



DEFINING MARKETING SUCCESS:

QUOTES FROM 28 EXPERTS



FOREWORD

Dear Fellow Marketer:

Marketing used to be a much simpler proposition. Brands created advertising campaigns primarily for TV, print, and radio, with an emphasis on storytelling and emotional appeal. Attempts to measure effectiveness were based on where ads appeared and how much exposure they received.

Since then, marketing accountability has taken on much greater significance. With the rise of digital channels and the vast amounts of granular performance data they produce, marketers are under more pressure than ever to show exactly how their investments further business objectives and contribute to the bottom line. Yet every day, we encounter marketers who are still challenged to do so.

At Visual IQ, we wanted to create a resource to which marketers could turn for advice on which metrics to use to effectively measure the impact of marketing on business goals. The result is *Defining Marketing Success: 28 Experts Tell You How*.

From the most effective marketing technology and time-tested formulas to the specific metrics that matter most, I am thrilled with the diverse insights and advice these experts have provided. We think that there is something useful for everyone, and we hope that you will find a few specific gems within these pages that you can use at your organization.



Regards,

Manu Mathew

Co-Founder & CEO, Visual IQ



As a pioneer in the space, Visual IQ has been producing the world's most powerful cross channel marketing attribution software since 2006. Its hosted IQ Intelligence Suite of products combines a user-friendly interface with advanced attribution management and predictive modeling functionality to provide clear recommendations for marketing optimization. Recognized as a leader in cross channel attribution by a leading market research firm in 2014, Visual IQ won The Drum's 2015 Digital Trading Award for Best Attribution Solution, won the 2014 ASPY Award for Best Data or Analytics Solution, and was a finalist in the Digital Analytics Association's Excellence Awards in 2013, 2014, 2015 and 2016. For more information, visit www.visualiq.com.

INTRODUCTION

Do you know exactly how your marketing spend affects revenue growth? If you do, you are in the minority. Most business leaders want to know the value they are getting for their marketing investments, but few are fully satisfied by the answers they receive. And the problem is not lack of metrics.

Online channels are data-rich environments. Data fuels programmatic advertising, marketing automation, and attribution platforms. There is a lot of data available to consider. Email marketers like click-through rates. Social marketers closely watch social-driven web traffic. Mobile marketers zero in on app traffic. But do these metrics have anything to do with bottom-line performance?

To better understand what marketing metrics matter most to business leaders, and with the generous support of Visual IQ, we reached out to 28 marketing experts with the following question:

On which metrics do you advise senior marketers focus to most effectively measure the impact of marketing on business goals, and why are these metrics the most important?

Not surprisingly, many experts qualified their answers with, “that depends on business goals.” Of course, they said a lot more, providing perspectives from several industry verticals, geographies and business models. In this e-book, we have collected a fascinating array of business-goal-oriented marketing metrics. Many not only tie to bottom-line performance but also enlighten broader business management decisions.

I am confident that anyone interested in quantifying the business value of marketing expenditures will find this e-book a thought-provoking resource.



All the best,
David Rogelberg
Publisher



Mighty Guides make you stronger.

These authoritative and diverse guides provide a full view of a topic. They help you explore, compare, and contrast a variety of viewpoints so that you can determine what will work best for you. Reading a Mighty Guide is kind of like having your own team of experts. Each heartfelt and sincere piece of advice in this guide sits right next to the contributor's name, biography, and links so that you can learn more about their work. This background information gives you the proper context for each expert's independent perspective.

Credible advice from top experts helps you make strong decisions. Strong decisions make you mighty.

© 2016 Mighty Guides, Inc. | 62 Nassau Drive | Great Neck, NY 11021 | 516-360-2622 | www.mightyguides.com

== NICE == STATS

THE RIGHT ATTRIBUTION
PARTNER CAN HELP YOU

== DELIVER CRAZY-GOOD ==
MARKETING RESULTS



LEARN THE
8 KEY CONSIDERATIONS
FOR CHOOSING THE RIGHT ONE

DOWNLOAD THE GUIDE





**LEO
MILLER**

Global Business Lead, Digital
Transformation,
GSK Consumer Healthcare



[Tweet this Quote](#)



[Share on LinkedIn](#)



Indications of intent toward our brand and products are a lot more telling than a vague set of metrics about awareness.



