

PERFORMANCE MEASUREMENT

Integrated digital and offline marketing for
better reporting and attribution





WHY IT HAPPENED

Performance measurement was fragmented: there was the ability track the performance of individual activities, but they couldn't track combination of activities within a campaign, or report in overall campaign performance, without manually adding together results from various systems. This had follow-on implications for attribution, as none of individual activity or campaigns could be tied to sales, so there was no evidence of marketing's impact on commercial performance.

None of this was due to laziness or a lack of desire; it was the absence of systems that could do it.

Shortly after I started, I was made the lead marketer on the cross-functional digital transformation project, working with regional offices, external specialists, and other internal departments on range of projects designed to improve areas such data management, CRM utility, opportunity tracking, and performance measurement.

The central element of the digital transformation project was the implementation of Salesforce and its integration with the existing Eloqua setup. I was heavily involved in the process of bridging the marketing automation done in Eloqua into the opportunity progress tracking in Salesforce, adapting the lead management process for the international regions, and the reporting and attribution from marketing through sales to revenue.



WHAT I DID

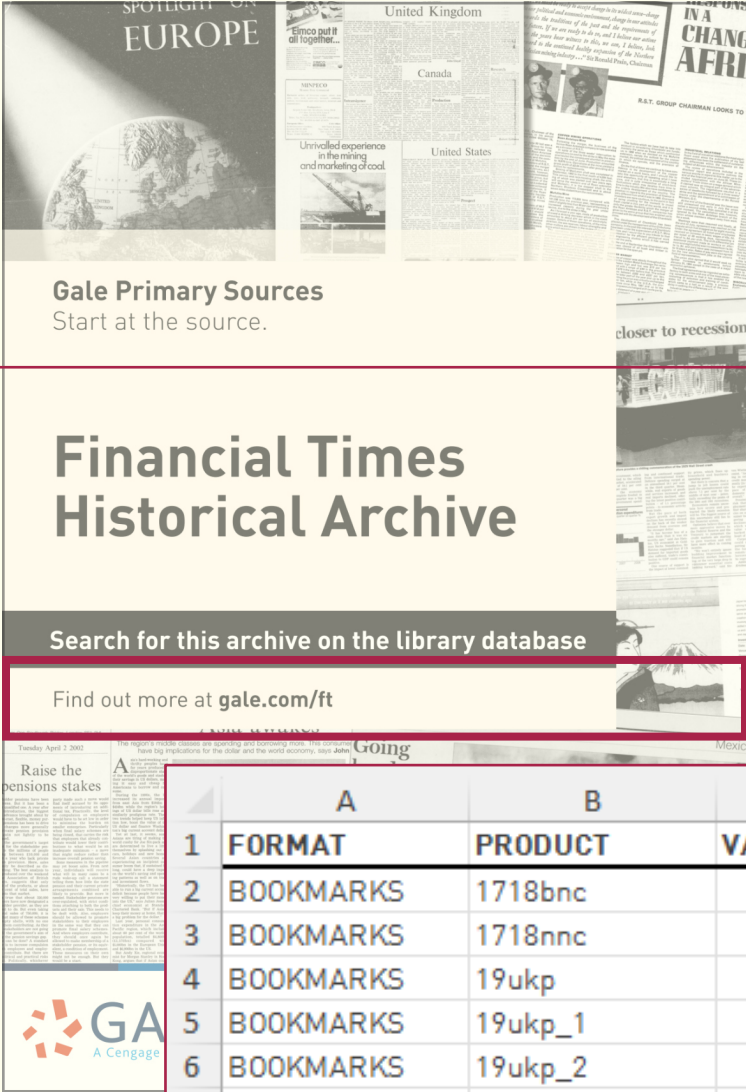
I had already been working on a brand consistency project, shifting collateral and digital channels into the new brand identity for the product portfolio which had been agreed shortly before I joined the company.

I created a standardised print asset pack for each product, and each format (e.g. poster, brochure, flyer, bookmark) was given a unique vanity URL with a UTM-tagged link behind it, and a unique landing page for the collateral to go to, containing a unique data capture form for each product. For efficiency I made a spreadsheet that could auto-create the UTM tags based on dropdown selections in cell.

