

HOW TO MEASURE WHAT MATTERS

Samantha Brenner, SparkReaction
Anna Perko, HubSpot

Measure What Matters

How to show the value of inbound.

SAMANTHA BRENNER, SPARKREACTION
ANNA PERKO, HUBSPOT

ANNA PERKO



- HubSpot Product Manager, Reporting & Analytics

SAMANTHA BRENNER

- Inbound Marketing Strategist at SparkReaction since 2014
- Writer and former journalist who got her marketing start in SEO



1 SparkReaction Case Studies

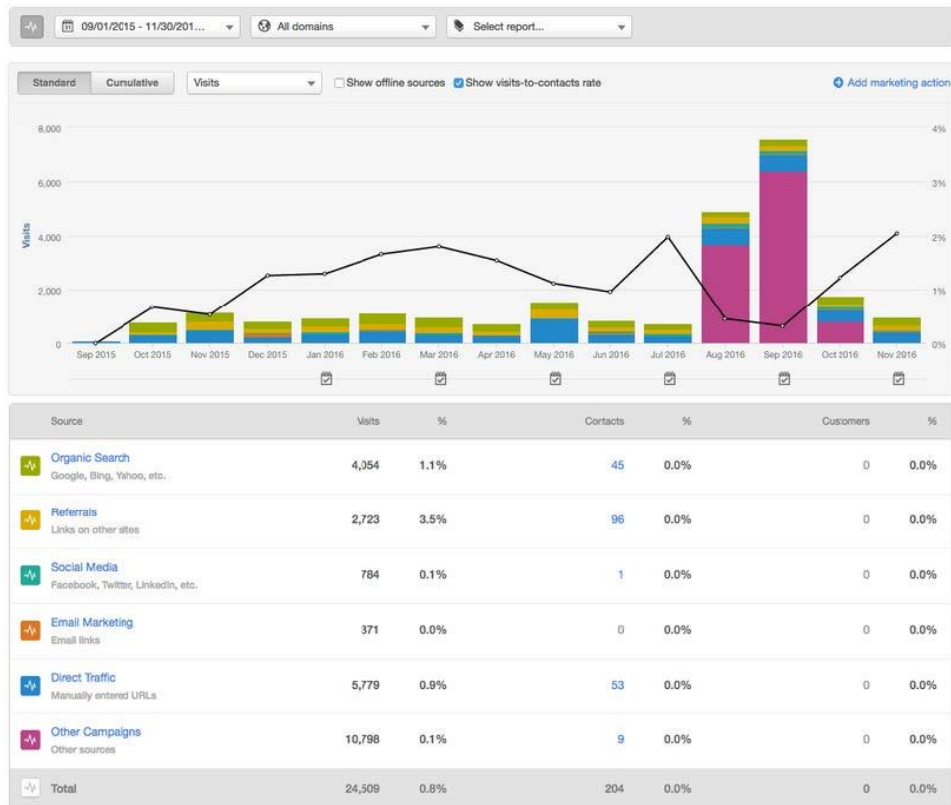
#1: CAMPAIGN ROI REPORTING

- Client had a laser-focused mindset for growth: traffic, traffic, traffic
- Used HubSpot for 1 year before trying an expensive programmatic campaign to grow traffic

