



EBOOK

# The essential five.

Top reports that every consumer marketer needs.



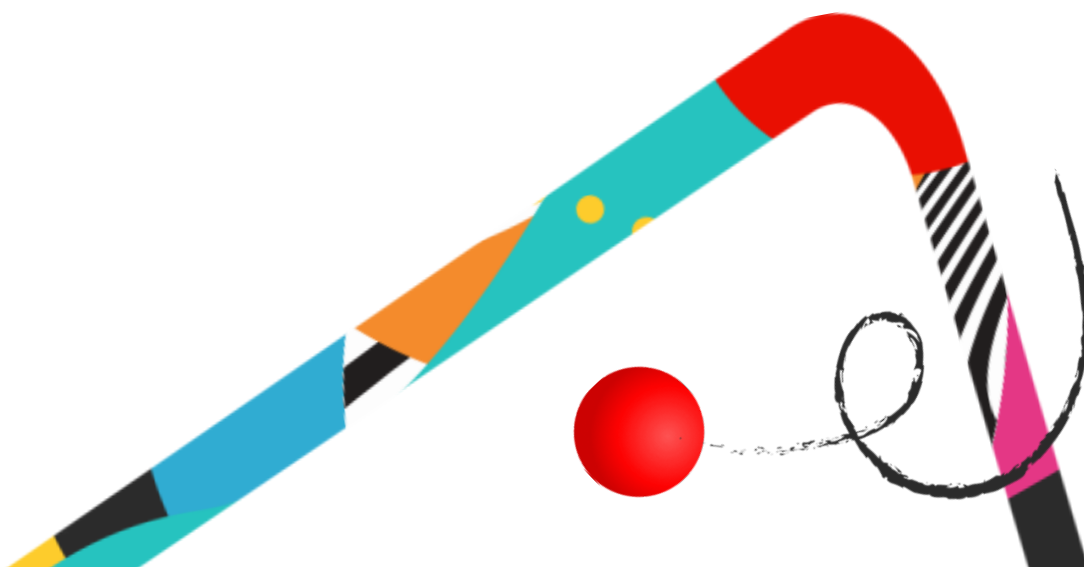


Traditionally, marketing hasn't been known for its credibility. Executives outside of marketing often perceive it as out of touch with the increasingly connected world. Or that it's an "arts and crafts" function dedicated solely to churning out brightly colored brochures and creating fun discounts. But that perception is no longer valid as marketing's role is shifting.

With technological advances, marketers can fully blend the art and science of marketing and truly become consumer-centric — communicating with consumers in an intentional way, consistently across multiple connected devices. But that's not enough.

More and more, consumers do research, form opinions, and draw conclusions well before they choose to interact with your brand. This change has sparked a shift in the marketer's focus from being primarily focused on acquisition toward building relationships with consumers wherever they may be in their unique customer journey. But this shift takes time and resources, and the perception of marketing as a "cost center" persists. How can marketers position themselves as drivers of revenue?

Soft metrics (also known as "vanity metrics") like brand awareness, impressions, clicks, organic search rankings, and reach are certainly important, but only to the extent that they quantifiably connect to hard metrics like conversions, revenue, and ROI. And it's no secret that CEOs and boards don't care much about vanity metrics.



So what do they care about? In today's economy, CEOs and CFOs want to hear about growing revenue and profits.

## They're asking questions like:

- How is our customer base growing this quarter versus last quarter? What about this year versus last year?
- How much profit did we make year over year? And how much of it is contributed by marketing?
- How much revenue and profit do we forecast for the next quarter? And what resources do we need to accomplish our goals?

## To answer these questions with authority, marketers need to:

- Know the revenue of each marketing program investment across channels.
- Understand how quickly customers are moving through the consumer lifecycle.
- Measure and forecast results.
- Make a strong business case for marketing investments.

In short, reports and metrics are the marketer's new best friends. This is where marketing automation tools like Adobe Marketo Engage—one with robust reporting capabilities—come in. Once you're reporting and tracking your program performance, you can confidently answer these questions from the C-suite.

**Read on to learn about five essential reports that will take your metrics and credibility to the next level.**



# The consumer lifecycle.

The consumer lifecycle is the journey that your buyers take from awareness of your brand all the way to loyalty. Each customer experiences numerous touchpoints with your company, so marketers need to engage them on a regular basis, preemptively offering value before they even ask for it. Companies need to be one step ahead of their customers.

