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

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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
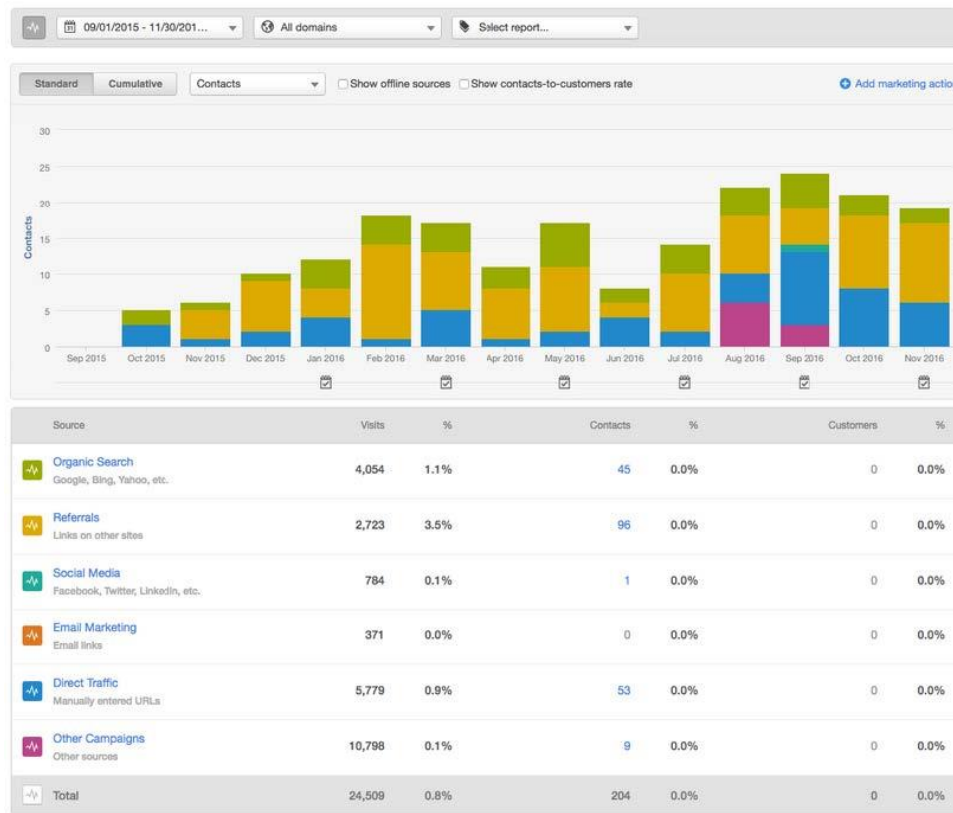
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CAMPAIGN ROI REPORTING

