad platforms you work with, the more complicated reporting becomes. Tying in offline ad metrics complicates the situation even more.

CONVERSION RATES VERSUS BOUNCE RATES

Another crucial metric for Sales is the conversion rate—the number of prospects that enter your funnel and make it all the way through to a signed deal or a sale. Along with conversion rate comes bounce rate—once customers land on your site, what is their flow of activity? If they leave before converting to a sale, at what point does this happen, and why? Looking at the bounce activity can lend great insight into the buyer's journey and the ease of use of your website. It can uncover opportunities for more specific landing pages or clearer calls to action.

Where the answers lie: To accurately gauge how and why users are converting versus bouncing means combining Sales and Marketing data from the CRM, Google Analytics and more.



By testing various marketing campaigns with specific landing pages for each, you can determine which campaign is working the best over time.

THE COST OF CUSTOMER ACQUISITION

The cost of customer acquisition (CCA) is a vital metric for sales organizations.

“Customer acquisition cost: The one metric that can determine your company’s fate.”

—Kissmetrics Blog¹

Where the answers lie: CCA merges data from Marketing and Sales, including the CRM. Simply put, CCA is calculated by dividing the marketing costs spent on acquiring customers with the number of customers acquired in the time that money was spent. However, it’s really more complicated than that, because to measure this metric accurately, you have to weigh the value of each customer acquired. Some customers can be worth far more than others.

It can be even more complicated when you consider that marketing efforts don’t always pay off immediately. Just because a customer was acquired during a period of marketing effort doesn’t mean that particular marketing effort led to the customer acquisition.

WHITE-LABELED DASHBOARDS FOR MARKETING AGENCIES

When a marketing agency is hired to build and run a campaign for a brand, being able to report back to the client is imperative. Clients want detailed information on achievements, progress and milestones met. For marketing professionals, building such specific reports manually is a nuisance, to say the least. It’s ad hoc, time consuming and inconsistent.

But with a unified dashboarding tool like Slemma, marketers can automate the assembly of external reports that can be shared with stakeholders on any device. It’s easy to customize the reporting each stakeholder sees—sending high-level views of data to C-level execs, for instance, while marketing managers get detailed reports applicable to their specific products or projects. With relevant hierarchies that are easy to set within Slemma, marketing professionals have the flexibility to set up quick, automated reporting once and then forget about it.

Most importantly, because Slemma’s dashboards can be easily white-labeled, the reporting looks like it was created and customized by the agency. That’s why so many marketing agencies use Slemma as their reporting partner.

¹ <https://blog.kissmetrics.com/customer-acquisition-cost/>

THE NEW MARKETING WORLD VIEW: ONE SINGLE DASHBOARD

“Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway.”

—Geoffrey Moore, author and consultant²

With all the dizzying numbers and disparate metrics, the one thing marketers need is a single dashboard that allows them to quickly view and analyze data without having to jump from one app to the next. But for this dashboard to be effective, it also needs to feed back data to Sales, to Finance and to all the other teams within a collaborative organization. Marketing doesn't exist in a vacuum; nor does any other team.

The ability to view all of this disparate data in one cohesive, visual way is the key to tethering numerous marketing efforts together into a unified effort. When every marketing metric is in one place, when data from unrelated campaign platforms is aggregated into one consolidated view, marketers can then make more informed decisions and take quicker action to change.

ABOUT SLEMMMA

Slemma is a data analysis tool that helps organizations of all sizes glean insight into their abundance of data for optimal business intelligence. A codeless, web-based tool that anyone can use (no developer necessary!), Slemma enables users to create simple, dynamic data reports from multiple data sets. It integrates seamlessly with over 75 data warehouses, databases and cloud service solutions, including Google Drive, MySQL, MailChimp and Pipedrive.

A sophisticated wizard uses a simple process to custom-build reports, dashboards and presentations on any device—then share using secure, customizable sharing settings so you don't have to worry about sensitive information getting into the wrong hands. Slemma saves sales and marketing teams valuable time and gives them the edge to be more data-driven and therefore more competitive in the market. It's a platform you navigate, maintain and expand as your business grows.

To learn more about Slemma, visit us at www.slemma.com

© Copyright 2017 Slemma Inc.

READ ON ...

For more insight into data reporting in the cloud using Slemma, read our other white papers:

[How to Optimize Your CRM Data: Pipeline Analytics for Business Intelligence](#)

[Slemma's Guide to Better Business Reporting: Data Dashboards in the Cloud](#)