Cultivating relationships with your customers throughout this lifecycle is the key to extracting maximum value from them. And it's the job of marketing to recognize each customer's unique journey, or—said differently—what stage in the lifecycle each individual customer is in.

## Understanding and mapping the consumer lifecycle.

To increase conversions, marketers need to ensure that every interaction is personalized for each customer's journey, has a positive impact, and helps move each customer to the next stage. Your customers' lifecycle stages should reflect the actual paths they take as they engage with your brand, as well as the ideal paths you want them to take.



Adobe Marketo Engage breaks down the consumer lifecycle into four main stages: awareness, engagement, conversion, and loyalty.

## Awareness

Consumers in this phase are at the beginning of the consumer lifecycle. This is where good branding and a high ranking on search engines are useful. Your goal in this phase is to drive brand awareness and grab their interest, reaching them on the right channels with relevant, personalized messages.

## Engagement

Consumers in this phase have displayed interest in your company and are a potential customer. Listen to their behaviors and then engage them with targeted messages to nudge them closer and closer to conversion. This includes creating specific offers, nurture tracks, and more based off of a customer's preferences and behaviors.

## Conversion

This next stage in the consumer lifecycle is the conversion itself. A conversion can be defined as an online purchase, a new subscription, and so on. In this stage, you are monitoring product reviews, social presence, and purchase process to ensure an easy conversion for your customers.

## Loyalty

Marketing doesn't end at the initial sale. Creating trusting relationships with your customers is one of the most effective ways to increase revenue. Additionally, turning your loyal customers into advocates can expand your reach by accessing their networks to promote your brand.

**“ The probability of selling to a new prospective customer is less than 20%, while the probability of selling to an existing customer is greater than 60%.**

*—Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*



# Use reports to track progression through the consumer lifecycle.

To measure how well you are moving customers through each lifecycle stage within their unique journey, you need to define clear entry and exit criteria for each stage and track the right metrics throughout each stage to evaluate your programs.

Marketing automation software has the ability not only to track and reach consumers at each point in their journey, but also to equip marketers with quick and easy reports to measure their programs. Some systems even let you create report subscriptions and dashboards that automatically send updates to your team and executives, thus making the entire reporting experience as seamless as possible. For busy marketers, you can't ask for anything better.

Overall, tracking data and analyzing specific reports helps marketers from small businesses to large enterprises improve their marketing strategies and boost their overall return on marketing investment (ROMI).

Actionable reports present marketers with data in an organized and meaningful fashion. Reports can help you draw conclusions about the effectiveness of your programs and campaigns. You can then use these conclusions to make any necessary adjustments to your programs and campaigns, transforming them into useful tools for acquiring and engaging customers.

In this eBook, you will learn all about five essential consumer marketing reports, which include:

- Web page activity analysis
- New customer analysis
- Customer acquisition cost analysis
- Program channel performance analysis
- Engagement analysis





# Marketing program metrics: The key to effective reporting.

Now that you have a good sense of how the consumer lifecycle works, you'll want to create a way to report on each stage.

## Evaluating programs.

After you run your programs, whether it is sending an email to your database or launching a new product, you need to evaluate success. Understanding the performance of your program helps you report to your C-suite and decide whether or not you will continue to invest in the same activities.