- 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
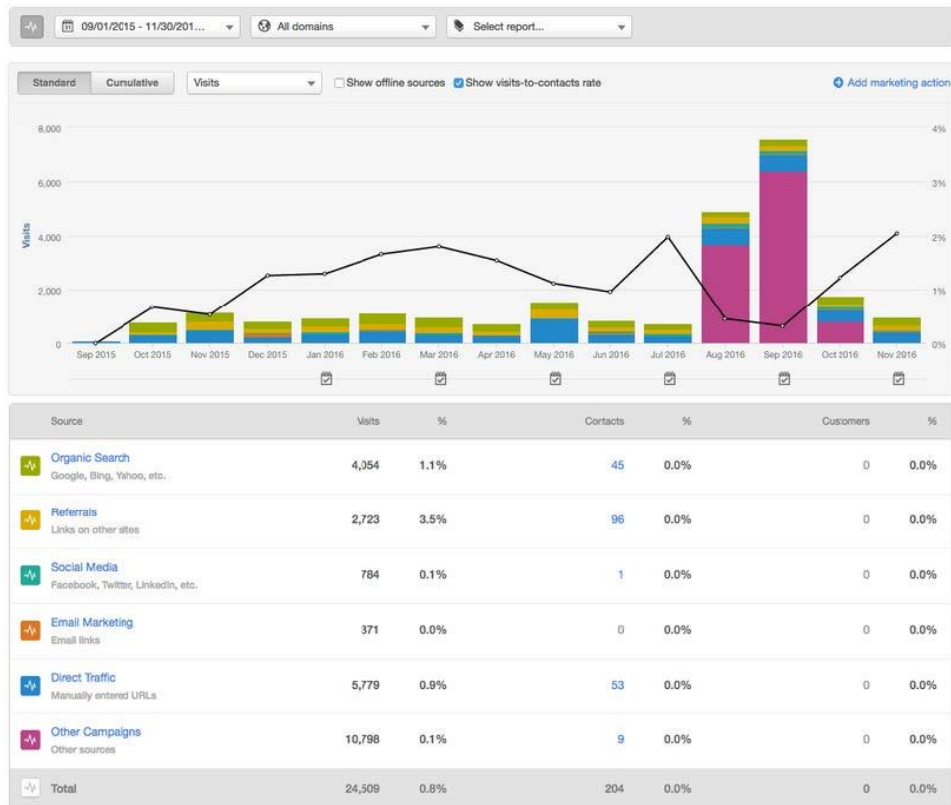
CAMPAIGN ROI REPORTING

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

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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

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SOCIAL INBOX REPORTING
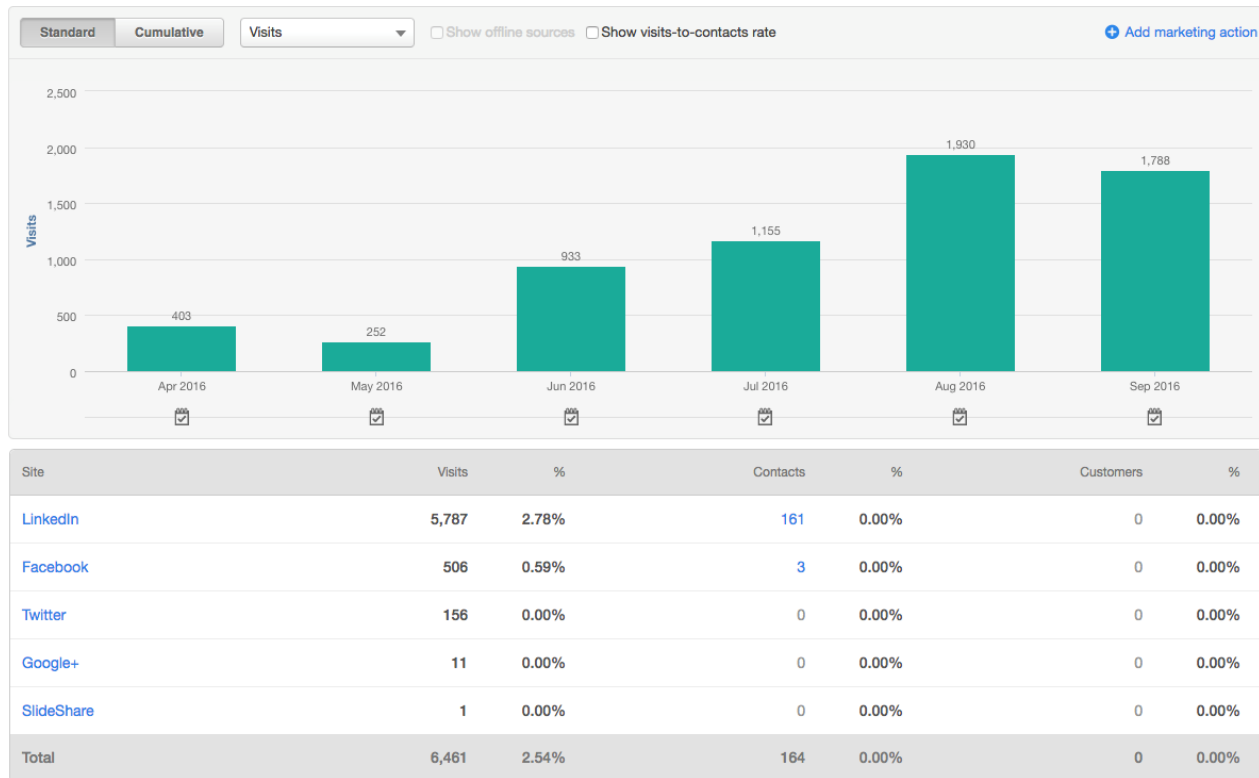
SOCIAL INBOX REPORTING