Marketing's job is no longer simply to drive awareness. Marketers now have the ability and the data to analyze customers' path to purchase and measure their intent as they transition from one stage to the next. These customer intent metrics provide clear indicators of the impact of marketing on business performance.



Want to read more?
Download the Full
E-book Free >

About the Author: Leo Miller is a proven leader of digital marketing strategy and business transformation. He effectively engages businesses and brands to integrate innovative digital solutions and accelerate their capabilities. Miller has extensive and varied experience ranging from founding a start-up to navigating the complexity of some of the world's largest organizations, including his current role leading digital transformation for the consumer healthcare business at GSK.



**STEVE
BERNSTEIN**

Senior Director of Data and
Analytics,
StubHub



[Tweet this Quote](#)



[Share on LinkedIn](#)



Unless your business model is really new or your business is unique, chances are the metrics you need to measure are not really different from what has been done before.



Marketers can become overwhelmed by the onslaught of available metrics and data. However, the only truly useful metrics are those tied to the company's business objectives and goals. To ensure accurate data analysis, organizations must agree upon and employ company-wide metrics and KPIs tied to overall company performance.





Want to read more?
[Download the Full](#)
[E-book Free >](#)

About the Author: Steve Bernstein manages the analytics, data science, reporting, data warehouse and big data development teams for StubHub, a subsidiary of eBay, Inc. In addition to a 10-year career in analytics, Bernstein has held leadership roles in market research and marketing across a range of companies large and small, including Apple, PayPal, and Myspace. Bernstein has a BA in economics from the University of California, Berkeley and an MS in operations research from Stanford University.



**BILL
MULLER**
Chief Marketing Officer,
Visual IQ

 
Twitter | Website




[Tweet this Quote](#)



[Share on LinkedIn](#)



Whatever your industry, determining the right metrics ultimately comes down to identifying the connective tissue that ties marketing activities to business results. 

With the right formula and the help of marketing attribution solutions, marketers can more easily determine the right metrics to reveal their impact on the company's success. When marketing can accurately associate attributed metrics with the sales drivers that align with the business goals, marketers can prove their worth and back up their budget.



Want to read more?
[Download the Full E-book Free >](#)

About the Author: Bill Muller, CMO at Visual IQ, is a recognized expert in B2B lead generation and thought leadership on both the agency and brand sides of the industry. Before Visual IQ, he spent 9 years as CMO at global performance marketing agency iProspect, which he helped grow from start-up to worldwide leader in its space. Muller has written for CMO.com, *Chief Marketer*, and *BtoB Magazine* and spoken at the DMA Annual Conference, CMO Club Summit, and SES Conference, among others.



**SLAVA
SAMBU**

Director of Digital Analytics,
Office Depot, Inc.



[Tweet this Quote](#)



[Share on LinkedIn](#)



For any e-commerce business, it is essential to understand the following four KPIs and what is driving them: sales, traffic, conversion, and average order value (AOV). ”



To highlight and optimize marketing impact on business goals, marketers must evaluate metrics at several layers and ensure attribution reflects the many customer touchpoints that lead to conversion. Close inspection of top-level business goals as well as deeper detailed metrics enables marketers to tweak strategies for further gains and to garner additional success.



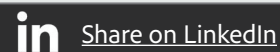
Want to read more?
Download the Full
E-book Free >

About the Author: Slava Sambu is a director of digital analytics at Office Depot, Inc. With more than 10 years of digital marketing experience, he has worked in multiple industries and verticals, from business-to-business (B2B) and search agencies to nonprofits and two Fortune 500 retailers. Recently, Sambu has been involved with customer integration efforts between Office Depot, Inc. and OfficeMax. Sambu is passionate about data and analytics and marketing technologies that drive innovation, and he enjoys solving complex problems in retail and digital environments.



**JACOB
VARGHESE**

Digital Marketing Consultant,
Marketing Technologist
and Strategist,
jacobv.com



“ My favorite top-tier metric is the lifetime value (LTV) of customers to cost of customer acquisition (CAC) ratio. A lot of business context is built into this ratio. ”

Marketers will benefit from thinking about metrics as functional pieces of the larger business structure. Develop informative metrics in terms of business context: high-level business metrics for senior marketers and the executive team, channel and operational metrics for marketing operations managers and sales enablers, and task-oriented metrics for campaign producers.