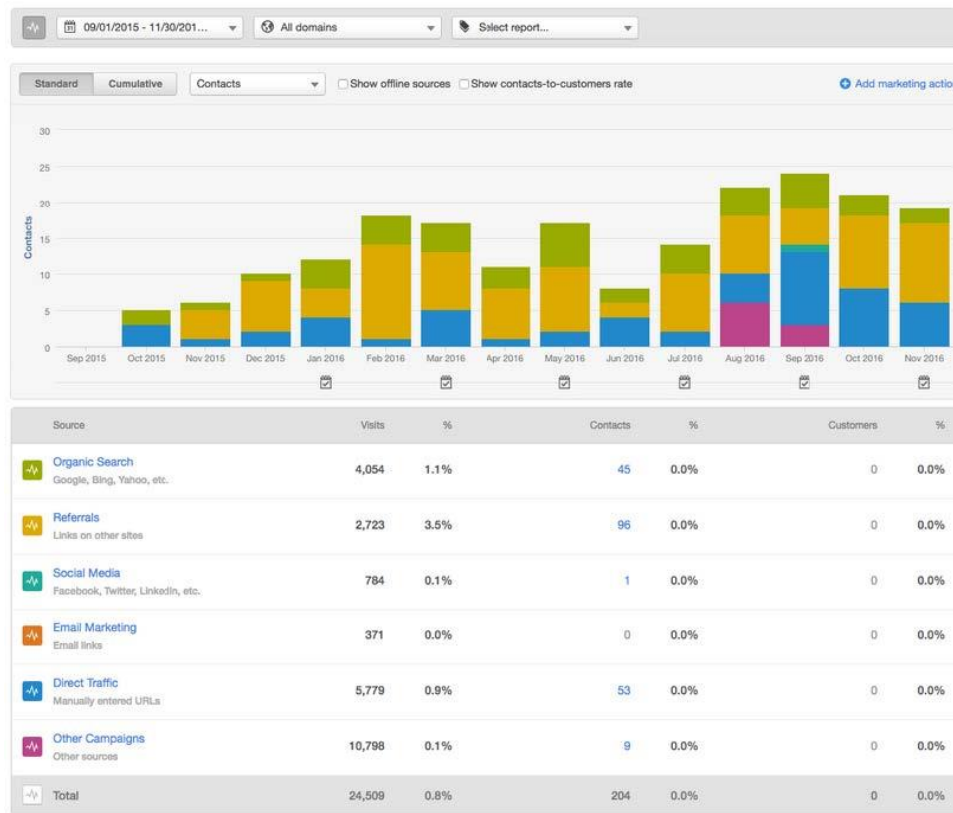
CAMPAIGN ROI REPORTING

- Using HubSpot to track ROI for a 60-day external campaign:
 - Overall website conversion down 86%
 - Paid = 0.1%
 - Organic = 2.0%
 - BUT, organic leads = actually SQLs

CAMPAIGN ROI REPORTING



CAMPAIGN ROI REPORTING



320%

**Increase in web conversion rate in less than a
year to maximize leads**

CAMPAIGN REPORTING TAKEAWAYS

1. Holistic view of external marketing *can* happen in HubSpot
2. Learn their language, their priorities, their mindset
3. Challenge their ideas with data and their own story
4. Show your value using the reports

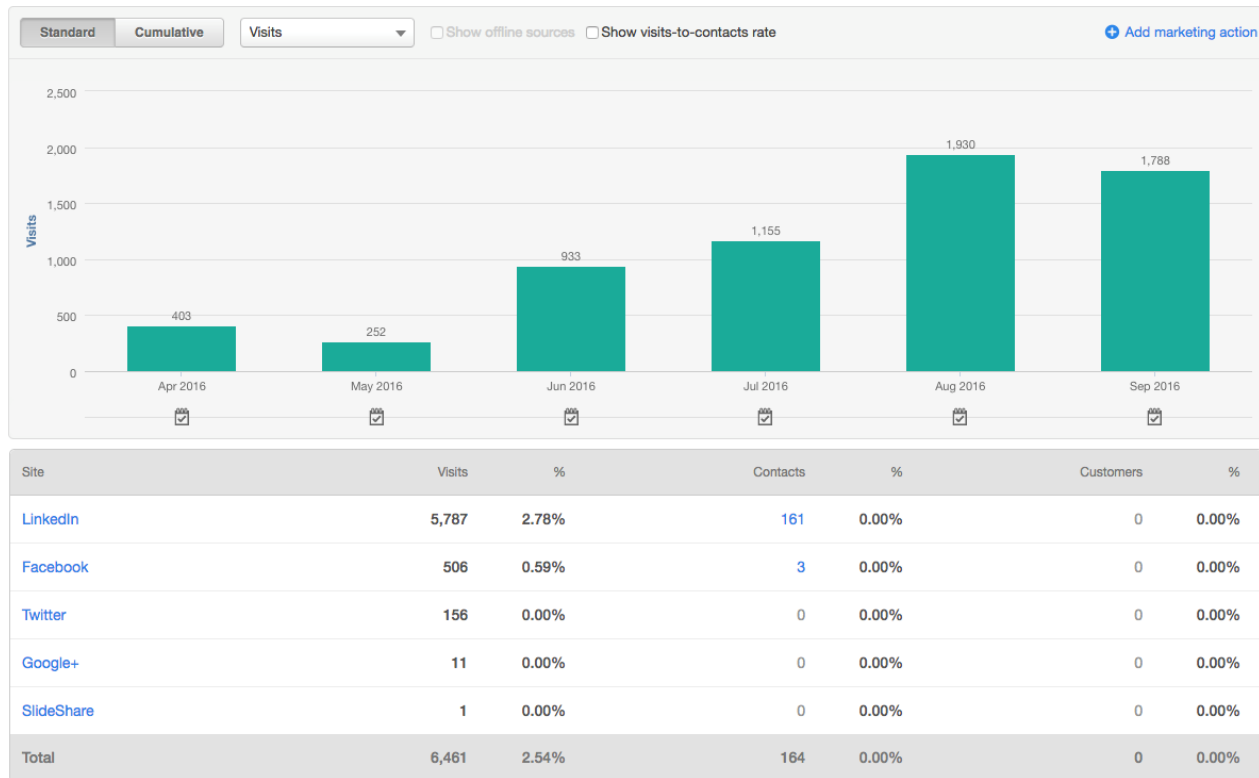
#2: SOCIAL INBOX + #3: CONTACT RECORD REPORTING

- Isolating specific opportunities for growth on social channels
- Digging into a contact record to understand the story of a “big win” customer

SOCIAL INBOX REPORTING

- Client had been blogging, but not analyzing or using the Social Inbox.
- Synced social channels, gathered data, identified biggest opportunities for growth

SOCIAL INBOX REPORTING



SOCIAL INBOX REPORTING

Followers

As of Sep 14, 2017

1,356

TWITTER
▲ 0.22% (3)