Followers   As of Sep 14, 2017

1,356	1,100	5,737	9
TWITTER	**FACEBOOK**	**LINKEDIN**	**GOOGLE+**
▲ 0.22% (3)	▲ 6.2% (68)	▲ 0.85% (49)	

Published Posts   As of Sep 14, 2017

42	13	45	N/A
TWITTER	**FACEBOOK**	**LINKEDIN**	**GOOGLE+**
▼ -11.9% (5)	▲ 46.2% (6)	▲ 44.4% (20)	

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SOCIAL INBOX REPORTING

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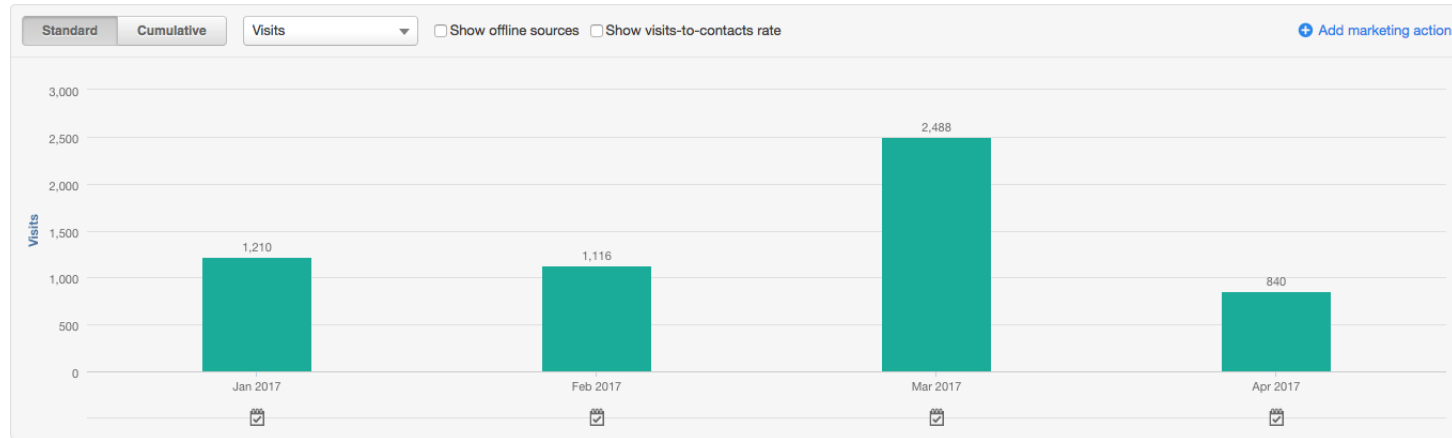
SOCIAL INBOX REPORTING TAKEAWAYS

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

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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

