FORRESTER®

The Total Economic Impact™ Of Bizible

Business Benefits And Cost Savings Enabled By Bizible

DECEMBER 2020

Table Of Contents

Consulting Team: Jennifer Adams

Executive Summary

With Bizible, marketers can easily attribute revenue to specific marketing campaigns, channels, and even individual content assets. Bizible helps marketers see what's working best at each stage of the customer journey. With Bizible, marketers can increase MQL volume, improve MQL conversion rates, grow sales pipeline, and clearly demonstrate marketing's contribution to closed won deals and renewals.

Adobe commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Bizible. The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Bizible on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed five customers with experience using Bizible. For the purposes of this study, Forrester aggregated the experiences of the interviewed customers and combined the results into a single composite organization.

Prior to using Bizible, the customers did not have an effective approach to attribute revenue to marketing campaigns or channels. Revenue attribution required significant manual effort. Marketing teams often relied on first- or last-touch attribution, which did not accurately reflect the full customer journey. These marketing teams struggled to demonstrate their impact and contribution to sales pipeline growth and closed won deals.

After the investment in Bizible, organizations achieved the following key results:

- **Grew qualified leads, pipeline, and revenue**. By improving the effectiveness of marketing and sales activities throughout the customer lifecycle, Bizible helped the companies accelerate and efficiently drive leads through the funnel to

KEY STATISTICS

Return on investment (ROI)
298%

Net present value (NPV)
$1.2M

emerge as closed won deals. Improved marketing qualified lead (MQL) growth and quality led to a bigger sales pipeline and revenue growth.

- **Understood customer touchpoints across the customer lifecycle**. With Bizible, companies could track and understand customer engagement and touchpoints across the complete buyer's journey. Bizible gave the marketers more insight into how different content improved conversion at each stage of the customer lifecycle. Teams could easily see how marketing spend moved customers through every stage of the marketing and sales funnel. Bizible gave the marketers more insight into how different content improved conversion at each stage of the customer lifecycle.

- **Understood ROI by marketing campaign, channel, and individual content asset.** With

" Bizible is a tool to understand where to put your marketing dollars. It's a powerful tool. "

— Marketing operations manager, communications

Bizible, the interviewed companies could track ROI by individual marketing campaign, channel, and even individual content asset. Marketing could demonstrate which strategies yielded the highest return and shift focus accordingly.

- **Allocated marketing spend more effectively.** By reallocating marketing spend to the campaigns, channels, and assets with the best performance, the overall ROI of marketing spend improved. The companies could do more and have more impact on sales pipeline with the same marketing budget.

- **Protected marketing budget and proved marketing value.** With Bizible, marketing teams could show how marketing activities contributed to sales pipeline growth, closed won deals, and customer renewals. The Bizible data demonstrated to senior leadership the value of marketing spend and protected marketing budget**.**

- **Shifted marketing team time to higher value-added work.** Marketing teams spent less time on

revenue attribution and attribution reporting and shifted their focus to higher-value tasks that could drive revenue**.**

KEY FINDINGS

Quantified benefits. Risk-adjusted present value (PV) quantified benefits for the composite organization over a three-year analysis include:

MQL growth by Year 3

15%

- **Increase in MQL volume by 15%, yielding 18,000 new MQLs.** With Bizible, the marketing team at the composite organization allocates budget to the highest-performing campaigns and channels. By focusing spending on the best-performing channels and campaigns, the marketing team grows MQL volume by 15% by Year 3, while holding marketing spend and

budget constant. Cost per MQL decreases by 11%; by Year 3, the composite adds 18,000 new MQLs to the funnel.

- **Improvement in MQL to pipeline conversion by 10%, yielding 3,000 new opportunities and 750 closed won deals.** Bizible helps the composite organization better understand which marketing assets and tactics are working at each phase of the customer lifecycle. MQL quality improves, making more MQLs "hand raisers" that have expressed active interest in the product. The MQL-to-SQL conversion rate increases by 10%. By Year 3, the higher conversion results in 3,000 new annual opportunities and an additional 750 closed won deals. With Bizible, the organization grows opportunities and closed won deals by 25%.

New closed won deals

750, 25% growth ↗

- **Sales pipeline growth of $34.5 million per year.** By increasing MQL volume and improving the MQL-to-pipeline conversion rate, sales pipeline grows an incremental $34.5 million by Year 3.

- **Enhanced marketing team productivity, saving 2,680 hours per year.** With Bizible, the marketing team spends less time trying to attribute revenue manually and can focus time on higher-value-added work.

