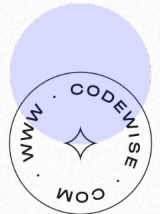
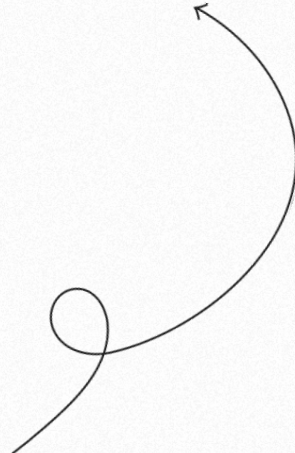


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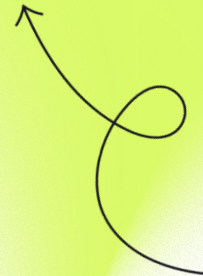
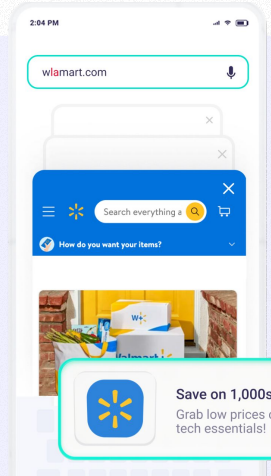
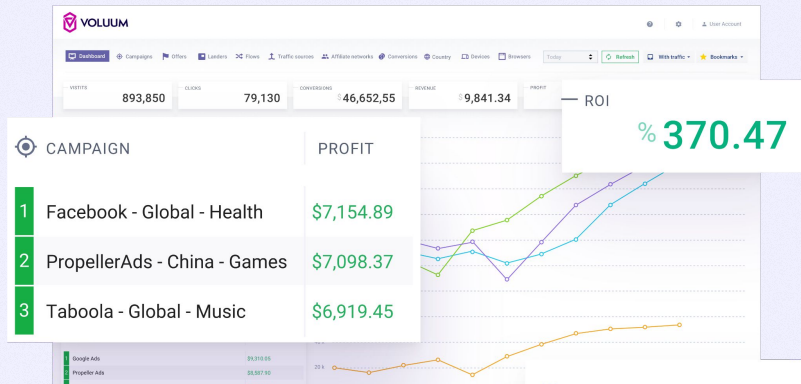


Data Driven Advertising

The practical blueprint for Lead Gen companies



Hello!



The Blueprint

Implementing this blueprint will:

- Give your performance teams a deeper **insight into the funnel**
- Provide many **more data points** for automated bidding systems
- Enrich funnel reporting and **drive innovation**
- **Tighten the relationship** between marketing and sales (or agency and customer)
- Set your organizations priorities on **delivering beyond the lead**
- Make scaling your advertising internationally **easier and quicker to verify**





Agenda

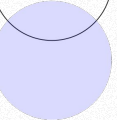


- 01 **Voluum case**
- 02 **Typical challenges**
- 03 **The blueprint**
- 04 **Mapping customer path**
- 05 **Lead scoring**
- 06 **Data collection, processing & import**
- 07 **Optimisation & scaling**
- 08 **Recap**

A bit of a background

An analytics and campaign automation software for media buyers and performance marketers.

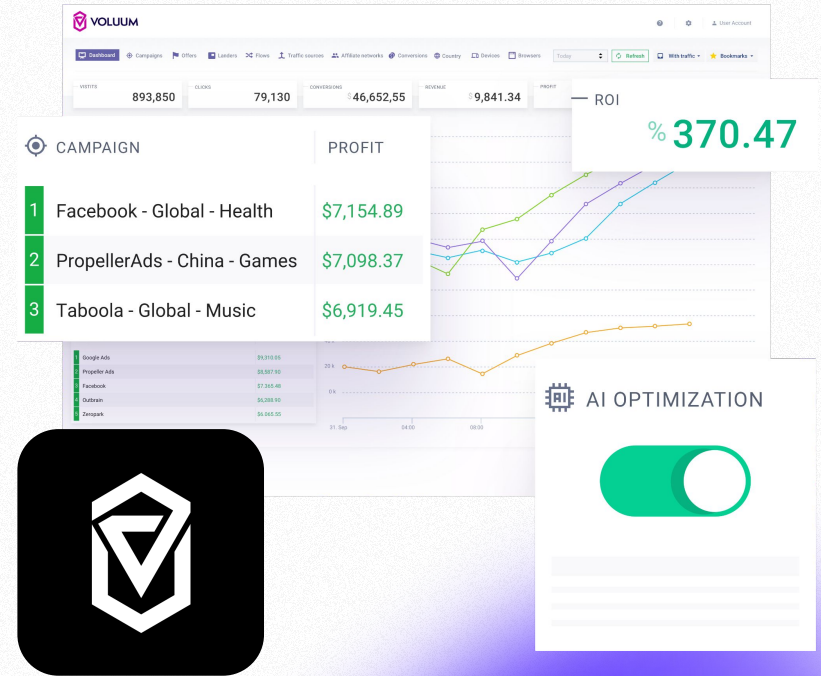
Initially designed with affiliate marketing in mind – where the biggest obstacle is not being able to track conversions on 3rd party websites – it has grown to be a universal platform to track and optimize multiple traffic sources in one place.