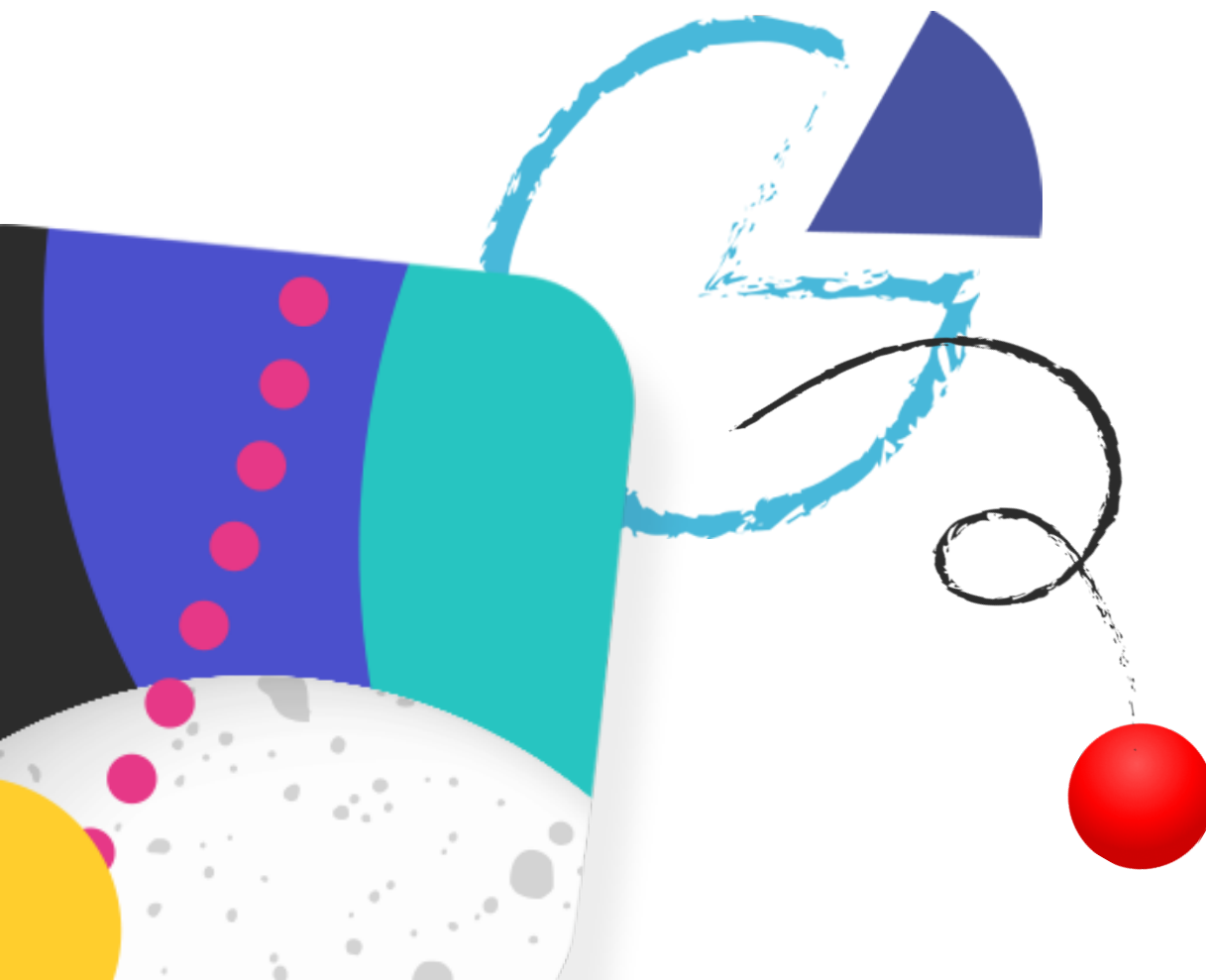
**There are three main things to keep in mind when evaluating your programs:**

1. **Metrics that matter:** This means you should be measuring beyond vanity metrics that only answer the question of "How many?" Instead, you should be looking at the conversions generated compared to a program spend and the program's investment per new customer.
2. **Metrics that go beyond the first touch:** Consumer marketers have traditionally only measured first-touch acquisition attribution for their programs, meaning the credit for the conversion is given to the program that brings in a customer's first purchase.

Today, marketers should consider tracking multitouch attribution—which examines the value of every marketing interaction with consumers in terms of driving revenue—in addition to first-touch attribution. With a longer sales cycle for considered purchase products, such as a luxury good or education, tracking multitouch attribution is more important than ever. Multitouch attribution shows you how all of your programs work together throughout each stage of the customer's journey. For example, some programs may excel at building brand awareness, while others are more effective at converting customers.

**3. Timeframes:** Some marketers only measure their programs immediately after deployment. In doing so, they miss out on some critical metrics. We suggest looking at metrics in the following timeframes:

- **Immediately:** Did you get the responses you expected? Look at conversions (coupon redemptions, purchases, subscriptions, and so on), average customer spend, demographics of your new customers, and so on. And if you didn't get what you expected, it's time to adjust.
- **2–4 months later:** Did your program generate any conversions? It might take 2–4 months (or more) for conversions from your program to begin popping up. Look at your company's historical data to get a sense for when you can expect to see conversions.
- **Periodic reassessment:** You will likely be getting conversions way beyond the initial program deployment, especially if it's a longer tail program (like a big promotion). Make sure you are constantly assessing how each program is doing over time, and what types of promotions drive results faster.