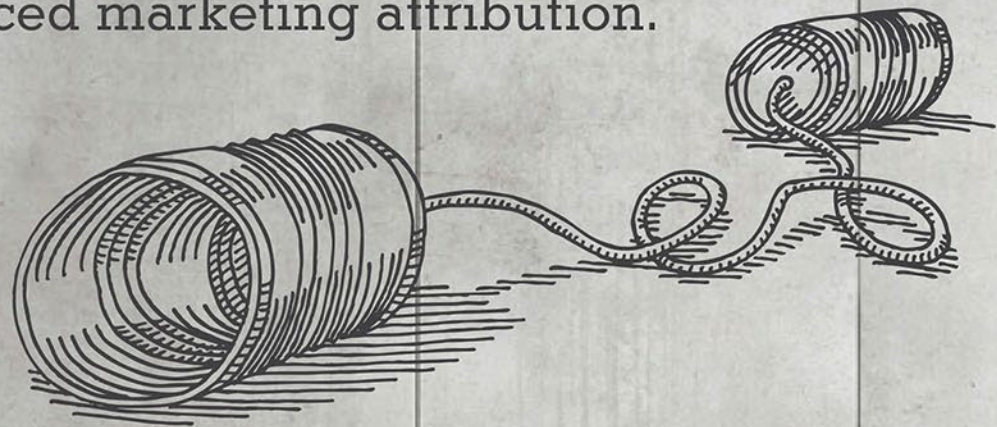


Want to read more?
Download the Full
E-book Free >

About the Author: Jacob Varghese is an innovative, solution-oriented senior marketing consultant, technologist, and strategist with demonstrated success in increasing revenues, improving customer experience, and achieving cost reductions in technology and marketing processes. He has a talent for integrating and adapting online and offline marketing strategies based on goals, available resources, and organizational culture.

CONVENTIONAL MARKETING IS SO LAST CENTURY

Find out how to take your marketing performance from mind-numbing to mind-blowing with advanced marketing attribution.



SEE THE MARKETING ATTRIBUTION
INFOGRAPHIC THAT EXPLAINS IT ALL.

GET IT




**CRISTIAN
CITU**

Director, Global Digital
Marketing,
DHL

  
Twitter | Website | Blog

 [Tweet this Quote](#)

 [Share on LinkedIn](#)

“ You do not have a single working day in digital marketing without talking about conversion rates and trying to optimize them. ”

Linking marketing impact to business goals is a challenge. To choose the right metrics, everyone involved must agree upon means for measurement as well as have aligned values and expectations. And although conversion rates are important, they are trumped by metrics that tie marketing directly to revenue.





Want to read more?
[Download the Full
E-book Free >](#)

About the Author: Based at DHL global headquarters, Cristian Citu manages digital marketing programs that include a mix of strategic brand initiatives and lead generation campaigns. Previously, Citu held various global marketing roles for DHL in brand management, sponsorship, and human resources marketing. He joined DHL after working as a consultant with customers in industries ranging from IT, telecom, and automotive, to pharma and retail.



**DAVE
ROGERS**
Principal,
ConvertClick

 
Twitter | Website



[Tweet this Quote](#)



[Share on LinkedIn](#)



It is always smart to keep your eye on revenue because everything else is a reflection of this number.



The focus of a successful business is revenue, and marketing should reflect that priority. To ensure marketers are aware of their impact on the bottom line, they need to track and analyze revenue, LTV, return on marketing investment, and customer satisfaction metrics and KPIs.



Want to read more?
[Download the Full
E-book Free >](#)

About the Author: For more than a decade, Dave Rogers has been advising organizations on developing best-in-class analytics capabilities to serve business growth. He does so through a detailed focus on the user, employing advanced analytical techniques and methodologies with a clear mindset of establishing trusted data and shared insights to business partners. Rogers has had success with all sizes of organizations, from start-ups to small and medium-sized businesses to enterprise-level clients, and provides unique strategies for each.



**HOWARD
DIAMOND**

Senior Vice President of
Digital Strategy,
Rise Interactive



[Tweet this Quote](#)



[Share on LinkedIn](#)



It is important to first understand the high-level business goals, relating to brand awareness, revenue, customers, and margins.



No single metric tells a complete story, so to accurately measure marketing impact on business goals, companies need to look at the many touchpoints through which customers access a brand. This perspective requires a metrics set that covers high-level business goals as well as granular metrics particular to the company's arena.