Through the unique URL tracking going to a unique data capture form for each product, we were able to attribute leads to each print format and digital activity.



WHAT I DID



[UNIQUE VANITY URL FOR EACH FORMAT /
COVER UTM TRACKED LINK]

	A	B	C	D	E	F	G	H	I
1	FORMAT	PRODUCT	VANITY URL	UTM LINK					
2	BOOKMARKS	1718bnc		https://www.gale.com/intl/c/17th-and-18th-century-burney-newspapers-collection?utm_medium=collateral_bookmark					
3	BOOKMARKS	1718nnc		https://www.gale.com/intl/c/17th-and-18th-century-nichols-newspapers-collection?utm_medium=collateral_bookmark					
4	BOOKMARKS	19ukp		https://www.gale.com/intl/primary-sources/19th-century-uk-periodicals?utm_medium=collateral_bookmark&utm_source=collateral_bookmark					
5	BOOKMARKS	19ukp_1		https://www.gale.com/intl/c/17th-century-uk-periodicals-part-i?utm_medium=collateral_bookmark&utm_source=collateral_bookmark					
6	BOOKMARKS	19ukp_2		https://www.gale.com/intl/c/19th-century-uk-periodicals-part-ii?utm_medium=collateral_bookmark&utm_source=collateral_bookmark					
7	BOOKMARKS	aan		https://www.gale.com/intl/c/amateur-newspapers-from-the-american-antiquarian-society?utm_medium=collateral_bookmark					
8	BOOKMARKS	af		https://www.gale.com/intl/c/american-fiction-1774-1920?utm_medium=collateral_bookmark&utm_source=collateral_bookmark					
9	BOOKMARKS	ahp		https://www.gale.com/intl/c/american-historical-periodicals-from-the-aps?utm_medium=collateral_bookmark&utm_source=collateral_bookmark					



WHAT I DID

With the implementation of Salesforce and the ability to add a Campaign ID, I could also use these IDs as hidden fields in forms, which allowed me to attribute leads by source within individual campaigns. It didn't end there: once they were leads in Salesforce, we could track how many progressed from Marketing Qualified Lead (MQL) to Sales Qualified Lead (SQL) to Opportunity in the pipeline.

For the first time, the business could see which marketing activities the leads were coming from, then track their progress through the funnel. In theory it allowed us to see closed won sales were sourced or influenced by marketing activity, though the end of that is a whole different story.

With the concept proven, I was able to gain approval to expand the range of channels, as they had previously been denied due to the inability to track R.O.I. or offer any proof of effectiveness. It allowed the attribution of simultaneous digital and print advertising I had placed with partners like the *Times Literary Supplement* and the *Times Educational Supplement*, as well as a few notable industry publications.

WHAT I DID

It underpinned the case that allowed me to get a premium collateral piece approved, which was the Gale Historical Newspapers Collection, a piece or premium print collateral for key accounts, high-ticket sales opportunities, and major events. This piece added marketing automation in the background, as form submissions on the landing page triggered an email sequence that complemented the quantitative data breakdown in the box with the qualitative side on the Archives Explored content platform I had also developed.





NOW THAT R.O.I. COULD BE ASSESSED AND ATTRIBUTION WAS TIGHTER, WE COULD BE MORE ADVENTUROUS WITH OUR MARKETING ACTIVITY.

THAT CONTRIBUTED TO CONSISTENT YEARLY INCREASES IN LEADS, MQLs, SQLs, AND OPPORTUNITIES; MANY OF WHICH WERE FROM CHANNELS WE HADN'T PREVIOUSLY USED.