Unquantified benefits. Benefits that the interviewed companies experienced but were not quantified for this study include the ability to:

- **Demonstrate marketing's contribution to closed won deals and renewals.** By attributing

revenue to marketing campaigns and channels, marketing teams can more easily demonstrate how they contribute to sales' success and help win new closed deals.

- **Protect marketing budget.** Bizible data helps the marketing teams defend and protect the marketing budget.

- **Align marketing, sales, and partner engagement.** Companies use Bizible to attribute revenue to sales and business development teams, along with partners. With Bizible, it's easier to see each team's contribution to pipeline and revenue growth

- **Support account-based marketing (ABM).** Bizible offers lead-to-account mapping, predictive account engagement scoring, and ABM dashboards to help marketers track results at target accounts.

↗ Pipeline growth by Year 3

$34.5 million

"*If I'm planning for events, Bizible helps me report on the ROI and influence on bookings and pipeline for a particular event year over year. It makes it easy to decide. I've been looking for this type of tool my entire marketing career.*"

Marketing ROI business analyst, cloud networking

Costs. Risk-adjusted PV costs for the composite organization over a three-year analysis include:

- **Bizible implementation and subscription cost.** The implementation process takes four months. A service partner provides implementation support at a one-time cost of $20,000. The Bizible license cost varies based on data volume and other considerations. This specific set of interviewed customers reported an average cost of $95,000 per year.

- **Internal team to support Bizible.** The composite organization dedicates 2 FTEs to implement and maintain Bizible. Once Bizible is up and running, the support requirement is modest at 1 hour per FTE per week.

The customer interviews and financial analysis found that a composite organization experiences benefits of $1.6M over three years versus costs of $393K, adding up to a net present value (NPV) of $1.2M and an ROI of 298%.

"With Bizible our main focus is turning our MQLs into pipeline. We want to know where is that lead coming from? What channel? What was the catalyst for the pipeline opportunity?"

Marketing operations manager, technology

NEW MQLS
18,000

NEW OPPORTUNITIES
3,000

NEW DEALS
750

NEW PIPELINE
$34.5M

NEW REVENUE
$8.6M

Benefits (Three-Year)

Increased marketing qualified leads	**$896.7K**
Improved MQL conversion to pipeline	**$480.6K**
Enhanced marketing team productivity	**$185.6K**

The increase in marketing qualified leads accounts for 57% of the total benefit. MQLs increases by 15% by Year 3.