# The five essential reports.

Now that you have a good understanding of why you should create reports and the types of metrics you should consider reporting on, it's time to start reporting. While it may be difficult to know where to begin, remember that every organization will have different reporting needs. That said, here are the five reports we consider to be essential:

- Web page activity analysis
- New customer analysis
- Customer acquisition cost analysis
- Program channel performance analysis
- Engagement analysis

## 1. Web page activity analysis

Web page activity reports show the amount of brand awareness and engagement your brand is garnering. In essence, it is a consumer's online body language. It allows marketers to monitor each individual customer's browsing and search activity, revealing where they are in their buying journey and what they are interested in.

You should collect information on:

- Every web page visited and every link clicked
- Inferred data such as country, zip code, and city
- Referrer data, including keyword, when provided
- Anonymous web activity

Let's take a look at a web page activity report in an example of a bank's website data:

Web Page Activity (Sample Company)

Report


Smart List

Setup

Subscriptions

New ▼

Report Actions ▼

 **Date of Activity:** All Time

Customer	First Visit (PST)	Number of Page Views	Referrer	Entry Page
John Thompson 1000 1234567890	Sept 26, 2015 10:0...	138	Google - retirement fund banking	/products
Michael Davis 1000 1234567890	April 9, 2015 10:58 ...	117	Paid Social - local banking services	/products
Patricia White 1000 1234567890	Feb 8, 2015 2:45 ...	21	Direct Mail - discount offer	/resources
Robert Brown 1000 1234567890	April 8, 2015 10:15 ...	1	Website - newsletter sign-up	/
Jane Wilson 1000 1234567890	Jan 10, 2015 3:10 ...	13	PPC - San Diego banks keyword	/home
David Miller 1000 1234567890	Feb 14, 2015 7:01 ...	20	Blog - Top 10 Tips for Reducing Fraud	/blog

Looking at this report, we can see who the website visitors are, when they first visited, where they came from, and what page they came through. Perhaps you didn't realize that your blog drives website activity or that customers use the term "retirement fund banking" to search for your products.

Web page activity is extremely valuable and gives insight into how customers are finding your website and how they engage with it. You can even discover the different routes your website visitors take once they get to your website, for both known and anonymous visitors.

## Track anonymous activity

When anonymous visitors fill out a form or click on a tracked link in a message, they become known visitors. All of their previously anonymous web activity is automatically associated with their known information.



## 2. New customer analysis

Customer reports keep track of consumer activities throughout the lifecycle. Through a customer status report, you can understand how many customers are at each stage in the lifecycle. Let's say your report metrics track the awareness, engagement, conversion, and loyalty stages to provide more detailed, behavior-oriented insights. You can track all of these metrics with a marketing automation platform like Adobe Marketo Engage.

By keeping track of these metrics, you'll be able to answer these questions:

1. How many people are in each lifecycle stage today?
2. How many more people do we need to acquire or convert into customers to reach our business goals?

Let's take a look at this data in detail:

Customer Status

Report

Smart List

Setup

 New

 Report Actions

 Customer Created At: 1 month

Lead Status	Number of Customers Created
2015-10	
Anonymous	748,179
Acquired	9,016
Engaged	4,452
Customer	1,073
Loyal Customer	254