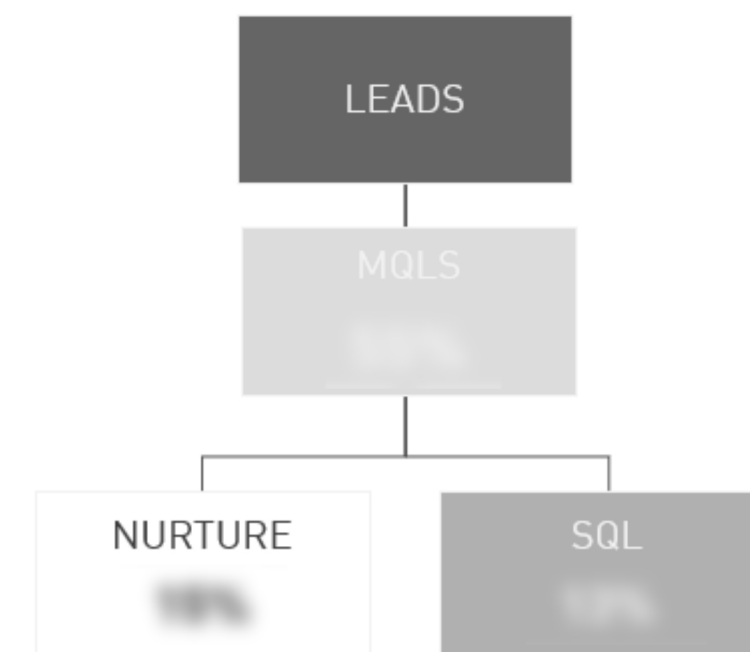
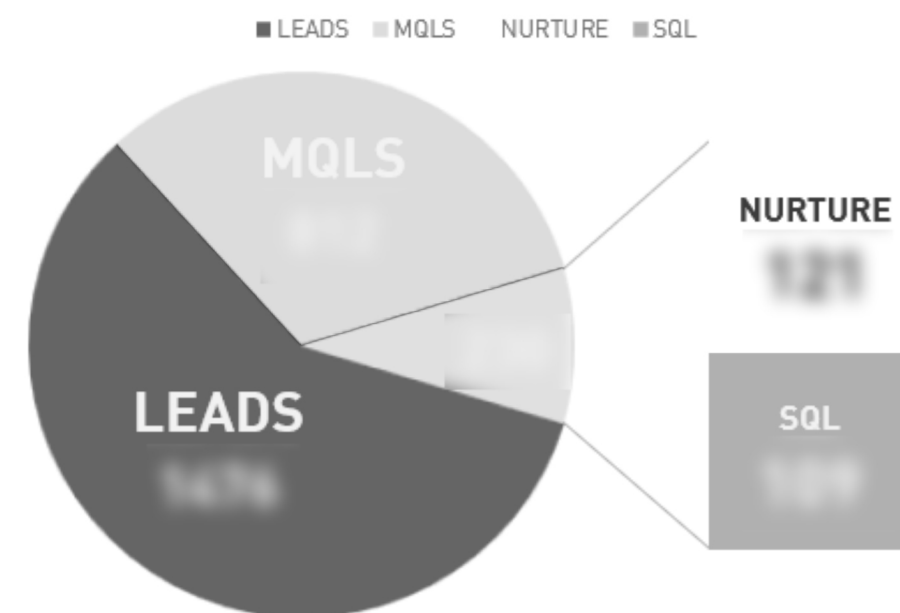


TREND BY MONTH



[RESULTS REDACTED
FOR CONFIDENTIALITY]

OVERVIEW



EMPOWER™ RESEARCH



**+3% SQL INCREASE
FROM ADVERTISING**

**+3% SQL INCREASE
FROM PAY-PER-CLICK (PPC)**

**+45% MQL INCREASE
FROM THE WEBSITE**

**+14% MQL INCREASE
FROM EVENTS**

The architecture worked. It became a standard process in EMEA, and then the international business. I designed and delivered the process and systems training, including 2 a.m. sessions with the Melbourne and Tokyo offices!

With better measurement of channel performance, we were able to identify increases in MQLs and SQLs from different channels, and introduce continuous improvement initiatives that became a formal part of my remit .

With the advanced attribution we are able to better estimate marketing's impact on commercial performance, which made a huge difference to the reputation and perception of marketing in the business, getting it taken much more seriously as a business function.