ROI
298%

BENEFITS PV
$1.6M

NPV
$1.2M

PAYBACK
11 months
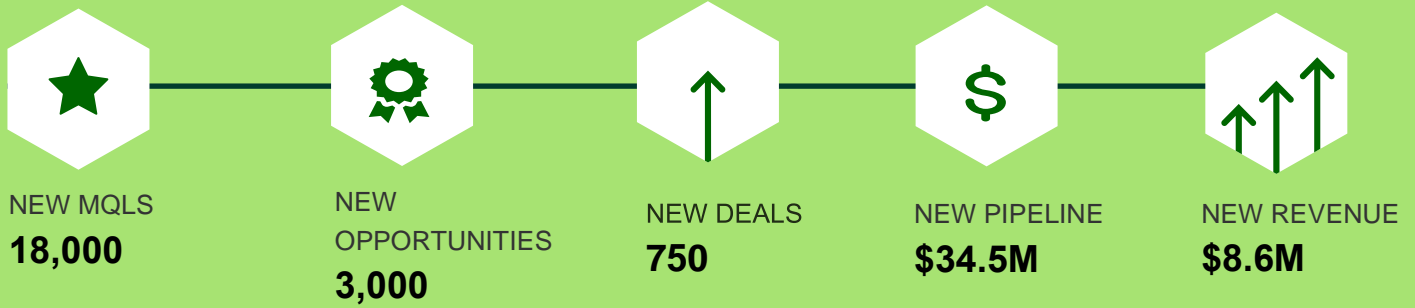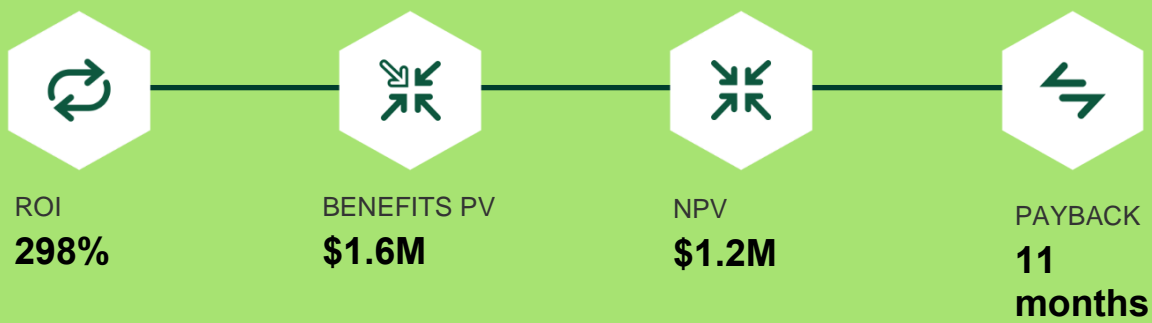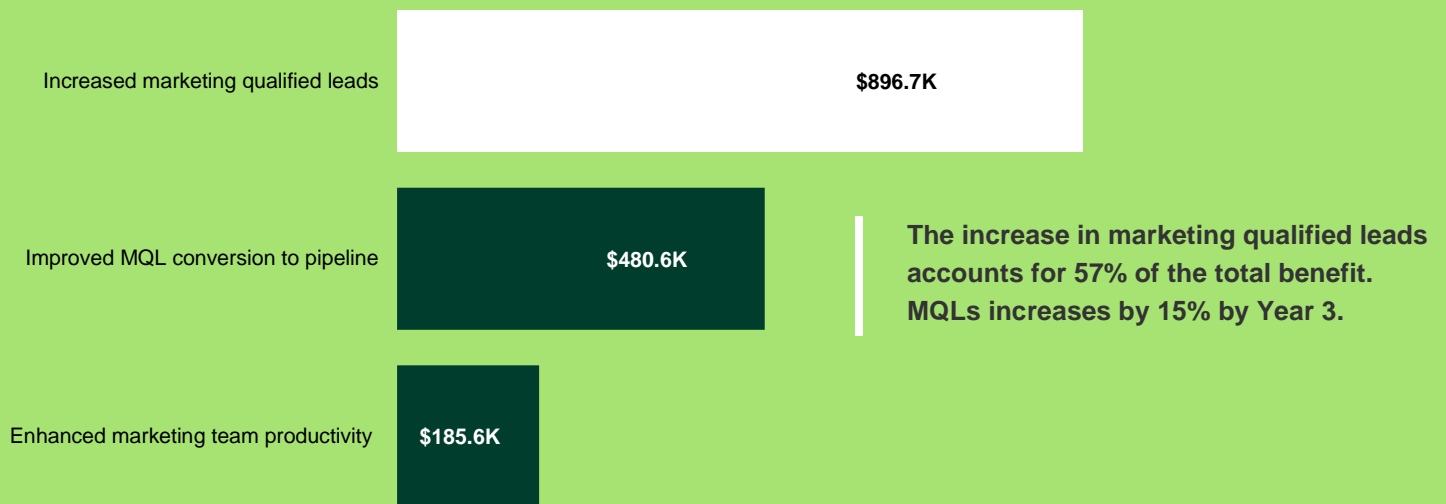
TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in the Bizible.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that the Bizible can have on an organization.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Adobe and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in the Bizible.

Adobe reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Adobe provided the customer names for the interviews but did not participate in the interviews.

DUE DILIGENCE
Interviewed Adobe stakeholders and Forrester analysts to gather data relative to the Bizible.

CUSTOMER INTERVIEWS
Interviewed five decision-makers at organizations using the Bizible to obtain data with respect to costs, benefits, and risks.

COMPOSITE ORGANIZATION
Designed a composite organization based on characteristics of the interviewed organizations.

FINANCIAL MODEL FRAMEWORK
Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewed organizations.

CASE STUDY
Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

The Bizible Customer Journey

Drivers leading to the Bizible investment

Interviewed Organizations

Industry	Region	Interviewee	Annual Revenue (USD)
Software	US	Director of marketing operations	$50 million
Communications	US	Marketing operations manager	$300 million
Software and services	Global	Senior director of global marketing operations	$1 billion
Cloud networking	US	Marketing business analyst	$1.2 billion
Technology	Global	Marketing operations manager	$52 billion

KEY CHALLENGES

Before Bizible, marketing teams couldn't easily attribute revenue to specific marketing campaigns and channels. Revenue attribution required significant manual effort. These marketing teams often relied on first- or last-touch attribution, which did not accurately reflect the full customer journey. Teams struggled to demonstrate their impact and contribution to sales pipeline growth and closed won deals.

