



WHAT'S WORKING IN MARKETING MEASUREMENT?

Less Messy Data, More Marketing & Sales Alignment

DEMAND  **GEN**
REPORT

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INTRODUCTION

Marketing teams face increased pressure to measure the impact of their initiatives and prove their organizational value. According to the [“2022 Marketing Measurement & Attribution Survey,”](#) two-thirds of B2B marketing executives (66%) said marketing measurement and reporting is a growing priority within their organization but additional findings show current measurement initiatives are significantly lagging.

While marketers are making some strides in areas like attribution analysis and gathering deeper engagement metrics to power their ABM programs, many still struggle to connect siloed data and track activity across the entire buyer’s journey. Looking toward the future, it is encouraging to see that many marketers are interested in moving beyond vanity metrics to more advanced insights that analyze engagement and business impact.

As B2B teams look to deploy more advanced marketing strategies, including personalization, ABM and multichannel tactics, having the tools to measure marketing’s impact and success is vital. This special report will analyze the current state of marketing measurement and attribution programs, including the main drivers for gathering deeper metrics, as well as:

- How the metrics used to measure marketing’s success compare amongst sales and marketing divisions;
- Major challenges — such as messy, siloed data — that are preventing B2B organizations from accurately measuring marketing’s impact;
- How ABM is driving the need for deeper analytics; and
- Marketers’ goals for better measurement and attribution this year.



FINDING THE METRICS THAT MATTER

Marketers can all agree that data is essential when tracking a company's success. However, an overflow of data can hurt an organization's marketing strategy. To gain better insights and grow a brand into a thriving business, marketers must figure out a way to find out which metrics matter — and which don't.

"There is more data now than there has ever been," said [Pete Furseth](#), VP of Sales & Marketing at [ORM Technologies](#), a marketing performance analytics platform. "We have all these platforms and all this data that's being generated and it creates a challenge of being able to bring all that data together. As marketers, we need to build a framework that allows us to measure what is important to our business and consistently measure it through time. If you accomplish that, you can start to get to some higher-level analytics around being predictive and being prescriptive in what you recommend for your organization based on your data — plus machine learning algorithms."

According to [Techjury](#), more than 90% of all data globally has been generated in just the last few years. It's estimated that by 2025, people will produce 463 billion gigabytes of data every day. According to statistics from as early as 2021, 4.66 billion people used the Internet and that number is growing by hundreds of millions every year. With the massive increase in usage and digitalization, [Cybercrime Magazine](#) has estimated that in 2025, cloud services will have more than 200 zettabytes of data — 1 zettabyte = 44 trillion gigabytes.

What does a company do with 44 trillion gigabytes of data and counting? It's no use denying the fact that digital efforts have helped companies track data immensely through online shopping, clicks, search behavior, social media activity and so on. The challenge marketers currently face is processing this infinite amount of data, which is nearly impossible.

"Marketers are still coming to grips with the impact of the pandemic over the last two and a half years," said **Rob Leavitt**, SVP Advisory at Momentum, a global growth consultancy that recently acquired ITSMA. "The tremendous shift to almost entirely digital was a huge challenge and now companies are doing more in person and figuring out how to measure effectively in that context is difficult. Marketers realized how much they can actually measure now with the endless digital efforts. That exacerbated issues with data and figuring out what's important. Now it's even a little more challenging because we are getting back to in-person and figuring out how to connect the information that we're getting from in-person and offline activities with digital."

Marketers can take this abundance of customer data and turn it into actionable insights by:

- Understanding the key questions they are trying to answer;
- Identifying the measures that will answer these questions;
- Developing a data governance council;
- Mapping out a holistic view of the data; and
- Using the correct tool for the correct job.

"We have all these platforms and all this data that's being generated and it creates a challenge of being able to bring all that data together."

PETE FURSETH, ORM TECHNOLOGIES





HOW TO MEASURE THROUGH TIME

With Pete Furseth of ORM Technologies

The *Demand Gen Report* team sat down with Pete Furseth, VP of Sales & Marketing at ORM Tech, for an exclusive interview regarding what exactly is working in marketing measurement. Furseth shares major insights into how to adapt to a changing marketing environment while keeping marketing analytics up and running.

Demand Gen Report: What are some key trends you're seeing in the measurement space?