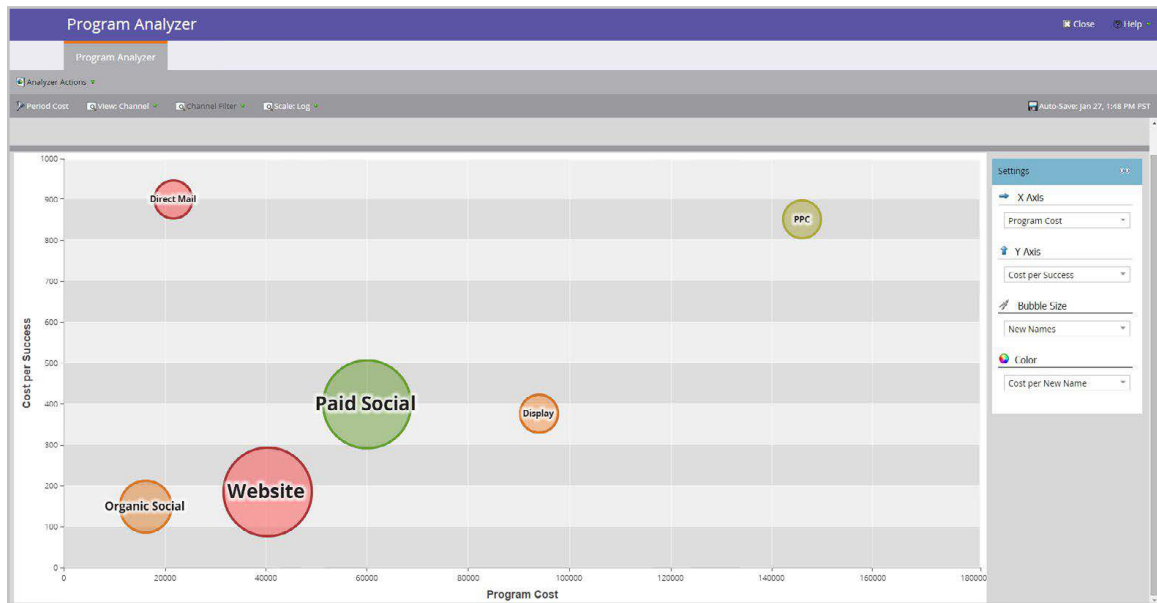
From this report, we can see that the customer statuses we tracked are **anonymous**, **acquired**, **engaged**, **customer**, and **loyal customer**. Because it's so important to continuously engage customers throughout the entire lifecycle, you can understand why these categories are so distinct. An offer targeted for an anonymous visitor might look different than one targeted for a loyal customer.

We can gain a lot of insight from seeing how many customers are in each stage. In this particular report, there is a tremendous number of customers who are anonymous and have not been identified. You might use this information to look into better ways of identifying customers, perhaps by evaluating more offers or discounts that would be appropriate as an incentive to get a visitor to fill out a form. Or maybe digging deeper into the report will reveal demographic information that helps explain why they haven't engaged.

### 3. Customer acquisition cost analysis

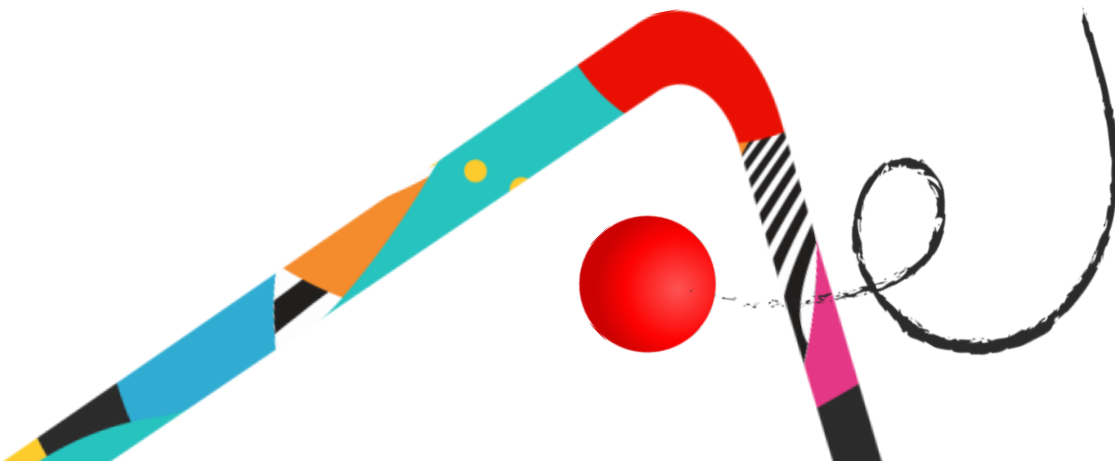
Once you understand how many customers are in each stage of the lifecycle, you can begin determining which programs are worth additional investment. Using the Program Analyzer in Marketo Engage, you can identify the best and worst performing campaigns by comparing the cost per new customer to the cost of the program. These metrics can also reveal which of your channels acquire new customers most effectively to help you allocate budget accordingly and optimize conversions.