The interviewed organizations struggled with common challenges, including:

- **Attributing customer touchpoints and impact on conversion to specific marketing campaigns.** Several of the interviewed companies did not do revenue attribution at all. They were "flying blind" in terms of understanding how marketing campaigns moved leads to closed won deals. Others relied on first- or last-touch attribution, which did not provide an accurate picture of customer touchpoints across the entire customer lifecycle. Some attempted to use their CRM for revenue attribution, which was unwieldly**.**

- **Limited visibility into the effectiveness of individual marketing channels.** Marketing teams found it difficult to see which marketing channels were most effective and generated the best return on marketing spend**.**

> *"Any company with a really long sales cycle struggles to understand what is moving the needle in the funnel. With Bizible, you can see the touchpoints and react to the data. It's helpful because you don't have to wait nine months to make a change."*
>
> *Marketing operations manager, communications*

- **Making marketing spend decisions based on data rather than a gut feeling.** Before Bizible, the interviewed companies often evaluated the success of a marketing campaign or event subjectively. For example, if attendance at a trade show attracted a lot of visitors and net-new leads, it would count as a success even if it did not result in sales or new pipeline creation**.**

- **Demonstrating marketing's contribution to closed won deals.** Without an accurate revenue attribution system, marketing teams couldn't demonstrate how campaigns contributed to sales pipeline growth and closed won deals.

- **Too much time on attribution reporting.** Before Bizible, marketing teams attempted to do revenue attribution manually or with CRM data, which was time-consuming and inefficient and made it difficult to report on the effectiveness of marketing activities.

COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and a ROI analysis that illustrates the areas financially affected. The composite organization is representative of the five companies that Forrester interviewed and is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

Description of composite. A global, billion-dollar B2B organization with a strong brand, roughly 20,000 customers, and a strong online and offline presence. The average order value for its products and services is $50,000.

Deployment characteristics. The organization uses Bizible to attribute revenue to both online and offline marketing channels, including chat, content syndication, direct mail, display advertising, email, events, paid and organic search advertising, paid and organic social advertising, and webinars. The organization integrates Bizible with its CRM, marketing automation platform, ad networks, chat platform, and A/B testing tools. Bizible data is stored in the organization's data warehouse and can be imported into its business intelligence platform for further analysis and reporting.

> *"The old way of doing revenue attribution based on last touch is very narrow in focus."*
>
> Senior director of global marketing operations, software and services

Key assumptions

- **B2B organization**
- **$1 billion in revenue**
- **$50,000 average order value**

Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits

Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Increased marketing qualified leads	$101,250	$360,000	$675,000	$1,136,250	$896,704
Btr	Improved MQL conversion to pipeline	$67,500	$180,000	$360,000	$607,500	$480,597
Ctr	Enhanced marketing team productivity	$74,646	$74,646	$74,646	$223,938	$185,634
	Total benefits (risk-adjusted)	$243,396	$614,646	$1,109,646	$1,967,688	$1,562,935

INCREASED MARKETING QUALIFIED LEADS

Evidence and data. The interviewed customers reported that Bizible gave them visibility into which marketing campaigns and channels were performing most successfully.

- The marketing teams used Bizible to attribute revenue to both on- and offline marketing channels including chat, content syndication, direct mail, display advertising, email, events, paid and organic search advertising, paid and organic social advertising, and webinars.

- Bizible allowed marketing teams to compare the performance of online and offline channels on an apples-to-apples basis. Before Bizible, first- or last-touch attribution could be skewed toward particular channels.

- Bizible provided prelead visibility, which helped the marketers understand how to drive lead growth. The marketing operations manager at a technology firm explained: "We see what people have done before they became a lead. That gives us a lot of insights — to the digital marketing team in particular."

- The marketing teams were able to allocate marketing budget to the highest-performing campaigns and channels.

- By focusing spending on the best-performing channels and campaigns, the marketing teams grew MQL volume while holding marketing spend and budget constant.

> *"With Bizible, we can see what the top-performing marketing channels are. It helps us to understand which tactics are driving the most value."*
>
> *Senior director of global marketing operations, software and services*

Modeling and assumptions. For the composite analysis, Forrester assumes:

- Before Bizible, the composite organization's marketing efforts yielded 150,000 MQLs annually.

- The organization implements Bizible to track both on- and offline marketing activities. In Year 1, Bizible tracks 60% of marketing activities and channels; by Year 2, it grows to 80%.