Pete Furseth: There are three key trends that we are observing in the marketing measurement space:

- **Normalization of data analytics:** Marketers are beginning to recognize the need to gain insights from their data if they want to grow their business. As a society, we understand the impact data insight, machine learning and AI can have on our everyday life. Now marketers are challenged to incorporate these concepts into their measurement efforts. This trend has been coming for a long time and we are finally at a point where we can leverage our data to make better decisions.
- **Proliferation of data and marketing systems:** The marketing technology landscape is more crowded than it has ever been. The increase in systems is generating more transactional data for us to use, but it makes it harder to pull all that data together and build a comprehensive story about what is happening. There is a clear need for a system that can aggregate and normalize data from many systems, so we as marketers can measure our business.
- **A changing business environment:** After the last two years of everything being digital, we want to bring back in-person events. But since we've done without them over the last couple of years, we are being asked to justify their cost. Couple this with a shift in macro-economic conditions that are marketed by high inflation and reduction in corporate spending, the stakes are higher than ever for marketers. We must have a framework that allows us to measure what is working and what is not so we can clearly articulate marketing ROI.



DGR: What are some common measurement challenges? How can practitioners work to alleviate those challenges?

Furseth: There are two categories of challenges that marketers face when trying to measure their business. The first challenge is the proliferation of data and systems. This creates data silos that make it hard to pull our data together to build a story. Systems like the ORM platform that bring data together from multiple other systems help. The second challenge is people. This might mean a lack of sponsorship, talent or resource. Measurement and analytics are hard, and if it is not ingrained in your organization then it takes a certain someone to stand back from everything and commit to it.

DGR: What are some best practices for UTM parameters and the most common mistakes?

Furseth: Step No. 1 is to use UTM parameters. Step No. 2 is to be consistent with your UTM parameters. If there are multiple people and organizations working on your digital ads and social posts, be sure they know the standard. Step No. 3 is to track your UTM parameters. Those who do it well usually have a spreadsheet that generates and tracks UTM parameters and is accessible by everyone who uses UTMs.

DGR: Why is revenue attribution the key to understanding marketing analytics?

Furseth: Revenue attribution is the process of determining which marketing programs drive revenue. If we want to know what marketing programs are working and which are not – then we need revenue attribution. This is table stakes in marketing measurement today.

DGR: What role does forecasting play in marketing?

Furseth: In the world of sales and marketing (revenue) operations, we often think forecasting is only related to sales pipeline. While ORM generates accurate sales pipeline forecasts for our customers, we also build marketing funnel forecasts. These forecasts analyze who we are marketing to and the marketing tactics we are using to predict how many MQLs and opportunities we should expect this quarter. This is particularly important at the beginning of the quarter so we can have confidence that we can meet our commitment to sales.

DGR: What are some quick tips that will help marketers understand and utilize their data better?

Furseth: Measure your data through time. Metrics are interesting, but they only represent one point in time. To really understand the story our data is telling us, we need to track those metrics through time. Also, simplifying your life by cleaning up dirty data is essential. There are plenty of simple things we can all do to make our lives a lot easier. Examples include merging duplicate leads and accounts, normalizing data fields and removing unused campaigns or inactive leads.



REVAMPING ABM METRICS WITH THE 3 RS

When it comes to measuring data, start with what business and sales leaders care about the most: **Reputation, relationships and revenue**. Choosing the right account-based marketing metrics is a huge challenge for B2B marketers, but the three R's help them consider:

- Are we strengthening the right **reputation** with the right accounts?
- Are we building stronger **relationships** with the right decision-makers?
- Are we contributing to the right **revenue** that is strategic to the business?

"It's important to look at what the reputation you have in the market is and what reputation you want," said Leavitt. "How are you making progress? Relationships are also so critical to the business, especially as companies move to more of an account-based approach. It's important to understand the relationships that really matter from the accounts that really matter and measure that. Are we engaging with the real decision-makers? Do we have good relationships with them? Are they champions? On the revenue side, we're getting somewhat more sophisticated in looking both through the full funnel, as opposed to just the early-stage lead generation and marketing qualified leads, we're moving further down the funnel, which is so important."