Let's take a look at how this is done:



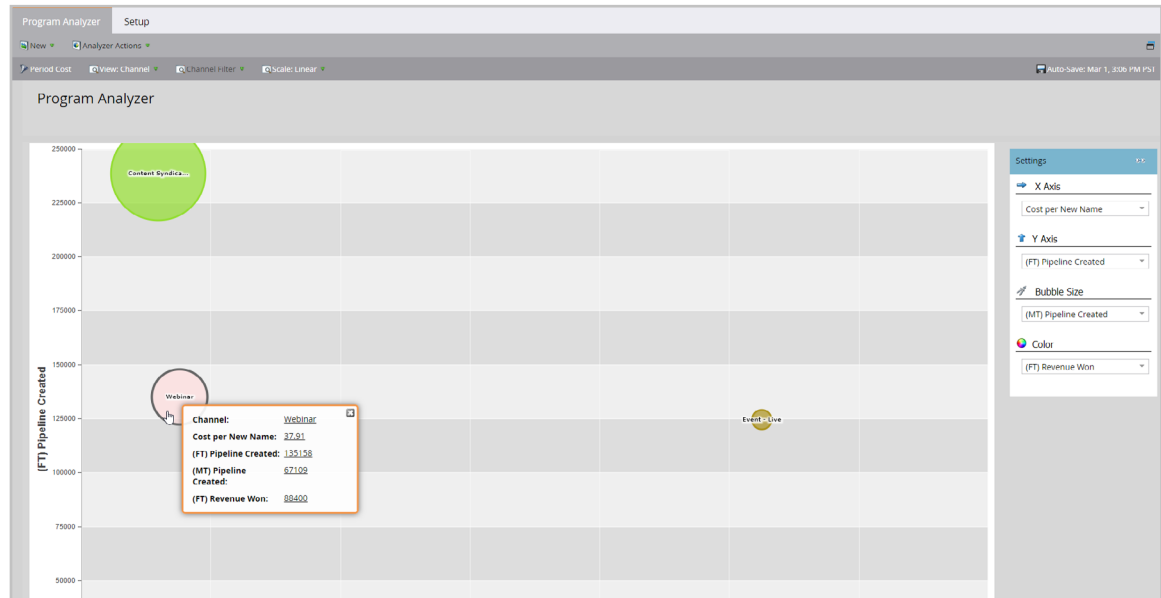
In this example, the Program Analyzer tracks several channels: direct mail, organic social, website, paid social, display, and PPC. Based on the data above, website and paid social have generated the most new names, but organic social has generated the most cost-effective new names.

Keep in mind that channels that aren't performing well don't necessarily mean you need to ditch them. In fact, they might reveal a gap in your marketing and serve as an indicator that there is an underlying issue as to why these channels are not performing well. Perhaps your direct mail is not being sent to the right audience, the call to action isn't clear, or the content may not be compelling enough. Use this data to evaluate each of your channels individually and identify their strengths and weaknesses.



## 4. Program channel performance analysis

Within the Program Analyzer, you can zoom in on channel performance and discover which channels are doing the best in terms of how much revenue you're bringing in. A strong program channel performance report will factor in the number of customers acquired and engaged per channel, the cost per customer, and the cost of the program.



Looking at the report in the preceding image, you can easily see that across all of the different channels running programs, your website SEO efforts are bringing in the most new names for the least amount of money. This is a great cost-to-spend ratio and can help justify the need for SEO optimization efforts.