"**Bizible shows what tools and channels we should be using. It's worth its weight in gold.**

Marketing operations manager, communications

- The composite organization uses the Bizible data to reallocate marketing spending to the most effective campaigns and channels, generating more MQLs per dollar of marketing spend. By Year 3, MQL volume increases by 18,000 MQLs or 15%. Cost per MQL decreases by 11%, from $233 to $208.

- The composite organization converts 10% of MQLs to sales qualified leads (SQLs).

- Multiple factors drive MQL growth, including compelling content and successful campaign execution. The composite organization attributes 25% of MQL growth to Bizible.

- The average order value is $50,000.

- By Year 3, the composite organization adds an incremental $18 million to its sales pipeline due to the increase in MQLs.

- The composite organization converts 25% of SQLs (pipeline) to closed won deals and revenue.

- Increased cost of goods sold and overhead expenses offset the increase in sales. Forrester applies a 15% operating margin in line with the historical operating margins of the interviewed companies to calculate the net benefit of the incremental sales.

> *"We trained each marketing channel manager on the Bizible tools, so they were able to allocate their budget and understand how much ROI each of their channels were producing."*
>
> *Marketing operations manager, communications*

Risks. The benefit of an increase in MQL volume will vary by:

- Organization size and average order value.

- MQL-to-SQL conversion rate.

- SQL-to-closed-won-deal success rate.

To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $896,704.

Ref.	Metric	Calculation	Year 1	Year 2	Year 3
Increased Marketing Qualified Leads					
A1	MQLs before Bizible		150,000	150,000	150,000
A2	Percent of marketing channels and MQL data ingested by Bizible		60%	80%	80%
A3	MQLs from channels tracked by Bizible	A1*A2	90,000	120,000	120,000
A4	MQLs after implementing Bizible		92,700	129,600	138,000
A5	Incremental MQLs	A4-A3	2,700	9,600	18,000
A6	Cost per MQL before Bizible		$233	$233	$233
A7	Cost per MQL after implementing Bizible		$229	$219	$208
A8	Conversion of MQLs to SQLs		10%	10%	10%
A9	Incremental SQLs	A5*A8	270	960	1,800
A10	Impact attributed to Bizible		25%	25%	25%
A11	Average order value		$50,000	$50,000	$50,000
A12	Incremental pipeline attributed to Bizible	A9*A10*A11	$3,375,000	$12,000,000	$22,500,000
A13	Conversion of pipeline to revenue		25%	25%	25%
A14	Incremental revenue attributed to Bizible	A12*A13	$843,750	$3,000,000	$5,625,000
A15	Operating margin		15%	15%	15%
At	Increased marketing qualified leads	A14*A15	$126,563	$450,000	$843,750
	Risk adjustment	↓20%			
Atr	Increased marketing qualified leads (risk-adjusted)		$101,250	$360,000	$675,000
	Three-year total: $1,136,250		**Three-year present value: $896,704**		

IMPROVED MQL CONVERSION TO PIPELINE

Evidence and data. The interviewed customers reported that Bizible helped them improve the quality of their MQLs, which resulted in a higher conversion rate of MQLs-to-sales pipeline.

- Bizible helped the interviewed companies better understand what was working at each phase of the customer lifecycle. The marketing operations manager at a technology firm stated: "We brought Bizible on to see which activities work best at a certain part of the sales cycle. We can break it down into the types of channels or the types of marketing campaigns that are proving a better velocity or better conversion rate."

> *"Certain marketing activities were much better early in the cycle for creating leads and had a much higher quality and conversion rates. So, we put more money into certain activities, like content syndication and webinars, because those were a much better ROI."*
>
> *Marketing operations manager, technology*

- The marketing teams used the Bizible data to reallocate marketing spending to the most effective marketing campaigns and channels, increasing MQL quality. Now more MQLs are "hand raisers" that have expressed active interest in the product.

- By improving the MQL conversion rate, the marketing teams grew pipeline while holding marketing spend and budget constant.

Modeling and assumptions. For the composite analysis, Forrester assumes:

- Before Bizible, the composite organization converted 10% of MQLs to SQLs.

- With Bizible, the MQL conversion rate increases to 11% by Year 3. The higher conversion rate yields an incremental 1,200 SQLs by Year 3.

> *"With Bizible, we saw that content syndication was the second-highest revenue and pipeline driver after events. We would have had no idea until we implemented Bizible."*
>
> *Senior director of global marketing operations, software and services*

- Multiple factors drive the MQL conversion improvement, including compelling content and successful campaign execution. The composite organization attributes 20% of the increase in the MQL-to-pipeline conversion rate to Bizible.