According to the "**2022 Marketing Measurement & Attribution Survey**," respondents shared a growing desire to gather deeper marketing performance metrics for revenue purposes. According to the report, "Nearly two-thirds (62%) cited a need to show marketing's impact on pipeline and revenue, while 54% said they are being pushed to prove ROI of all marketing investments. In addition, 31% said they are looking to track specific impact of content marketing spend and 30% said they need to track specific investments by channel."

Even though reputation is not quantifiable, it is just as important to track and will further a company's long-term potential growth. Relationships can also make or break a deal and strong ones can mean the difference between a successful business and one that fails. Lastly, it's essential to practice a more sophisticated approach when measuring the impact on revenue by figuring out which data is going to be profitable.

Case In Point:

Security technology company **Zix** was undergoing a major transformation back in 2016. Marketing Director Olivia Pramas was suddenly facing a host of new challenges. Like most marketers, Pramas needed a clear view of which marketing programs were impacting revenue so she could maximize her leads to sales but the team's manual processes for attribution and reporting were holding them back — they were time-consuming and unreliable. Pramas **partnered with ORM Technologies** to analyze her existing marketing and sales data across systems, predict her best opportunities and optimize her future plans. She put ORM's machine learning platform to use to design a robust ABM program with three goals: Acquire new customers, grow and cross-sell existing customers and retain existing customers.

Pramas can now report to her board with confidence. The accounts that ORM identifies as potential customers convert to opportunities 5.6X more frequently than any other accounts. Once they become opportunities, those accounts have a win rate 2X higher than any others.

“It's important to understand the relationships that really matter from the accounts that really matter and measure that.”

ROB LEAVITT, MOMENTUM



CONNECTED TV OPENS UP A NEW FULLY MEASURABLE SCREEN FOR B2B BUSINESSES

By Hooman Javidan-Nejad, MNTN

An ad campaign without measurement is like a boat without a rudder. Sure, you can float along, but it's going to be hard to get exactly where you want to go. Measurement unlocks key feedback for any advertising campaign, especially for B2B businesses that have clear performance goals. This lack of transparency from linear TV had all but ruled out that screen for B2B advertisers. With the rise of Connected TV, a high-impact TV solution with digital roots, advertisers can finally take advantage of this key ad channel.

Linear TV lacks the features to deliver a successful B2B campaign. First, the targeting is broad and imprecise, often relegating only the largest of B2B brands to buying inventory on Sunday afternoon golf in place of true audience targeting. But perhaps the biggest obstacle was the lack of transparent reporting, with results given (at best) monthly or more commonly at the end of the campaign, making optimization impossible. Connected TV has changed these tides (I promise, this is the last of the boat analogy). Not only does it offer accurate third-party targeting as granular as industry or job title, but advertisers have access to real-time reporting.

This up-to-date data allows B2B advertisers to set up and optimize toward their goals. Beyond just impressions delivered, CTV advertising platforms that are optimized for performance outcomes can report on:

- Return on ad spend (ROAS);
- Site and page visits;
- Cost per visit;
- Performance by creative; and
- Network-level performance.

This advanced level of insight allows B2B companies to make the most of their ad budget and reach those who are truly interested in their product or services. Plus, they can run A/B testing strategies, similar to other channels such as Google Ads or LinkedIn, to ensure that there is continual learning about performance.

B2B Companies Are Standing Out On CTV

Connected TV is an effective way for B2B companies to stand out from the crowd. Most B2B companies are using the same tactics and competing for the same self-identifying audiences. CTV is a new space for B2B companies to capture the attention of those who would benefit from their offering.



National Business Furniture (NBF) has taken advantage of the benefits of CTV for its B2B company. While their display retargeting tactics were garnering a notable return on ad spend, the company was looking to drive more performance and to specifically reach business-decision makers. NBF added CTV to its campaign strategy, reaching its key audience on the TV screen and retargeting them on a secondary device with display units only after being served the TV ad. The advancement of measurement meant that NBF had access to deduplicated data showing the lift of its CTV campaign. Those results spoke for themselves, driving 400% higher ROAS when compared to NBF's display-only efforts.

"We're at the point now where CTV is right up there with our affiliate program, our organic search and direct traffic. All while outperforming social and email marketing," said **Brian Boduch**, Performance Marketer at NBF.