Program Performance										
Report										
Setup										
All Time, Programs										
Program	Channel	Total M...	New N...	New N...	Success	Succes...	Total Cost...	Cost per Memb...	Cost per New Na...	Cost per Succes...
Content Syndication	Content Syndication	3991	3323	83.26%	3991	100%	43510	10.9	13.09	10.9
Email Sponsored	Email Sponsored	150	150	100%	150	100%	1923	12.82	12.82	12.82
Content Syndication	Content Syndication	6595	5472	82.97%	6595	100%	70000	10.61	12.79	10.61
Content Syndication	Content Syndication	2037	1956	96.02%	2037	100%	25000	12.27	12.78	12.27
Content Syndication	Content Syndication	7035	3924	55.78%	7035	100%	50000	7.11	12.74	7.11
Content Syndication	Content Syndication	8665	7991	92.22%	8665	100%	99989	11.54	12.51	11.54
Webinar	Webinar	43222	404	0.93%	649	1.5%	5000	0.12	12.38	7.7
Content Syndication	Content Syndication	8672	8099	93.39%	8672	100%	100000	11.53	12.35	11.53
Email Sponsored	Email Sponsored	283	251	88.69%	283	100%	3077	10.87	12.26	10.87
Email Sponsored	Email Sponsored	165	164	99.39%	165	100%	1923	11.65	11.73	11.65
Content Syndication	Content Syndication	1801	1718	95.39%	1801	100%	20007	11.11	11.65	11.11
Event - Tradeshow	Event - Tradeshow	276	162	58.7%	276	100%	1875	6.79	11.57	6.79
Email Sponsored	Email Sponsored	169	167	98.82%	169	100%	1923	11.38	11.51	11.38
Content Syndication	Content Syndication	8556	6193	72.38%	8509	99.45%	70000	8.18	11.3	8.23
Email Sponsored	Email Sponsored	173	172	99.42%	173	100%	1923	11.12	11.18	11.12

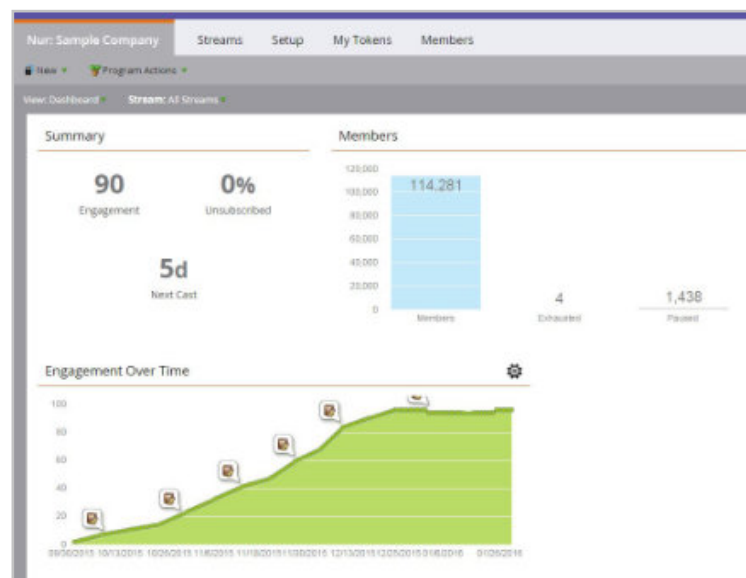
Once you dive further into the report, you can see exactly how much each program costs per existing customer, how much it costs per new customer, and how successful it was at generating revenue. You can even filter by channel to see which program on each channel performs the best. In this example, you can see that website SEO programs bring in the most traffic.

## 5. Engagement analysis

Tracking engagement for every program you are running is important in order to discover how your customers are interacting with your brand. With a tool like the Customer Engagement engine in Marketo Engage, you can track the behaviors of individuals in order to automatically deliver highly relevant conversations, at scale, that build and grow long-term customer relationships.

Within the Customer Engagement engine, engagement reports deliver data on how many customers are clicking on particular advertisements, opening email messages, responding to social media posts, and more. The Customer Engagement engine dashboard reveals which of your content receives the highest engagement, anticipates when your consumer nurture campaigns will be exhausted, and calculates the average engagement score over time.

Let's take a look at an example:



In this report, 90 customers are engaged in the selected program, with an unsubscribe rate of 0%. Compare this data to your target goals. Is the program successful? How does this program compare to the other programs? This information can help you identify which messaging tactics (e.g., text, image, video) worked well and which resulted in more ignored or deleted messages. Use these insights to refine your strategy for further engagement in your next program.

The engagement score is based on a proprietary algorithm which takes into account engaged behavior (opens, clicks, program success) and disengaged behavior (unsubscribes) and allows you to see how effective your program's content is at engaging your customers.

# Take your reporting to the next level.

Now that you've learned more about our essential five reports, we hope you'll be inspired to take your own deep dive into metrics and reports. These reports enable marketers to measure successes, get visibility into challenges, and present findings confidently to the C-suite.

With these essential reports, you'll be poised to demonstrate that marketing isn't a cost center—it's a revenue driver.

**Learn more about how Adobe Marketo Engage can help you prove the value of your marketing.**

[Get details](#)



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