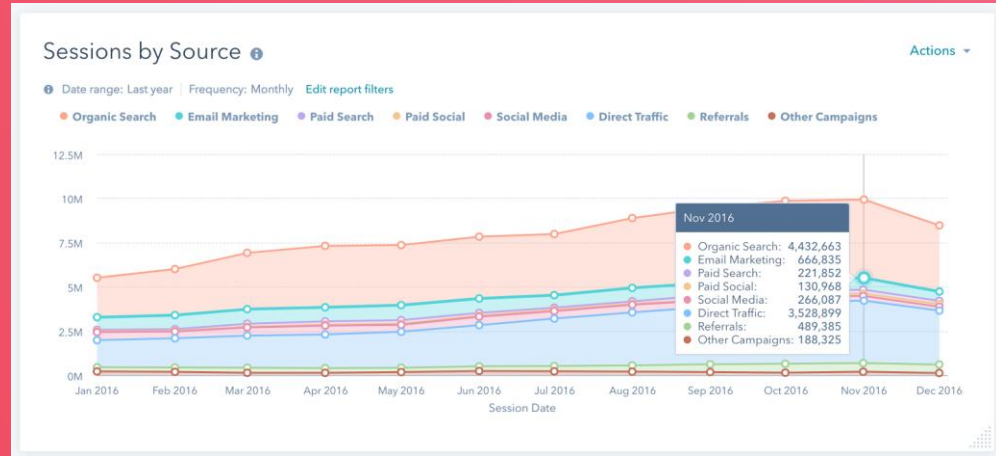- Web Analytics Dashboard

- New Sources Report

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QUESTIONS TO ASK

1. Where do my website visitors come from?

2. How are visitors engaging with my site content?

Sessions by Source
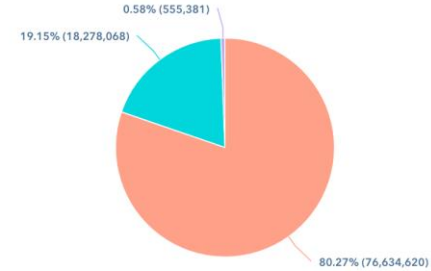

- High-level Sources Report

- 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

0.58% (555,381)

19.15% (18,278,068)

80.27% (76,634,620)

