

INSIGHT'S PERIODIC TABLE OF B2B DIGITAL MARKETING METRICS

SEO

44%
CTR, 1st Result Organic Search

SEM

20%
CTR, 2nd Result Organic Search

6-7%
CTR - Google Adwords

EMAIL MARKETING

SOCIAL

WEBSITE

FREE TRIALS & FUNNEL

17%
SaaS Firms with Freemium Model

18%
SaaS Firms with 14 Day Trial

41%
Traffic From Organic Search

16%
Traffic From Paid Search & Referral

41%
SaaS Firms with 30 Day Trial

8%
CTR, 3rd Result Organic Search

0.1-0.2%
CTR - Google Display Network

24%
Gross Open Rate - Prospect Lists

10-15%
Unique Open Rate - Prospect Lists

20-25%
Unique Open Rate - Customer Lists

65% vs. 25%
1st vs. 3rd Email Open Rate - Drip Campaign

0.21%
Facebook CTR

0.9-1.3%
B2B Promoted Tweets Eng. Rate

.025-.04%
LinkedIn CTR

50%
Drop-Off Rate

10%
Website Visitor To Free Trial Conv. Rate

7-9%
Organic Search to RL Conv. Rate

0.9-1.0%
CTR - Mobile Banner Ads

0.9%
Bounce Rate - Prospect Lists

2%
CTR - Prospect Lists

20-40%
CTR - Customer Lists

8%
CTR - Drip Campaigns

\$5
Facebook CPM

\$0.55-1.00
B2B Promoted Tweets CPE

\$1.70 vs. \$4.89
Promoted Tweet Cost per Follower UK vs. USA

3-4
Page Views Per Visit

25%
Free Trial to Subscription Conv. Rate

Backlinks
Largest Non-Social Driver of Rank

\$4-13
CPC - Paid Search

13%
CTOR - Prospect Lists

21%
Desktop CTOR - Prospect Lists

7%
Mobile CTOR - Prospect Lists

2-3
Touches Per Month - Drip Campaigns

\$4
Facebook CPC

0.02%
Facebook Like Rate

0.16-0.23%
Promoted Tweets Follow Rate

2-3
Minutes Spent On Website Per Visit

26%
Overall MQL to SQL Conv. Rate

22-27%
Form Submits from Organic Search

2-4%
Paid Search to RL Conv. Rate

18-23%
Form Submits from Paid Search & Referral

7-9%
Name to MQL Conv. Rate

9%
Form Submits From Email

5%
Form Submits From Social Media

0.7%
Facebook RL Conv. Rate (Organic & Paid)

2.2%
Twitter RL Conv. Rate (Organic & Paid)

0.8%
LinkedIn RL Conv. Rate (Organic & Paid)

24 Mo.
Website Complete Refresh Cycle

41%
Pipeline Sourced By Marketing

34%
Companies Using Content Syndication

40-50%
Webinar Attendance as a % of Registrants

20%
Program Budget Spent on Content Marketing

34%
Program Budget Spent On Digital Marketing

4%
DMP Spent on SEO

20%
DMP Spent on Search Ads

6%
DMP Spent on Social Marketing

13%
DMP Spent on Website

10-15%
White Paper Conv. Rate

20-30%
Webinar Conv. Rate

44%
Firms Partially Outsourcing Content Creation

7-10%
Program Budget Spent on New Lead Gen Tactics

13%
DMP Spent on Email Marketing

22%
DMP Spent on Display Ads

14%
DMP Spent on Marketing Automation

8%
Other DMP Spend (SMS, Digital Events, Mobile Ads)

Legend:

- Conv. Rate: Conversion rate
- CPC: Cost per click
- CPE: Cost per engagement
- CPM: Cost per thousand impressions
- CTR: Click through rate
- CTOR: Click-to-open rate (unique clicks as a % of unique opens)
- Eng. Rate: Engagement rate
- DMP: Digital marketing program budget
- RL: Raw Lead
- MQL: Marketing-qualified lead
- SQL: Sales-qualified lead

CONTENT MARKETING

BUDGET