A bit of a background

Business environment:

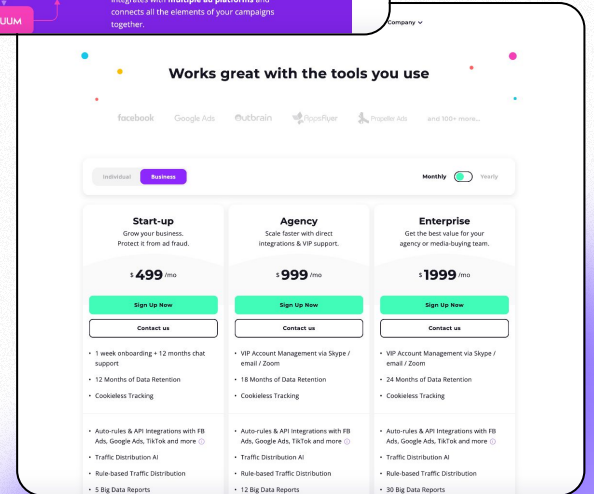
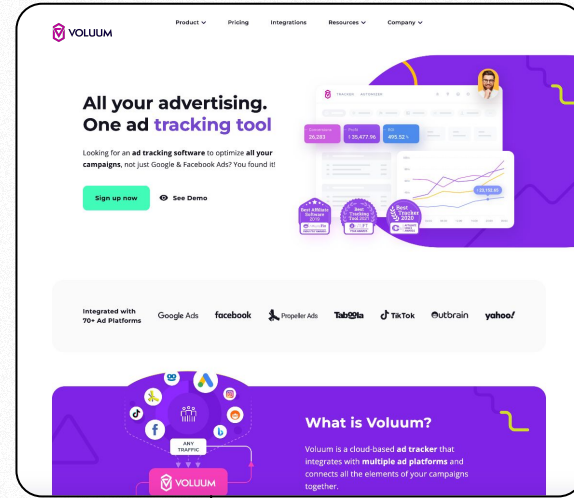
- Potential customers worldwide
- Subscription model
- Long click to sale customer path
- Expensive advertising
- GDPR compliant



A bit of a background

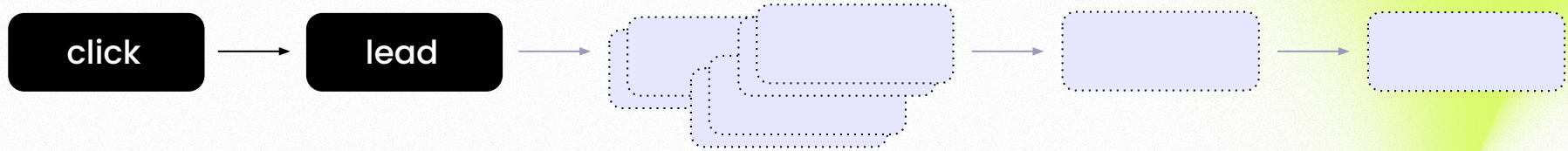
Our lead generation touchpoints include:

- Sign-up through pricing page
- Product demo sign-up
- Chat with Sales Representatives
- Custom pricing request
- Gated webinars
- E-books & whitepapers