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

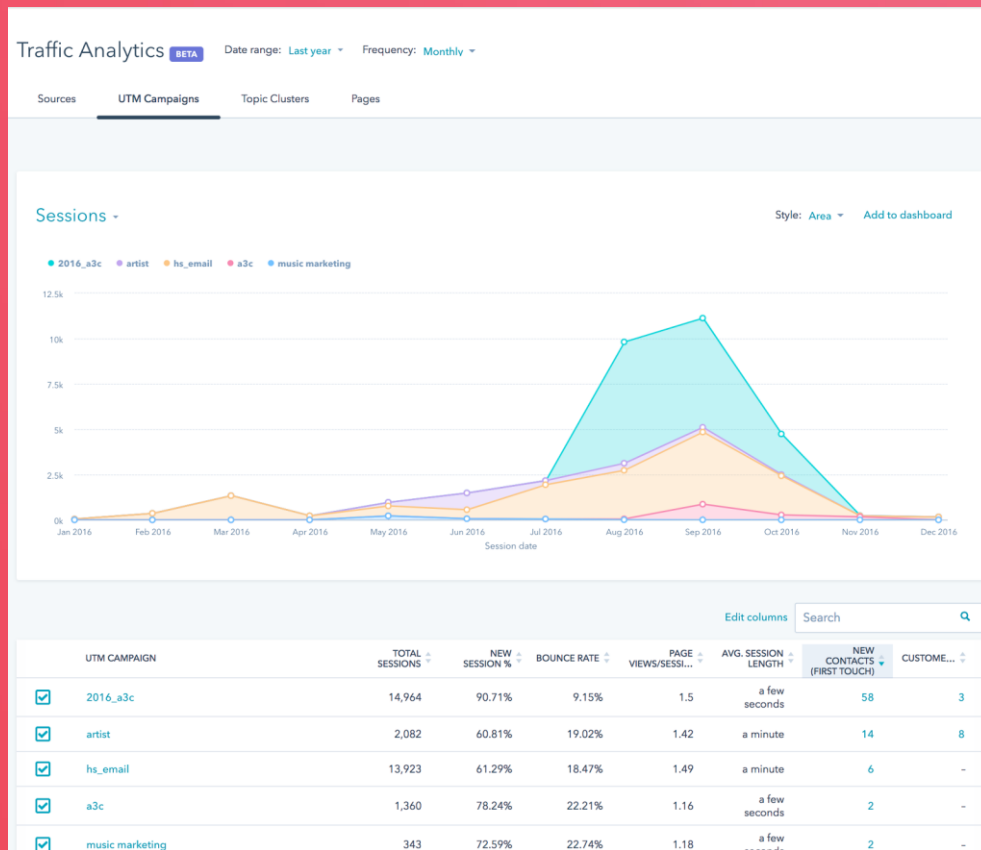- Measure the effectiveness of channels at a deeper level