NBF wasn't the only B2B to see results with CTV. We at MNTN, a B2B company, use our own platform to target marketing professionals. We employ many of the other channels that our B2B counterparts do, but the numbers from the campaign spoke for themselves. Connected TV outpaced Google Ads in generating monthly leads. It worked to generate new demand, reaching those who have a use for our software but may not have been actively searching for it. The Google campaigns then captured that demand. The advanced measurement capabilities of CTV made it possible to track these results and impacted future campaign planning.

Connected TV Is An Important Addition To An Ad Mix

Measurement allows B2B brands to add Connected TV to their ad mix and get a true picture of the impact of the channel. As we mentioned in our own case study, we saw the impact of adding CTV to an already strong performing ad mix. CTV offers a halo effect for other ad channels, generating demand for those other channels to capture and measurement allows brands to see what the deduplicated impact of CTV is to ensure it's performing for them.

One thing to note: An individual's choice of platform can affect the level of insights they have. Case in point: Our CTV solution Performance TV goes a step further when it comes to measurement, allowing brands to analyze their data in Google Analytics so they can have parity in reporting across their preferred channels. Results from all performance channels can live in one place for easy tracking and optimization.

Connected TV has made the TV world into one that's measurable and therefore actionable. B2B companies can see their names on the largest screen in the house and then log in to their measurement dashboard to see the true impact of those impressions.





ALIGNING SALES & MARKETING INTO ONE FUNNEL

It's safe to say that companies who are not aligning sales and marketing are at a complete disadvantage. Research shows **56% of aligned companies** meet their revenue goals and an additional 19% manage to beat their targets. Businesses with aligned sales and marketing teams experience a 36% higher customer retention.

"The single biggest trend is unifying sales and marketing measurement in one funnel," added **Jon Russo**, CMO & Founder of **B2B Fusion**. "This eliminates multiple funnels of the truth, so there's no marketing funnel and sales funnel and the CFO has to reconcile between the two. It creates one view of the funnel, which should talk to what the critical KPIs are of an organization, including the velocity and the sourcing. There could be a lot of different KPIs, but the top trend is having one unit of measurement at day's end and being able to figure out which channels are performing the best."

The desire to better align marketing and sales teams was one of the top motivators for improving marketing measurement and attribution processes noted by **41%** of respondents from the "**2022 Marketing Measurement & Attribution Survey**." This proves that marketing and sales alignment should no longer be ignored.

"Every company should be tracking which opportunities marketing influenced and which ones they have not," said Furseth. "This creates two populations of opportunities that the marketing and sales team can compare in terms of average deal size, win rate and time to win."

VIDEO DRIVES 50% OF NEW ABM OPPORTUNITIES FOR THIS ALWAYS-ON DESIGN COMPANY

Coming out of startup mode, **Superside** has formed a clear understanding of its ideal customer, its target personas and where it wins. This always-on design company is now translating that knowledge into an **ABM strategy** where personalized video is a key component of success. In just a few short months, Superside's focus on ABM and its use of video has spiked demand for the company's services and helped it build momentum within its existing enterprise accounts.

Filling The Sales Funnel With Ideal Clients

Miles DePaul runs demand generation and ABM at Superside. He explained, "Our success up until last year was very much based on inbound marketing and the notion of casting a wide net. We relied on advertising, content, webinars, E-books – the classic marketing playbook. We also found that by using inbound tactics, we were attracting smaller companies who would partner with us for six months and then run out of projects.

As we began to grow and mature as a company, our ideal customer profile (ICP) came sharply into focus. We recognized that our larger enterprise accounts such as Autodesk, Salesforce and Shopify have the desire and volume of work to build long-term relationships. We built a picture of the type of industries, the size of the company and the buying personas we engage with inside those companies and we saw that they responded well to more personalized marketing. To win more of those enterprise accounts, we needed to move to ABM."

Making Video The Star Of A Successful ABM Strategy

About six months ago, Superside decided to kick off ABM in earnest. It hired an outbound sales team to target and engage new enterprise accounts and **build an opportunity pipeline**. The outbound sales team reports to a dedicated **ABM marketing team** that provides them with ideal accounts to go after that align with the company's ICP. The ABM team then runs dedicated and targeted campaigns to the same accounts, supporting the outbound sales effort with content, messaging, assets and events, including tailored advertising and small, intimate VIP-style round table events, where prospects can network and share knowledge. "This aligned relationship is super important for keeping everyone focused," added DePaul.