1,100

FACEBOOK
▲ 6.2% (68)

5,737

LINKEDIN
▲ 0.85% (49)

9

GOOGLE+

Published Posts

As of Sep 14, 2017

42

TWITTER
▼ -11.9% (5)

13

FACEBOOK
▲ 46.2% (6)

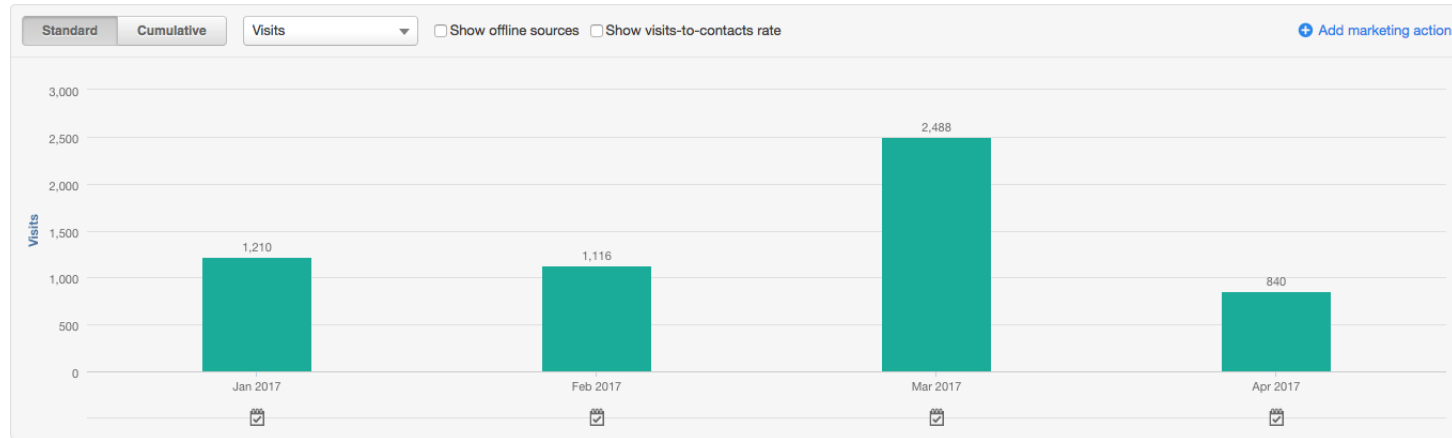
45

LINKEDIN
▲ 44.4% (20)

N/A

GOOGLE+

SOCIAL INBOX REPORTING



SOCIAL INBOX REPORTING TAKEAWAYS

1. Early-stage clients can see incredible value from low-hanging-fruit research and testing with Social Inbox
2. Find your target audience and double-down
3. Over-communicate wins to clients using reports

\$4,000,000

deal

AKA, Scott

SCOTT'S STORY


6-month journey



1. Direct traffic → whitepaper download = lead
2. 4 more offers
3. 1 Consideration offer = MQL
4. Blog subscribe, emails us back, human conversations

In-between: page views, blog reads, opens emails, builds a relationship with our sales team

CONTACT RECORD



Anna Perko

Actions

This contact is not currently eligible to sync.
[Details](#)

▼ About Anna Perko

First Name
Anna

Last Name
Perko

HubSpot Owner
Anna Perko (aperko@hubspot.com) ▼

Lifecycle Stage
Opportunity ▼

Average Order Value

Total Value of Orders

Total Value of Abandoned Cart

Sigma Beauty Partners

Years In Sigma Partner Network?


View ▼ Customize Properties

▼ Deals (1)

\$100 Anna's Deal

Stage: Business Owner Buy-in

Close date: November 30, 2016



Create another deal

▼ Anna Perko's Company

Anna Perko isn't associated with a company.

New note Email Call + Log activity Create task Schedule

Start typing to leave a note...

A ↗ ↻

September 2017 Filter timeline (32/32) ▼

Anna Perko was added to Daniel Demo [Save]
September 18th at 9:13 am

Anna Perko was added to Account based Marketing List
September 13th at 4:28 am

Anna Perko viewed page Guide to Getting Started with Big Data and 3 other pages
September 12th at 12:22 pm
[View details](#)

Anna Perko submitted [*] Webinar Registration Form on Webinar: Winning election case study
September 12th at 12:22 pm
No properties updated.

Anna Perko clicked the CTA: GET STARTED (eBook) on the page https://www.biglytics.net/
September 12th at 12:13 pm

Anna Perko was added to Sharp Accounting Highly Qualified Leads
September 10th at 10:17 pm

Anna Perko was added to Active Contacts
September 8th at 4:32 pm

August 2017

Anna Perko was added to JK - Highly Qualified Leads_SYD(SAVE)
August 24th at 2:26 am

CONTACT RECORD REPORTING TAKEAWAYS

1. The contact record is the marriage of your lead's human story and your marketing's powerful data
2. Unites sales and marketing
3. Until now, hasn't been the best place to track ROI back to contacts



1

HubSpot Reporting & Analytics Tools

NEW/BETA TOOLS

Having trouble importing your slides into the INBOUND 2017 template?