- The average order value is $50,000.

- By Year 3, the composite organization adds an incremental $12 million to its sales pipeline due to the higher conversion of MQLs to pipeline.

- The composite organization converts 25% of pipeline to closed won deals.

- Increased cost of goods sold and overhead expenses offset the increase in sales. Forrester applies a 15% operating margin in line with the historical operating margins of the interviewed companies to calculate the net benefit of the incremental sales.

Risks. The benefit of an increased MQL conversion rate will vary based on:

- Organization size and average deal size.

- MQL-to-closed-won-deal conversion rate.

To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV of $480,597.

Improved MQL Conversion To Pipeline

Ref.	Metric	Calculation	Year 1	Year 2	Year 3
B1	MQLs before Bizible	A3	90,000	120,000	120,000
B2	Conversion of MQLs to sales qualified leads before Bizible		10%	10%	10%
B3	Increase MQL conversion with Bizible		10.25%	10.50%	11.00%
B4	Incremental SQLs	B1*(B3-B2)	225	600	1,200
B5	Impact attributed to Bizible		20%	20%	20%
B6	Average order value		$50,000	$50,000	$50,000
B7	Incremental pipeline attributed to Bizible	B4*B5*B6	$2,250,000	$6,000,000	$12,000,000
B8	Conversion of pipeline to revenue		25%	25%	25%
B9	Incremental revenue attributed to Bizible	B7*B8	$562,500	$1,500,000	$3,000,000
B10	Operating margin		15%	15%	15%
Bt	Improved MQL conversion to pipeline	B9*B10	$84,375	$225,000	$450,000
	Risk adjustment	↓20%			
Btr	Improved MQL conversion to pipeline (risk-adjusted)		$67,500	$180,000	$360,000
	Three-year total: $607,500		**Three-year present value: $480,597**		

ENHANCED MARKETING TEAM PRODUCTIVITY

Evidence and data. With Bizible, marketing teams could easily attribute revenue to marketing campaigns and channels.

- Before Bizible, the interviewed companies could not accurately do revenue attribution.

- Manual efforts to calculate ROI for a marketing campaign often took days of effort.

- The marketing operations manager at a communications company explained, "It would take a lot of people and time to reconstruct the data set if we didn't have Bizible."

- With Bizible, marketing teams can easily report the ROI for specific marketing campaigns and channels.

> *"Bizible is a big time-saver with reporting, especially when you want to get granular with ROI of a specific campaign."*
>
> *Marketing operation manager, technology*

- Teams can also shift focus from growing leads to growing pipeline and closed won deals. The director of marketing operations at a software firm noted: "I don't focus on cost per lead. I focus on cost per opportunity or the ratio of pipeline to marketing spend."

Modeling and assumptions. For the composite analysis, Forrester assumes:

- The composite organization has 35 Bizible users.

- A core group of 10 users relies on Bizible to attribute revenue to marketing channels and marketing campaigns.

- The core users save 3 hours per month with Bizible.

- Another 25 employees use Bizible on an ad hoc basis for reporting and analysis.

- The general users save 1 hour per month with Bizible.

- The average fully loaded annual salary for a marketing team employee is $120,000, or $58 per hour.

- The marketing team converts 50% of hours saved into productive time.

Time savings per year
─────
2,680 hours

Risks. The benefit of improved marketing team productivity will vary based on:

- Number of Bizible users.

- Average fully loaded salary.

To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV of $185,634.

Enhanced Marketing Team Productivity					
Ref.	Metric	Calculation	Year 1	Year 2	Year 3
C1	Bizible core users (FTEs)		10	10	10
C2	Core user hours saved per week with Bizible		3	3	3
C3	Bizible general users (FTEs)		25	25	25
C4	General user hours saved per week with Bizible		1	1	1
C5	Annual hours saved with Bizible	[(C1*C2)+(C3*C4)]*52 weeks	2,860	2,860	2,860
C6	Fully loaded annual salary per FTE		$120,000	$120,000	$120,000
C7	Fully loaded annual salary per hour (rounded)	C6/2,080 hours per year	$58	$58	$58
C8	Productivity recapture		50%	50%	50%
Ct	Enhanced marketing team productivity	C5*C7*C8	$82,940	$82,940	$82,940
	Risk adjustment	↓10%			
Ctr	Enhanced marketing team productivity (risk-adjusted)		$74,646	$74,646	$74,646
Three-year total: $223,938			**Three-year present value: $185,634**		

UNQUANTIFIED BENEFITS

Additional benefits that the interviewed customers experienced but were not quantified for this study include the ability to:

- **Demonstrate marketing's contribution to closed won deals and renewals.** By attributing revenue to marketing campaigns and channels, marketing teams can more easily demonstrate how they contribute to sales success. This can bolster marketing's relationship with sales and enable more effective joint planning.