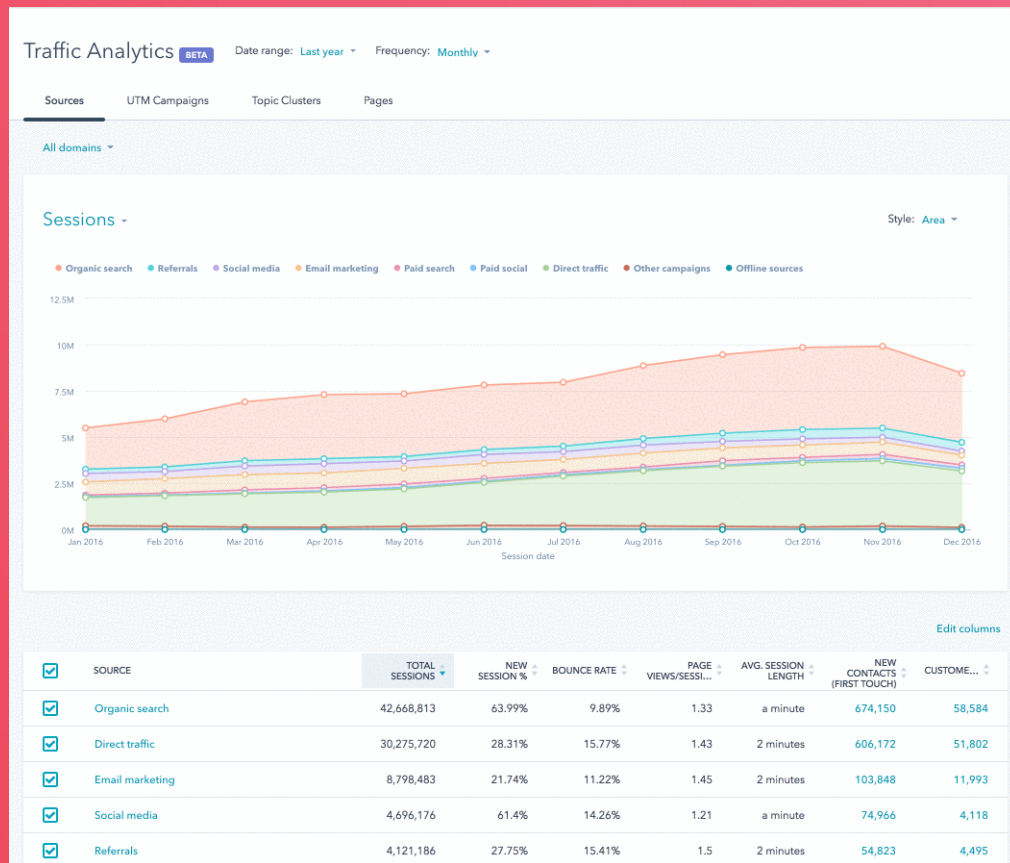
SOCIAL INBOX REPORTING
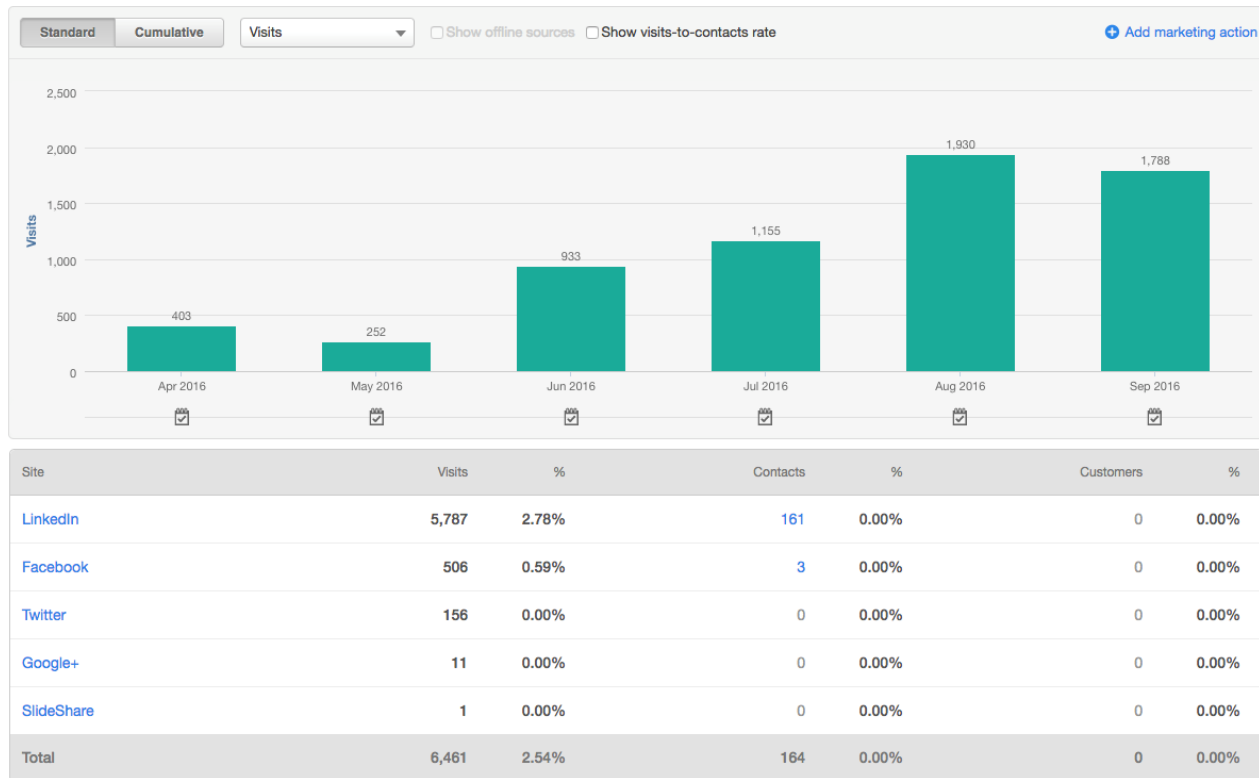
DETAILED SOURCES METRICS
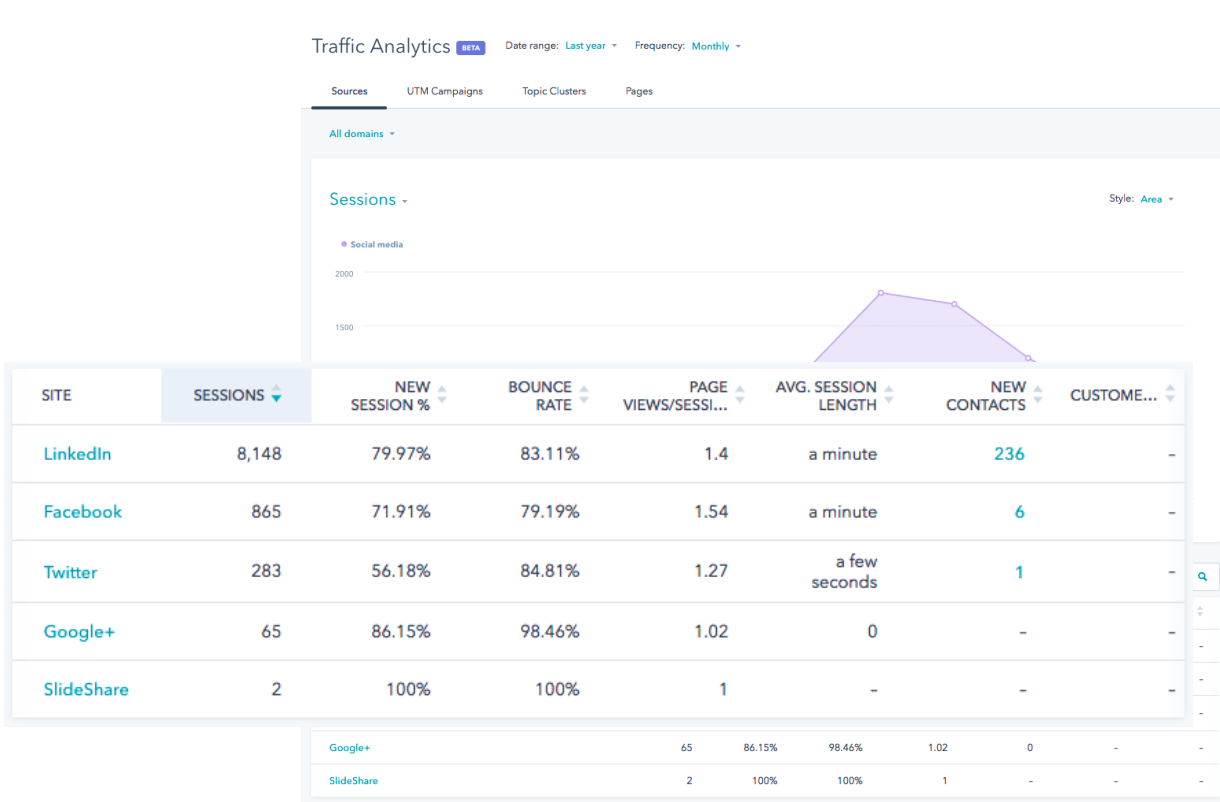
Campaign Traffic