Want to read more?
Download the Full
E-book Free >

About the Author: Howard Diamond is senior vice president of digital strategy at Rise Interactive, a leading digital marketing agency specializing in media, analytics, and customer experience. His team partners with leading retail/e-commerce, CPG, health care, and financial service brands to maximize their digital marketing investments and create more relevant experiences for their customers. Prior to Rise, Diamond worked in similar roles with Coe-Truman Technologies and Q Interactive (formerly CoolSavings.com), providing him with deep expertise in leveraging technology and media strategy to drive business results.



**PAUL
BUTCHER**

Chief Executive Officer,
Transform Digital



[Tweet this Quote](#)



[Share on LinkedIn](#)



The holy grail of metrics is the return on marketing investment, which shows leads and revenue generated by a marketing expenditure.



Distinct marketing strategies support each piece of the marketing funnel. As such, the relevant metrics change depending on where you focus in the funnel, spanning top-funnel reach-related metrics through bottom-funnel metrics tied to costs and sales revenue. To view and optimize metrics throughout, companies are turning to marketing automation platforms.





Want to read more?
[Download the Full E-book Free >](#)

About the Author: Paul Butcher is a digital marketing leader with more than 20 years of experience operating at the intersection of marketing, technology, and business. He is an expert across the omni-channel digital landscape, integrating brand, digital, and social media marketing strategy into the customer experience. Before joining Transform Digital, Butcher spent 7 years as Head of Digital Communications at Citi. He is a frequent speaker at industry events and is an active advisor to several digital start-ups.




**DAVID
SZETELA**

Vice President of Search
Engine Marketing Operations,
Bruce Clay, Inc.

 
Twitter | Website

 [Tweet this Quote](#)

 [Share on LinkedIn](#)

“ Ultimately, the C-Suite is interested in return on investment. ”

To fully understand the effectiveness of ad spend, it is necessary to understand and track three key metrics: (1) the number of sales transactions, (2) response rate, and (3) conversion rate. If metrics reporting is working as it should, meaning that the right data is being extracted and converted to metrics that are easily understood at the executive level, executives will use that information to decide how to invest marketing dollars to best serve business goals.



Want to read more?
[Download the Full
E-book Free >](#)

About the Author: David Szetela is vice president of search engine marketing operations for Bruce Clay, Inc. A former Apple executive and entrepreneur, Szetela has dedicated his career to helping companies maximize revenue. He is the author of two books and hosts the weekly *PPC Rockstars* radio show. His articles have been published in *The SEM Post*, *MediaPost*, *Search Engine Watch*, and *Search Engine Land*. Szetela has spoken at SMX, Ungagged, and Pubcon, and was voted a top-25 PPC Expert by PPC Hero for the third year in a row.



**SCOTT
MCALLISTER**

Senior VP of Consumer
Digital Marketing and Business
Development,
Time Inc.



[Tweet this Quote](#)



[Share on LinkedIn](#)



As a direct response marketer, I pay close attention to return on investment (ROI) on the dollars we spend.



Critical elements for determining marketing ROI will differ by industry, but might include attribution analysis and customer lifetime value calculations: attribution to determine *where* to invest marketing dollars, and LTV to determine *how much* to spend. Additional metrics, such as consumer perception and brand health, provide additional insight into how to best allocate marketing spend.



Want to read more?
[Download the Full
E-book Free >](#)

About the Author: Scott McAllister is a digital marketing leader with more than 15 years of experience in the space. He has a passion for redefining marketing and how customers experience brands through the digital domain. His experience spans industries, from computers and electronics to financial services, retail, and media, giving him depth in the big five areas of digital: marketing and media, experience building, data and analytics, mobile, and social.



YOU SHOULD BE DANCING

— ★ ★ ★ —

HARNESS THE POWER OF
MARKETING ATTRIBUTION
TO IMPROVE MEDIA
EFFICIENCY BY 15-35%



FIND OUT HOW

DOWNLOAD THE EBOOK






LEX BRADSHAW-ZANGER

Partner, Lead Consultant,
Radon Strategy Labs

  
Twitter | Website | Blog

 [Tweet this Quote](#)

 [Share on LinkedIn](#)

“ A reach-to-conversion metric gives a clear picture of both the scale and effectiveness of your marketing activity. ”

Identifying the right metrics starts with understanding your business' core principles, and then leveraging your company's business metrics capabilities to determine which metrics you can actually measure. The useful and broadly applicable reach-to-conversion ratio can be applied to many different sales funnel segments to gain a clear picture of how effectively you are reaching and converting the right audience.