> *"Bizible has given marketing a louder voice. It helps solidify marketing influence on the pipeline. With Bizible, we can show leadership we are touching 75% of the pipeline."*
>
> *Senior director of global marketing operations, software and services*

- **Protect marketing budget.** The Bizible data helps marketing teams defend and protect their budget. The marketing operations manager at a technology firm commented, "Bizible helped us secure the marketing budget and show the value of demand generation."

- **Align marketing, sales, and partner engagement.** Several of the interviewed companies used Bizible to attribute revenue to their sales and business development teams, along with partners. With Bizible, it's easier to see each team's contribution to pipeline and revenue growth. The marketing operations manager at a technology firm noted, "Bizible almost immediately solved the alignment

between the sales, marketing, and partner teams."

- **Support account-based marketing.** Bizible offers ABM tracking and dashboards to help marketers track results at target accounts.

> *"Bizible helps with account-based marketing. We look at things like average deal size and how long it took a prospect to become a pipeline opportunity. The Bizible data shows us how likely a deal is to close if the person attended an event or signed up for a webinar."*
>
> *Director of marketing operations, software*

FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Bizible and later realize additional uses and business opportunities, including:

- **Successfully pivoting marketing spend.** Bizible helped the interviewed companies successfully pivot their marketing spend when businesses across the globe were disrupted during the COVID-19 pandemic. The interviewed companies shifted from in-person events to virtual events and webinars. The Bizible data allowed marketing teams to quickly assess which new marketing strategies were most effective in the COVID-19 environment and reallocate spend to the best-performing strategies.

- **Drilling down into individual content asset performance.** Bizible measures not just campaign and channel performance but also performance of individual content assets. Marketers can see how a specific asset, for

example a blog post, video, and white paper, performs individually when it's utilized in multiple campaigns or across multiple channels. This content-specific knowledge helps marketers enhance overall content effectiveness and ROI.

- **Exploring detailed digital lead data.** The marketing operations manager at a technology company stated: "There is a lot of detail you can get from an online interaction. It [Bizible] tells you what browser they were using, what IP address, what country, and what keywords that they search."

"We are building reports powered by Bizible data to show us how a specific piece of thought leadership is doing across multiple channels from the top to the bottom of the funnel.""

Senior director of global marketing operations, software and services

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	**Cost**	**Initial**	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Dtr	Bizible implementation and subscription cost	$56,833	$104,500	$104,500	$104,500	$370,333	$316,709
Etr	Internal team to support Bizible	$54,208	$8,809	$8,809	$8,809	$80,634	$76,114
	Total costs (risk-adjusted)	$111,041	$113,309	$113,309	$113,309	$450,968	$392,823

BIZIBLE IMPLEMENTATION AND SUBSCRIPTION COST

Evidence and data. The interviewed customers collaborated with third-party professional services organizations to implement Bizible.

- The interviewed companies began collecting usable information as soon as the Bizible JavaScript was deployed on web properties and other digital assets. By the time the Bizible platform went live, the interviewed companies already had several months of revenue attribution data available for analysis.

- The interviewed companies paid an annual fee to Adobe based on chosen functionality and data volume.

- Bizible was integrated with the companies' CRM and other marketing tools including the marketing automation platform, ad networks, chat platform, and A/B testing tools.

- The interviewed companies stored Bizible data in their data warehouses and easily imported Bizible data into their business intelligence platforms for further analysis and reporting.

Modeling and assumptions. For the composite analysis, Forrester assumes:

- It takes four months to implement Bizible.

- The composite organization pays Adobe a $95,000 annual Bizible license fee.

- The composite organization uses a service partner to help with the Bizible implementation at a one-time cost of $20,000.

Implementation time

Four months

Risks. The cost to implement and use Bizible will vary based on:

- The complexity of the marketing ecosystem.

- The volume of marketing data ingested by Bizible.

To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $316,709.