- 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 initatives 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
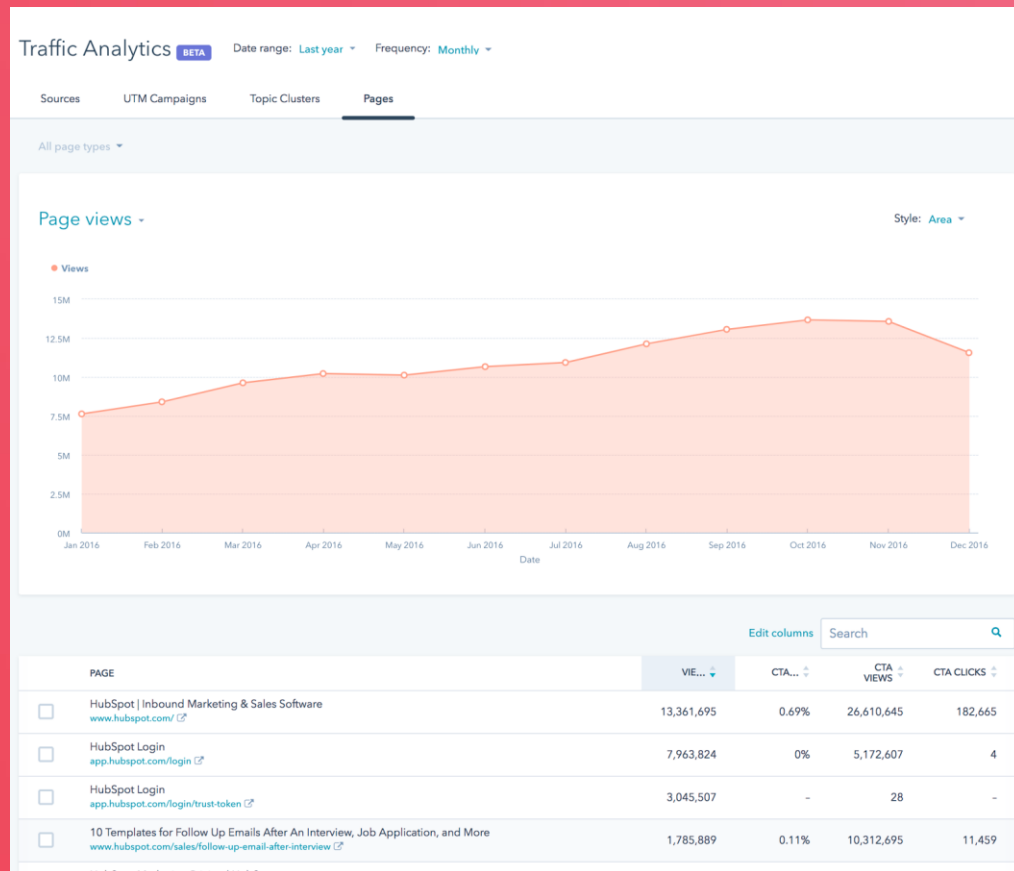
Campaign Analytics