Want to read more?
[Download the Full E-book Free >](#)

About the Author: The career of Lex Bradshaw-Zanger has spanned the growth of the Web and has covered America, Europe, and the Middle East. He was most recently the senior director, digital strategy for McDonald's Europe. Before McDonald's, Bradshaw-Zanger was part of the business partnerships team at Facebook. A former ad man, Bradshaw-Zanger spent more than 10 years in the agency world with WPP, Publicis, and Leo Burnett MENA. Father of three girls, he is a #DigitalNative, global #geek, and #Parisian.



**TRINADHA
KANDI**

Specialist Leader, Digital
Marketing and Analytics,
Deloitte Digital



Twitter | Website



[Tweet this Quote](#)



[Share on LinkedIn](#)



The customer experience has increasingly become a focal point for marketing strategies because it is so closely linked to business strategies.



Regardless of business model or industry, every company serves a customer and faces the vital challenge of improving the customer experience. By focusing on the Four Cs—customer, channel, content, and conversion - marketers can deliver a quality customer experience that drives overall business performance.



Want to read more?
Download the Full
E-book Free >

About the Author: With 15 years' experience in digital marketing, analytics and marketing operations, Trinadha Kandi is a technology expert on Adobe Marketing Cloud and IBM customer experience analytics and campaign management platforms and has worked in numerous verticals. Kandi received the University of British Columbia's Award of Achievement in Web Analytics, represented the Web Analytics Association from 2008 to 2010, and presented at the 2012 Digital Analytics Association Symposium India and the 2014 Direct Marketing Association Conference.



**KAT
MANDELSTEIN**

Customer Experience and
Marketing Leader,
PwC Experience Center



[Tweet this Quote](#)



[Share on LinkedIn](#)



Optimizing the customer experience at every touchpoint and interaction is ultimately more important than price promotions. Building loyal customers depends on providing them with what they want at the time they need it.



Whether customers interact with your brand online or face-to-face, if they do not feel appreciated and recognized, they will not return. This reality trumps all other marketing metrics. To ensure that recognition, marketers must accurately and objectively measure the customer experience via tracking tools and the integration of marketing and CRM.



Want to read more?
[Download the Full E-book Free >](#)

About the Author: Kat Mandelstein focuses on customer-centered business strategies for a digital age. From strategy through execution, Mandelstein has led customer experience and marketing teams to deliver results for some of the most recognized brands in the world. She recently returned to the PwC US Experience Center team from PwC UK, where she helped develop the digital practice. Previously, Mandelstein led global digital and marketing teams at IBM and led one of the earliest successful online retailers, jcpenny.com. Mandelstein started her career in advertising agencies, including Malone Media.



**MIKE
CAPRIO**

Global General Manager of
Programmatic and Mobile DSP
StrikeAd,
Sizmek



Twitter



[Tweet this Quote](#)



[Share on LinkedIn](#)



When you have an accurate view of what individual audiences are doing based on a user as opposed to by device, you can apply attribution.



Businesses looking to optimize marketing performance face the challenge of how to accurately connect marketing touchpoints across devices. By leveraging cross-device advanced attribution alongside insight gained from past marketing campaigns, marketers can develop marketing strategies and tactics that are more personalized and lead to increased sales.





Want to read more?
Download the Full
E-book Free >

About the Author: Mike Caprio, global general manager of Programmatic and Mobile Demand Side Platform StrikeAd at Sizmek, is a technology executive who has led global teams in creating product and sales strategies, developing platforms, and transitioning and building businesses. For nearly 20 years, his focus has been on advertising technology across traditional and digital media, with an emphasis on programmatic, mobile, and video. Caprio is a respected expert and consultant in incubating and implementing disruptive business models and technologies to drive performance.



**NICK
PANAYI**

Head of Global Brand and
Digital Marketing,
CSC

 
Twitter | Website



[Tweet this Quote](#)



[Share on LinkedIn](#)



There should be no guesswork as to whether your activities have line of sight to results.



All marketing effort is about adding to or enriching the sales funnel. To reach this reality, data must be well-defined and directly link to sales goals, metrics must be available companywide, everyone must speak the same language, and employees must understand the metrics that are most relevant to their jobs.