- [Web Analytics + New Sources](#)
- [Page Performance](#)
- [Campaign Analytics](#)
- [Revenue Reporting](#)

TRAFFIC ANALYTICS

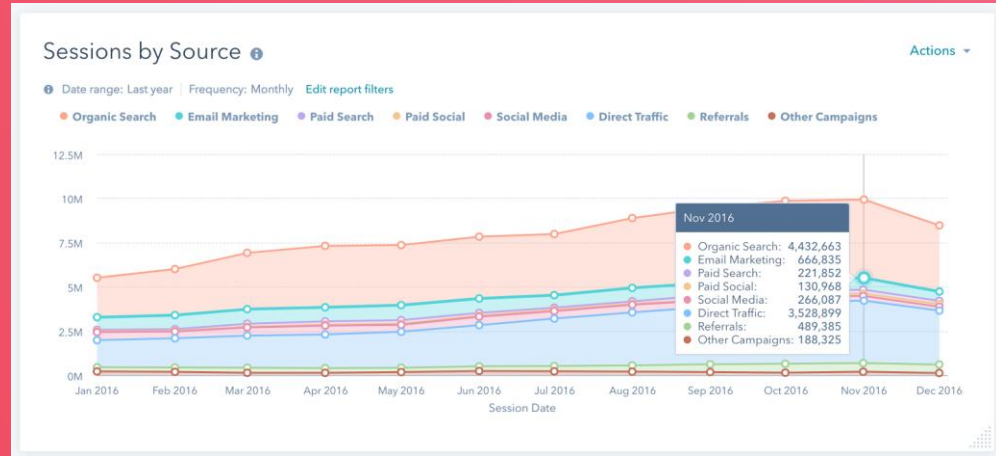
- Web Analytics Dashboard
- New Sources Report

QUESTIONS TO ASK

1. Where do my website visitors come from?
2. How are visitors engaging with my site content?

Sessions by Source

- High-level Sources Report
- Drill in for detail
- Sessions are the NEW Visits



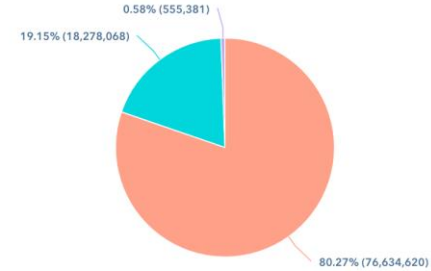
Location & Device Type

- Overview of where visitors are coming from
- Understand your audience & how to optimize your site