- NEW Campaign analytics focuses on *people*

- NEW Metrics:

  - Influenced Contacts

  - Revenue

- Easily tie to lists
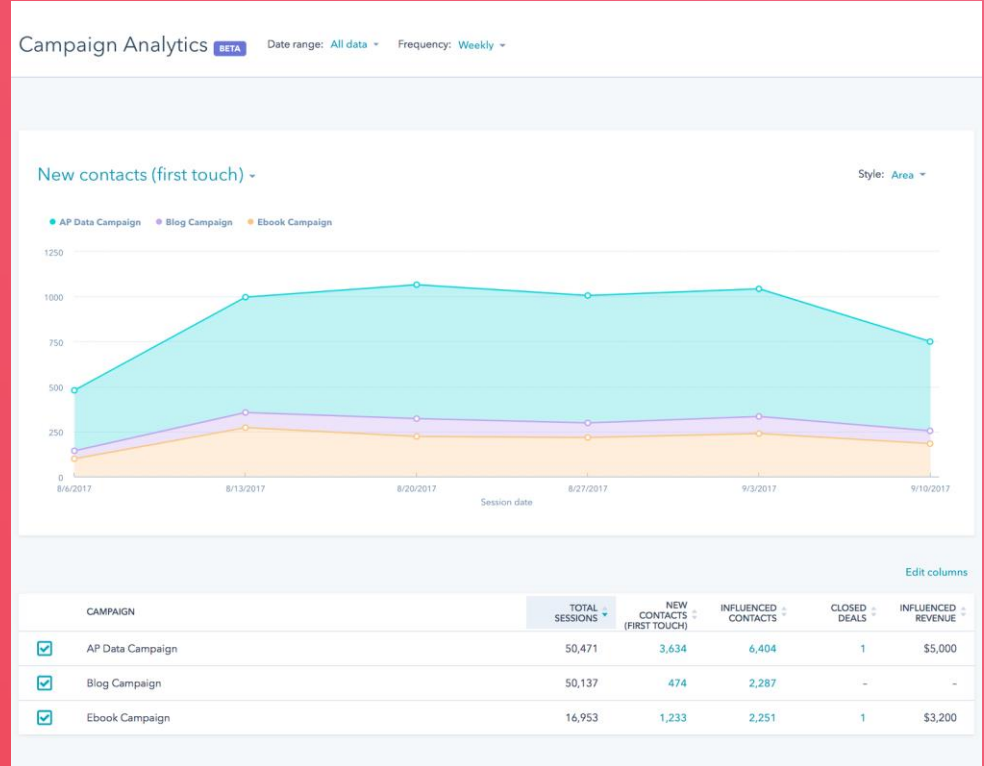
Revenue Reporting

- Tie $ back to marketing initiatives with Campaigns

- Tie $ back to channels with Deal Source reporting

REVENUE BY CHANNEL

THANK YOU

Q & A