Bizible Implementation And Subscription Cost

Ref.	Metric	Calculation	Initial	Year 1	Year 2	Year 3
D1	Bizible license fee		$31,667	$95,000	$95,000	$95,000
D2	Service partner implementation support		$20,000			
Dt	Bizible implementation and subscription cost	D1+D2	$51,667	$95,000	$95,000	$95,000
	Risk adjustment	↑10%				
Dtr	Bizible implementation and subscription cost (risk-adjusted)		$56,833	$104,500	$104,500	$104,500
Three-year total: $370,333			**Three-year present value: $316,709**			

INTERNAL TEAM TO SUPPORT BIZIBLE

Evidence and data. The interviewed companies dedicated an internal team to the Bizible implementation and ongoing support.

- The marketing operations teams typically managed Bizible at the interviewed companies. The business intelligence teams integrated Bizible with the data warehouses and business intelligence reporting tools.

- Once Bizible was up and running, it operated seamlessly in the background. The internal teams needed to do very little to support the system.

Modeling and assumptions. For the composite analysis, Forrester assumes:

- Two employees spend part of their time supporting Bizible.

- Implementation takes four months. The two team members spend 50% of their time or 20 hours per week on the Bizible implementation.

- Once Bizible is up and running, the two internal team members each spend 1 hour per week maintaining Bizible.

- The average annual fully loaded team member salary is $160,000, or $77 per hour.

> *"Bizible pretty much runs itself."*
>
> Marketing operations manager, technology

Risks. The cost of the internal team will vary based on:

- Organization size.

- Average annual fully loaded internal team salary.

To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of $76,114.

Internal Team To Support Bizible

Ref.	Metric	Calculation	Initial	Year 1	Year 2	Year 3
E1	Internal team to support Bizible (FTE)		2	2	2	2
E2	Weeks		16	52	52	52
E3	Hours per FTE per week, Bizible implementation		20	0	0	0
E4	Hours per FTE per week, ongoing Bizible maintenance			1	1	1
E5	Fully loaded annual salary per FTE		$160,000	$160,000	$160,000	$160,000
E6	Fully loaded salary per hour (rounded)	E5/2,080 hours per year	$77	$77	$77	$77
Et	Internal team to support Bizible	E1*E2*(E3+E4)*E6	$49,280	$8,008	$8,008	$8,008
	Risk adjustment	↑10%				
Etr	Internal team to support Bizible (risk-adjusted)		$54,208	$8,809	$8,809	$8,809
Three-year total: $80,634				**Three-year present value: $76,114**		

Financial Summary

CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

Cash Flow Chart (Risk-Adjusted)
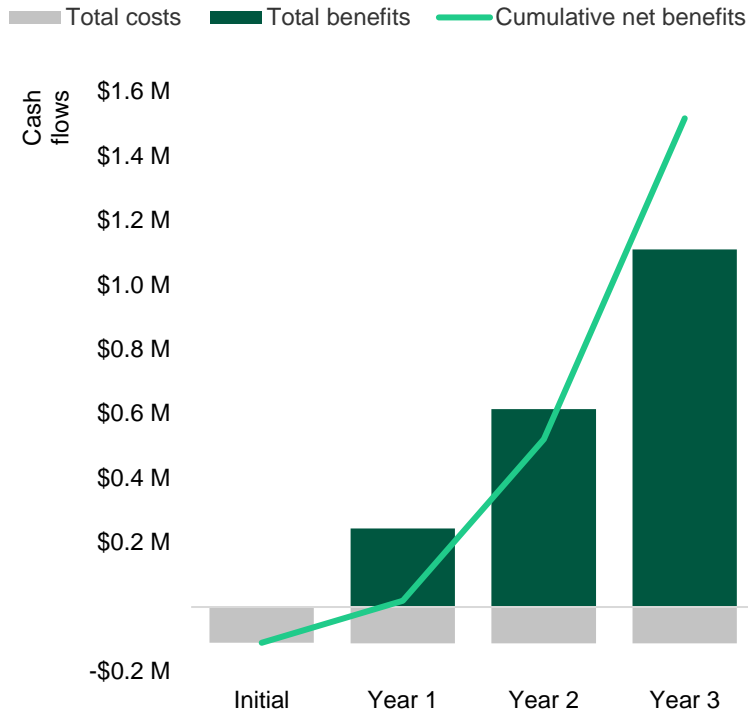
The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted Estimates)						
	Initial	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Total costs	($111,041)	($113,309)	($113,309)	($113,309)	($450,968)	($392,823)
Total benefits	$0	$243,396	$614,646	$1,109,646	$1,967,688	$1,562,935
Net benefits	($111,041)	$130,087	$501,337	$996,337	$1,516,720	$1,170,112
ROI						298%
Payback period						11 months

Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

TOTAL ECONOMIC IMPACT APPROACH

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.

RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

FORRESTER®