Device Breakdown ⓘ

📅 Date range: Last year | 🔄 Frequency: Monthly

● Desktop ● Mobile ● Others



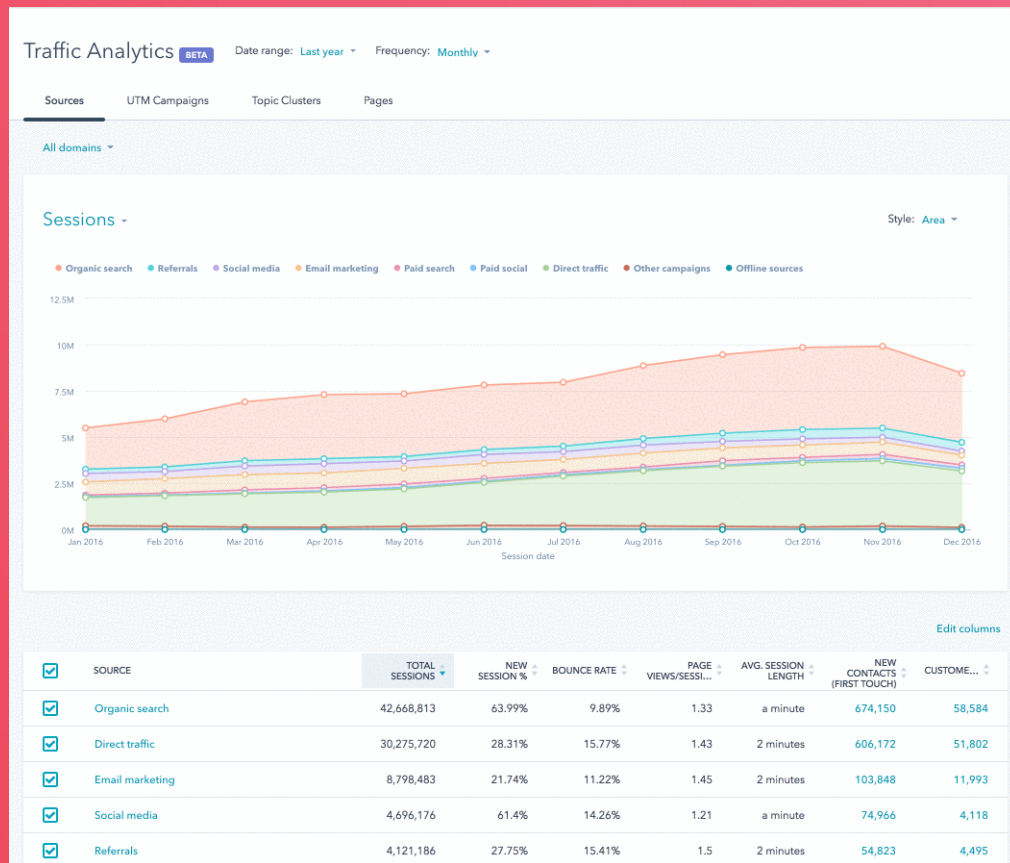
Session Country ⓘ

📅 Date range: Last year | 🔄 Frequency: Monthly

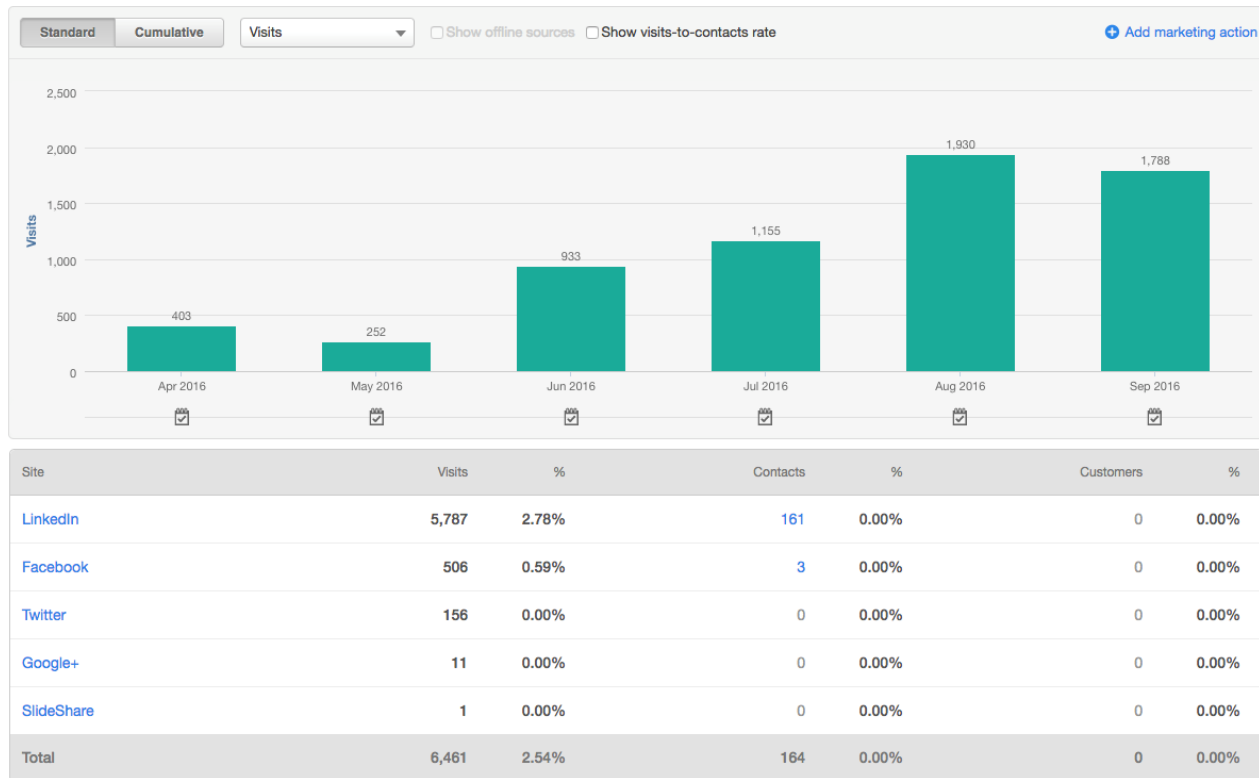
SESSION COUNTRY	% SESSIONS
Country unknown ⓘ	95.78%
United States of America	1.91%
India	0.31%
United Kingdom	0.24%
Canada	0.18%

New Sources (in Beta)