Want to read more?
[Download the Full E-book Free >](#)

About the Author: Nick Panayi joined CSC in 2011. His areas of responsibility include digital marketing, global brand management, social media, and demand center and activity-based management. With more than 20 years in the technology industry, Panayi's experience includes management, strategic planning, and marketing roles with Avaya and Compaq. *BtoB Magazine* named Panayi to the list of 2013 Top 25 Digital Marketers. He has a bachelor's degree in marketing and an MBA and works out of CSC headquarters in Falls Church, Virginia.



HEY ★ MARKETING ★ ROCKSTAR

GET CROSS CHANNEL
MARKETING INSIGHTS
THAT ROCK.

SEE WHY VISUAL IQ
IS THE LEADER

DOWNLOAD THE REPORT





**SANDRA
ZORATTI**

Chief Marketing Officer,
The Marketer Network



[Tweet this Quote](#)



[Share on LinkedIn](#)

“Marketers should be putting increased importance on customer loyalty and customer churn rate.”

Loyal customers increase revenue at a lower cost. As such, effective marketing tracks customer engagement throughout their journey. In addition to analyzing basic metrics, companies benefit from prioritizing customer loyalty and churn rate metrics. This approach enables customer profile building and reveals the success of various marketing campaigns.



Want to read more?
Download the Full
E-book Free >

About the Author: Sandra Zoratti is an award-winning business leader, author, and speaker who also serves on boards to advise on strategy, marketing, and growth ideas. Zoratti built and launched the data-driven marketing practice, “Precision Marketing,” and coauthored (with Lee Gallagher) the book *Precision Marketing: Maximizing Revenue Through Relevance*. Zoratti’s career includes experience at technology leaders IBM, Westinghouse, Ricoh, and Avery as well as at her own marketing practice. Zoratti has a bachelor’s degree in chemical engineering and master’s degree in business administration.



**CHRIS
DISKIN**

VP of Digital Marketing,
Wells Fargo



[Tweet this Quote](#)



[Share on LinkedIn](#)



We look at many of our marketing initiatives as a way to stay in consideration and not be eliminated.



An engaged prospect is more likely to become a client, making content development and customer behavior important considerations for marketing strategies. Traditional metrics can fall short when trying to determine content engagement and effectiveness, steering companies to analyze customer behavior from successful campaigns to develop best practices for future marketing endeavors.



Want to read more?
Download the Full
E-book Free >

About the Author: Chris Diskin is a vice president of digital marketing at Wells Fargo, where he leads a team focused on digital marketing strategy, programs, and enablement for financial advisors, wealth managers, and other regulated individuals. With more than 15 years of experience in financial services, Diskin has held roles in digital marketing, content marketing, and investment product marketing. Diskin's career has been defined by his ability to build and manage scalable marketing programs in a regulated space.



**ANNIE
GHERINI**

Head of Marketing,
StumbleUpon



[Tweet this Quote](#)



[Share on LinkedIn](#)



Ultimately, marketers need to look at the impact of marketing on business goals through the lens of engagement.



To determine marketing impact, start by defining the metrics of success for the company, and then determine the marketing objectives that will fulfill those business metrics. Customer engagement is crucial, and tactics like branded content and word of mouth can not only build stronger customer relationships, but also drive business growth.



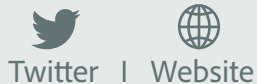
Want to read more?
Download the Full
E-book Free >

About the Author: Annie Gherini leads the marketing team at StumbleUpon, Inc., for both consumer and B2B products. Before joining StumbleUpon, Gherini worked with large entertainment brands, such as Sony PlayStation and Paramount Pictures, and led marketing for several early-stage mobile and social start-ups. Her focus has been on coupling data-driven performance campaigns with strategic and engaging brand initiatives. Gherini is a thought leader in understanding how to market and connect to the millennial generation.



**MARTIN
MAJLUND**

Head of Global Marketing
Technology,
Carlsberg Group



[Tweet this Quote](#)



[Share on LinkedIn](#)



Our favorite metric continues to be reach, especially for our mainstream brands... We know that massive reach equals massive sales.



Marketing metrics are highly dependent on industry and business model. Without access to point-of-sale data, marketers must develop and rely on alternative analysis. For example, in a highly segmented model that sells many brands to wholesalers and retailers, reach becomes a crucial metric to correlate marketing spend with brand lift and sales.