The teams leverage a marketing and sales tech stack that includes [Salesloft](#), [Salesforce](#), [LinkedIn Sales Navigator](#), [HubSpot](#) and [6Sense](#). It was a no-brainer decision to [incorporate Vidyard into this tech stack](#) and use [personalized video](#) as part of this ABM strategy. Miles had long been aware of Vidyard and had used both free and paid platform versions in previous roles.

"All these tools help us identify and research our target accounts and ideal personas," said DePaul. "Vidyard, alongside Salesloft, is our first touchpoint. [Vidyard integrates into Salesloft](#), making it easy to send video messages from within the platform to a prospect's email or LinkedIn. As we began to ramp up our ABM strategy, we knew we wanted to incorporate that initial personalized touch into our sales outreach. This was not about following up with someone who had downloaded an E-book. This was about building a relationship with that account from day one. And that naturally pointed to video as an important tool for building a personalized connection."

Personalizing Video Drives 8x Improvement In Click-Through Rates, 4x More Replies

Over the last three months, 50% of opportunities generated by Superside's ABM team began with [a video message](#). Miles has also observed that the team's use of Salesloft makes it easy for reps to send video messages right from the platform. Analysis showed that [outreach emails that incorporated video](#) had open, click-through and reply rates that far outperformed classic text-based emails. Personalized video integrated into Superside's ABM outreach emails drove an 8X improvement in click-through rates (CTR). While emails without video only achieved a 2.5% CTR, emails incorporating video jumped to a 17% CTR.

Video also improved prospecting email reply rates. While emails without video achieved a 1.5% reply rate, emails with video jumped to 6%, showing a 4X improvement in the reply rate. The ABM team is now expanding its use of personalized video into other areas of marketing. For instance, contacts targeted for the company's VIP round tables receive personalized video invitations. The results contrast with Superside's past (more traditional) [webinar](#) efforts, which yielded minimal engagement and 1% click-through rates.

"People get invitations to webinars every day and those messages are mostly ignored," observed Miles. "But a personalized invitation is so much more powerful. 80% of the people who received our personalized video invite wanted to attend the event. We are at a point now where we have far more demand for these VIP events than we can serve."





CONCLUSION

Companies that strive to prove their organizational value whilst increasing revenue need to re-evaluate their marketing measurement strategies. The unfortunate reality is that most marketers' current measurement practices are messy and outdated.

Adopting these new measurement strategies will change the desire to be successful into an actuality by:

- Learning how to process this infinite amount of data through predictive and prescriptive practices;
- Focusing on reputation, relationships and revenue when it comes to measuring ABM; and
- Making marketing and sales alignment a priority.

"The No. 1 issue that marketers face is doing their measurement in a silo without thinking through the implications of the BDR as well as sales function," said Russo. "Typically, marketers think only about what they're sourcing in terms of the top of the funnel and they're not thinking through the impact on the pipeline and the true revenue all the way through from end to end."

Marketers need to focus on the big picture, which will improve their endgame. It's not enough anymore to provide a bunch of numbers and hope for the best. Measurement must be sifted through entirely to provide the best results and ultimately increase revenue.



ORM Technologies makes sales and marketing decisions easier by cutting through the chaos of data. ORM is a Sales and Marketing Performance Analytics platform that enables B2B technology companies to hit revenue goals more reliably. ORM connects data from multiple sources to analyze performance with robust reporting, predict future pipeline and revenue with machine learning, and optimize the next best action so revenue leaders know where to invest their next dollar. Drive decisions with data insights from ORM!

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MNTN builds advertising software for brands to drive measurable conversions, revenue, site visits and more through the power of television. MNTN Performance TV is the world's first and only Connected TV advertising platform optimized for direct-response marketing goals. It redefines what advertisers can do with television, giving them the power to tie performance directly to their TV campaigns.

We believe television belongs right alongside paid search and social in advertisers' direct-response marketing strategies. That's why we applied our experience in building performance marketing software to create an ad platform that combines the precision of digital with the impact of television.

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Vidyard is the video platform that helps businesses drive revenue through the strategic use of online video. Going beyond video hosting and management, we help businesses connect with more viewers through interactive and personalized video experiences, learn powerful insights on their viewing audience, turn insights into action with enterprise integrations, and prove the impact of their video programs.

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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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