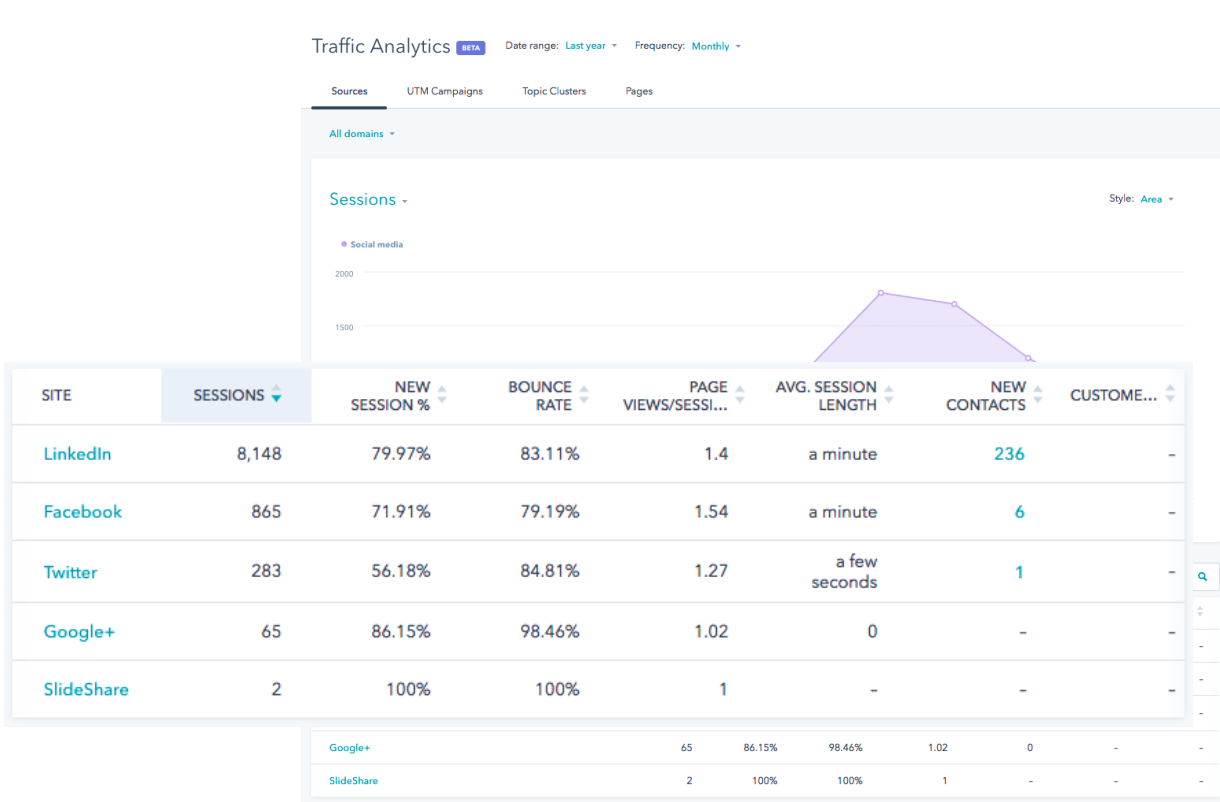
- Sessions are the NEW Visits
- NEW Metrics
- Measure the effectiveness of channels at a deeper level



SOCIAL INBOX REPORTING

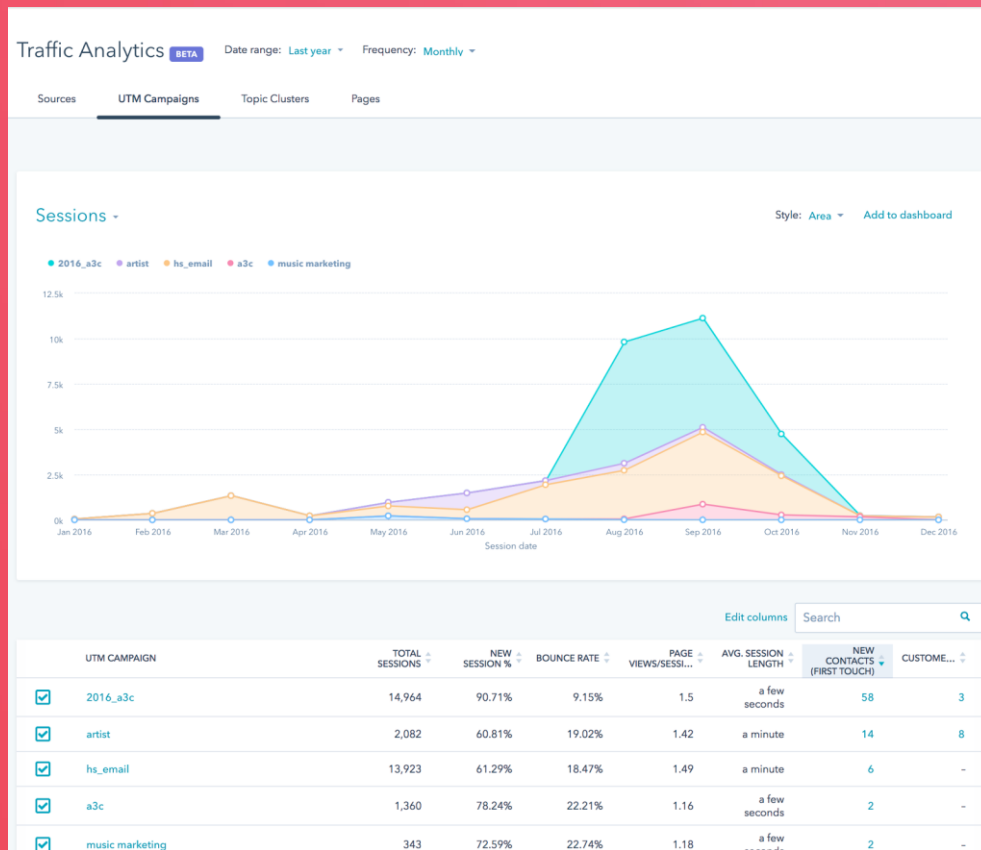


DETAILED SOURCES METRICS



Campaign Traffic

- Advanced option for Sources Report
- Easier to access & understand utm-tagged traffic