Want to read more?
Download the Full
E-book Free >

About the Author: Martin Majlund, head of global marketing technology, has been leading the development and implementation of marketing platforms, tools, and technologies (social media, Web, mobile, and trade) to support brand initiatives across international and local power brands at Carlsberg Group for the past four years. Prior to Carlsberg, Majlund worked for several years at various creative and digital agencies.




**JESSICA
WILLIAMS**

Global Innovation Marketing
and Analytics Leader,
Visa

  
Twitter | Website | LinkedIn

 [Tweet this Quote](#)

 [Share on LinkedIn](#)

“ One of our big measurement practices is really understanding the value that we bring to our partners ... We would be nothing as a brand without those relationships. ”

By measuring brand and direct response metrics and comparing them with product usage and consumer transactional data, companies can link marketing spend and revenue. Over time, this data can reveal the full impact of a marketing campaign, enabling more successful marketing programs and tighter control of marketing dollars.



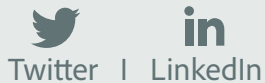
Want to read more?
Download the Full
E-book Free >

About the Author: Jessica Williams, global innovation marketing and analytics leader at Visa, focuses on digital and social activation and measurement across brand, B2B, and corporate marketing. Williams designs and executes innovative digital and social marketing programs to enhance brand equity, achieve revenue initiatives, differentiate products, and drive robust marketing, communications, and business strategy. Before Visa, Williams headed communications measurement at Yahoo! and led an analytics team at WCG, working on Fortune 50 brands such as Verizon, P&G, Intel, and Johnson & Johnson.



**KATHARINE
SWARNEY**

Head of Social Media,
Nissan Europe



[Tweet this Quote](#)



[Share on LinkedIn](#)



I have always found that using data is a great way to sell executives on strategic decisions or direction.



Metrics such as sales, revenue compared with competition, and brand health should be a top priority. It is important, however, to round out these bottom-line business metrics with metrics such as web traffic and social media data to provide a complete story of the marketing's contribution to the business.



Want to read more?
[Download the Full
E-book Free >](#)

About the Author: Katharine Swarney has 15 years marketing experience in North America and Europe, working in a broad range of marketing roles. A marketer with an engineering background, Katharine has always been passionate about using data & analytics to feed business decisions. She currently leads the Social Media team for Nissan across Europe, bringing social media to the forefront of Nissan's business strategies, including proving its impact on brand, sales and customer satisfaction.

NICE STATS

THE RIGHT ATTRIBUTION
PARTNER CAN HELP YOU

DELIVER CRAZY-GOOD
MARKETING RESULTS



LEARN THE
8 KEY CONSIDERATIONS
FOR CHOOSING THE RIGHT ONE

DOWNLOAD THE GUIDE





**ALEXANDER
MONTUSCHI**

Digital Performance Manager
for EMEA,
Cisco

  
Twitter | Website | LinkedIn




[Tweet this Quote](#)



[Share on LinkedIn](#)



You need a data-driven attribution model that can uncover the real contribution that each marketing channel and tactic has on your pipeline. That is where Visual IQ can help us. 

Metrics such as registrations, engagements, and conversions from engagement to registration directly measure the business impact of marketing on the bottom line. These bottom-funnel-oriented metrics create a common objective across the organization, focusing everyone on the key goal of increasing revenue.



Want to read more?
Download the Full
E-book Free >

About the Author: With 12 years of international digital marketing experience, Alex Montuschi is the digital performance manager for Europe, the Middle East, and Africa at Cisco. His role is a mash-up of social media, digital advertising, and analytics. Previously, Montuschi served as European customer relationship management manager at lastminute.com. Studies in marketing communications in the US and UK, completed by an MBA in e-business management at MIP Politecnico in Milan, allowed him to develop broad expertise in the digital space.



**JEFF
MARCOUX**

Board Member and
Northwest Chairman,
Internet Marketing Association



Twitter



| Website



[Tweet this Quote](#)



[Share on LinkedIn](#)



Are you driving enough leads and, in particular, enough qualified leads, to your sales team?



To assess marketing impact on the bottom line, marketers must determine whether (1) the company's brand is growing and is positive, (2) the sales team is happy, and (3) marketing can demonstrate its business impact. Marketers need to follow their efforts through the sales process to analyze lost and successful opportunities and modify the marketing strategy accordingly.