CONTENT ANALYTICS

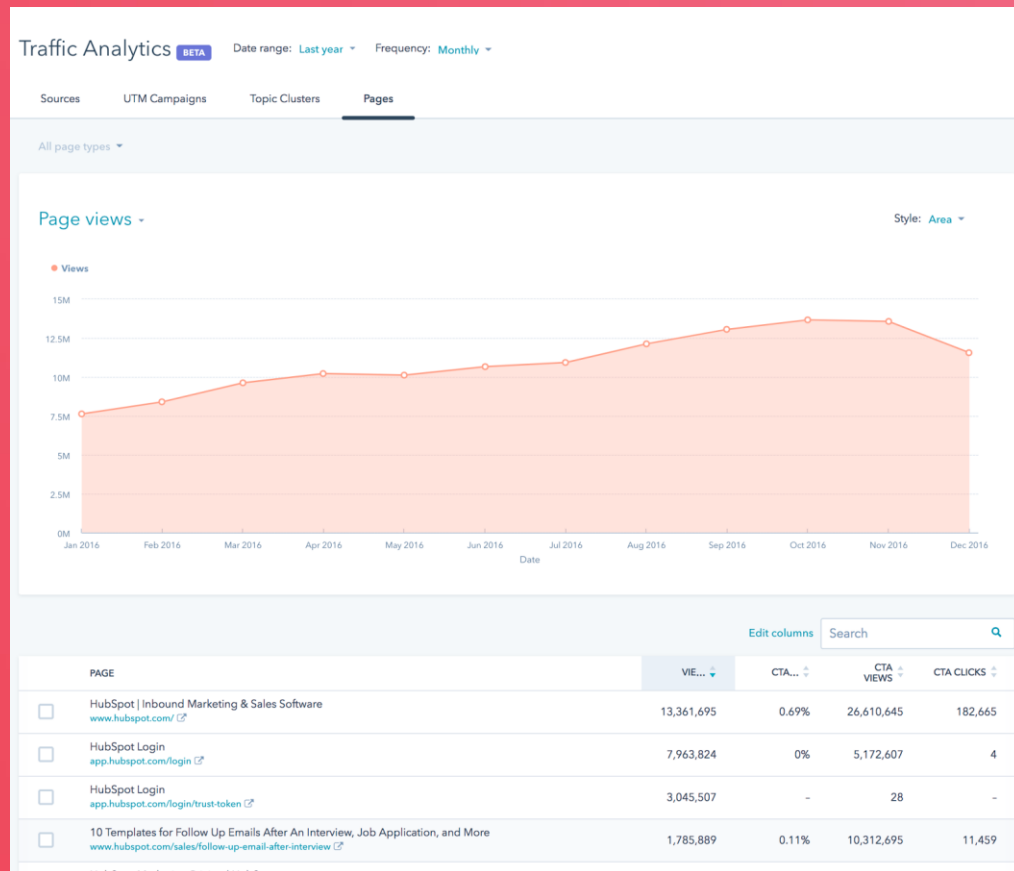
- Page Performance
- Campaign Analytics
- Revenue Reporting

QUESTIONS TO ASK

1. How are visitors engaging with my site content?
2. Which marketing initiatives are worth my time and money?
3. What content is most effective in converting visitors into leads?