Want to read more?
Download the Full
E-book Free >

About the Author: Jeff Marcoux is a board member of the Internet Marketing Association. He has driven cross-product and team collaboration and supported multiple product releases, bringing new products to market through innovative content strategies, channel development, and acquisition integration work. He believes that every touchpoint with a customer—from marketing to sales to customer service—is a marketing experience. Marcoux is a marketing growth hacker and martech expert and brings entrepreneurial innovation to a big tech world.



**EDWARD
NEVRAUMONT**

Chief Marketing Officer,
Author and Advisor,
Good Enough LLC

  
Twitter | Website | Blog




[Tweet this Quote](#)



[Share on LinkedIn](#)



The world is rapidly moving from marketing as a cost to marketing as a revenue driver. 

Companies need to shift their perspective from marketing as a cost to marketing as a revenue driver. But when marketing spend can't be tied directly to bottom-line results, reach—calculated in the form of network size and mental penetration—will help highlight how marketing efforts contribute to overall business success.



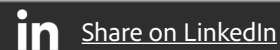
Want to read more?
Download the Full
E-book Free >

About the Author: Edward Nevraumont is focused on helping companies grow. He led the turnaround of A Place For Mom, was an executive at Expedia, and spent 4 years at McKinsey working around the world, including in Australia, Nigeria, Denmark, and the Congo. He is author of *The Ultimate Improv Book*, and his upcoming book, *Good Enough*, is an exploration of the counterintuitive notion that being good is better than being excellent. He has an MBA from Wharton and an undergraduate in physics.



**MACIEJ
PIWONI**

Global Digital Analytics
Manager,
Sage



“ You try to improve the metrics with the way that you collect data, and you refine that with every stream. ”

Despite divergent interests and concerns among company leadership, marketing must develop a narrative that cogently presents key metrics that enable effective decision-making. Three primary balance-sheet metrics can help you focus the business discussion: revenue performance, sales velocity, and customer conversions.



Want to read more?
Download the Full
E-book Free >

About the Author: A creative yet data-driven digital analytics professional, Maciej Piwoni has a proven track record in the analytical environment, including optimization, insights, data storytelling, communications, and budget management. As global digital analytics manager at Sage, Piwoni develops and executes the global digital analytics strategy and mentors the modeling and marketing performance teams. With 10 years of hands-on digital analytics experience and 14 years of Internet-related experience, he is a strong advocate for agile marketing based on data and logic.



**JON
PARKS**

Founder and Lead Dijital
Strategist,
Dijital Farm



[Tweet this Quote](#)



[Share on LinkedIn](#)



Did we actually deliver the people who bring the projects that turn into the sales for our business? That is where it starts and ends for me.



By focusing on metrics that are closely linked to business success, you can keep your eye on the most important indicators of how well your marketing programs are helping the business achieve its goals. In the process of assessing and understanding the underlying metrics, then setting marketing goals for future growth, you can assess and refine the strategies that can, over time, lead to even greater and more impactful results.



Want to read more?
[Download the Full E-book Free >](#)

About the Author: A marketing industry veteran of more than 15 years, Jon Parks has experience in the trenches on both the client and agency sides of marketing. As the founder of Dijital Farm, Parks consults with business-to-business (B2B) companies that want to build and deploy sustainable inbound digital marketing strategies. He is a proud husband and father who is honored to call the Raleigh, North Carolina, area home. In his spare time, he trains for half-Ironman triathlons.



**JOHN
WATTON**

EMEA Marketing Director,
Adobe

  
Twitter | Website | Blog




[Tweet this Quote](#)



[Share on LinkedIn](#)



We can now provide better revenue predictions, which make the business much more confident about making marketing investment decisions to achieve revenue goals. 

B2C marketing focuses on engaging customers and driving on-site conversions, whereas B2B marketing is focused on continuously keeping the sales pipeline full. New technology enables marketers, regardless of arena, to focus on metrics that provide accurate revenue forecasts to support agile and informed business decisions.



Want to read more?
[Download the Full E-book Free >](#)

About the Author: John Watton leads marketing for Adobe Marketing Cloud in EMEA. With more than 20 years experience in enterprise technology, Software as a Service, and e-commerce marketing, he is a regular speaker and blogger on the topic of digital marketing. Watton is a member of the IDM Business-to-Business (B2B) Marketing Council and serves on the Business Marketing Collective Executive Council. Recognized by several industry awards, Watton was included in the Brand Republic Top 50 Klout UK Influencers of 2015.