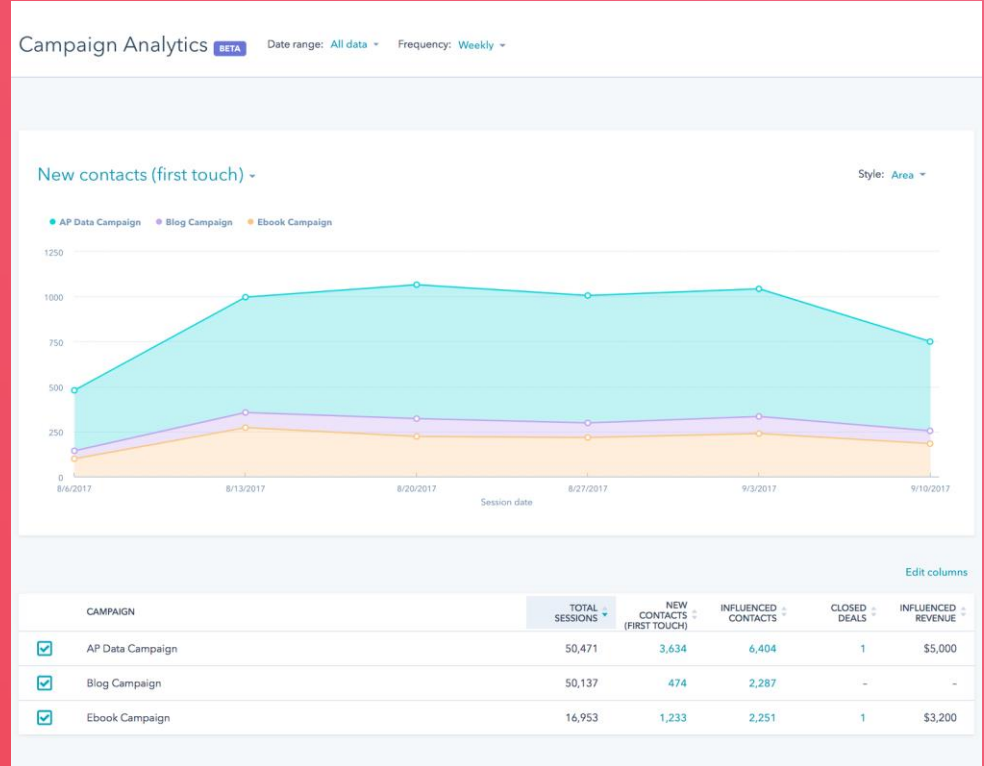
Page Performance

- NEW Page-level metrics
- Compare pages to each other
- Measure progress over time



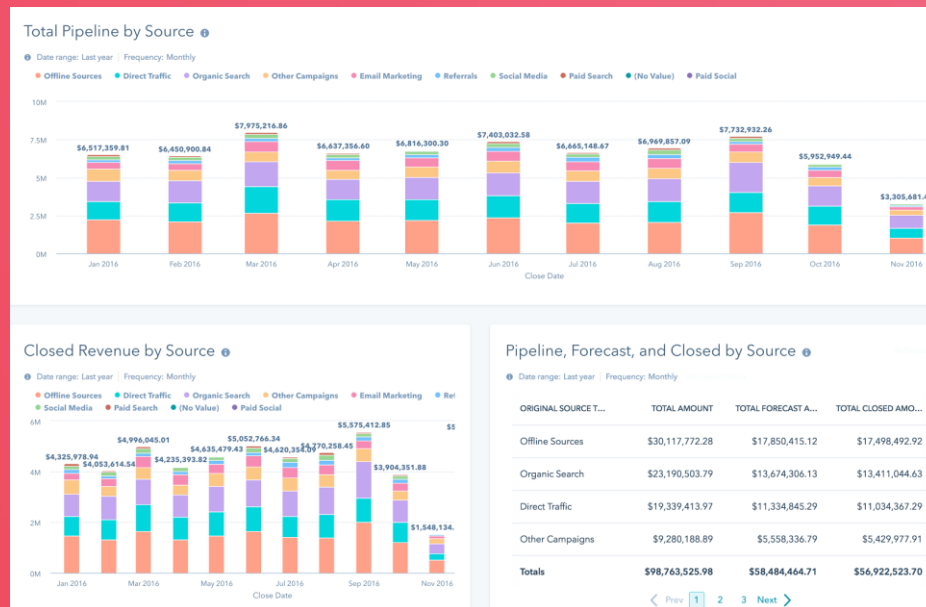
Campaign Analytics

- NEW Campaign analytics focuses on *people*
- NEW Metrics:
 - Influenced Contacts
 - Revenue
- Easily tie to lists



Revenue Reporting

- Tie \$ back to marketing initiatives with Campaigns
- Tie \$ back to channels with Deal Source reporting

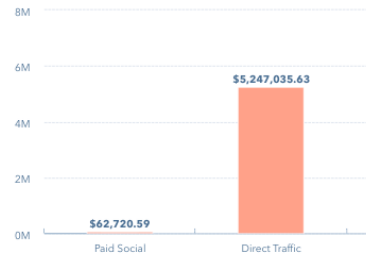


REVENUE BY CHANNEL

Deals by Original Source ⓘ

📅 Date range: From 7/1/2016 to 12/31/2016 | Frequency: Monthly

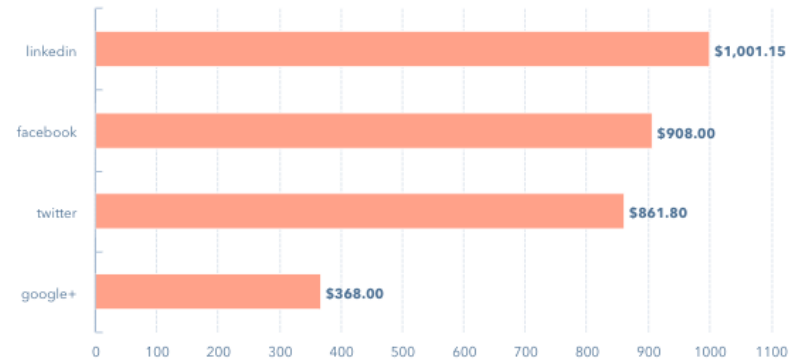
● Total Closed Amount



Average Deal Size, by Social Channel ⓘ

📅 Date range: From 7/1/2016 to 12/31/2016 | Frequency: Monthly

● Average Closed Amount



The background is a solid orange color. It features several large, semi-transparent geometric shapes: a small circle on the left, a large semi-circle at the bottom left, and a series of concentric circles on the top right.

THANK YOU

#INBOUNDPARTNERDAY

The background is a solid orange color with several large, semi-transparent circles of varying shades of orange. One circle is in the top right corner, another is in the middle left, and a large one is in the bottom left corner. The text "Q&A" is centered in the middle of the image.

Q&A