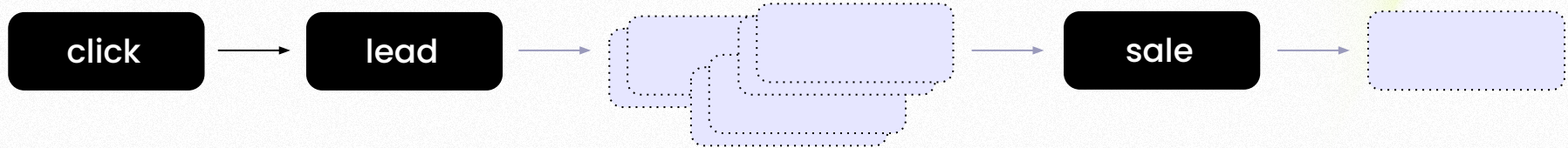


Typical Lead Gen measurement

01. Count leads & optimize towards CPA

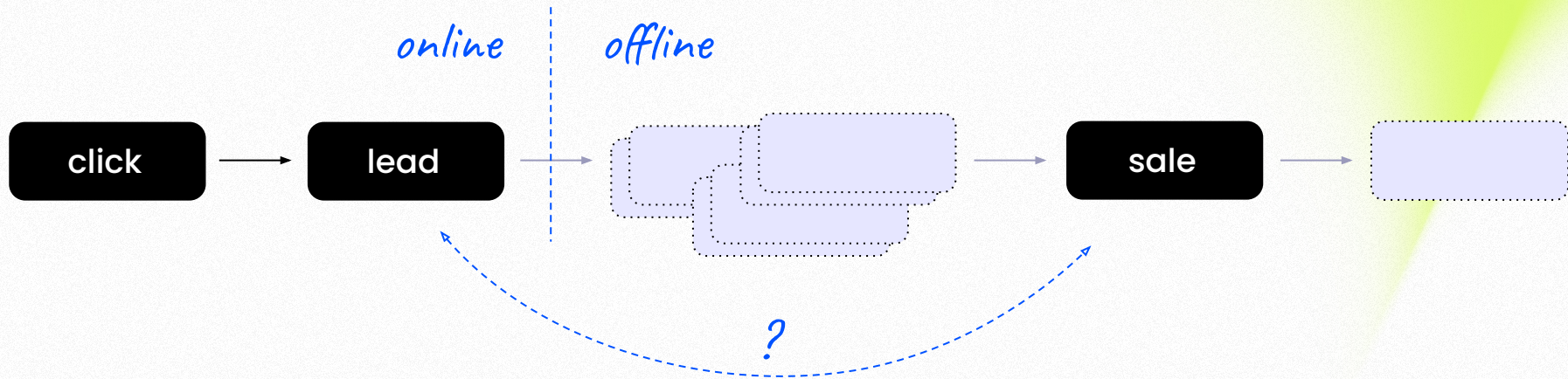


02. Count leads & total sales, optimize towards estimated ROAS



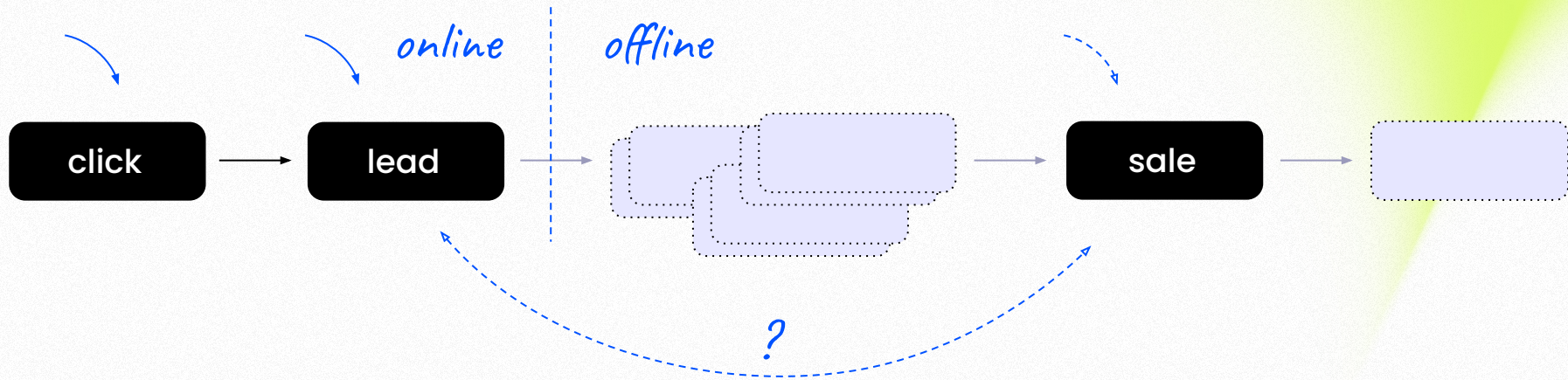
The Challenge - part I

- Lead quality feedback that's impossible to act upon by a marketer
- Optimisation based on guesswork



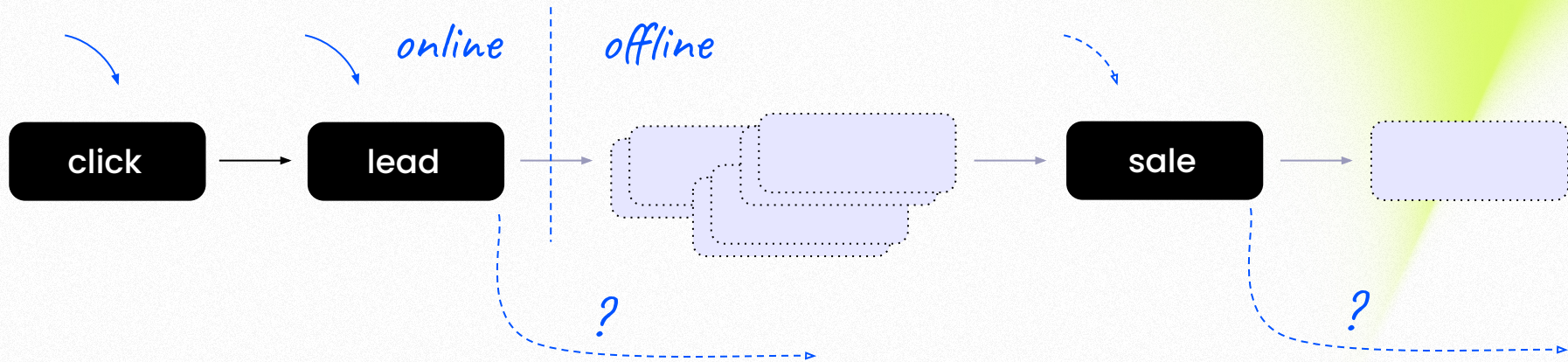
The Challenge - part II

- Very few data points for the automated bidding systems to learn from
- Optimisation process long & expensive



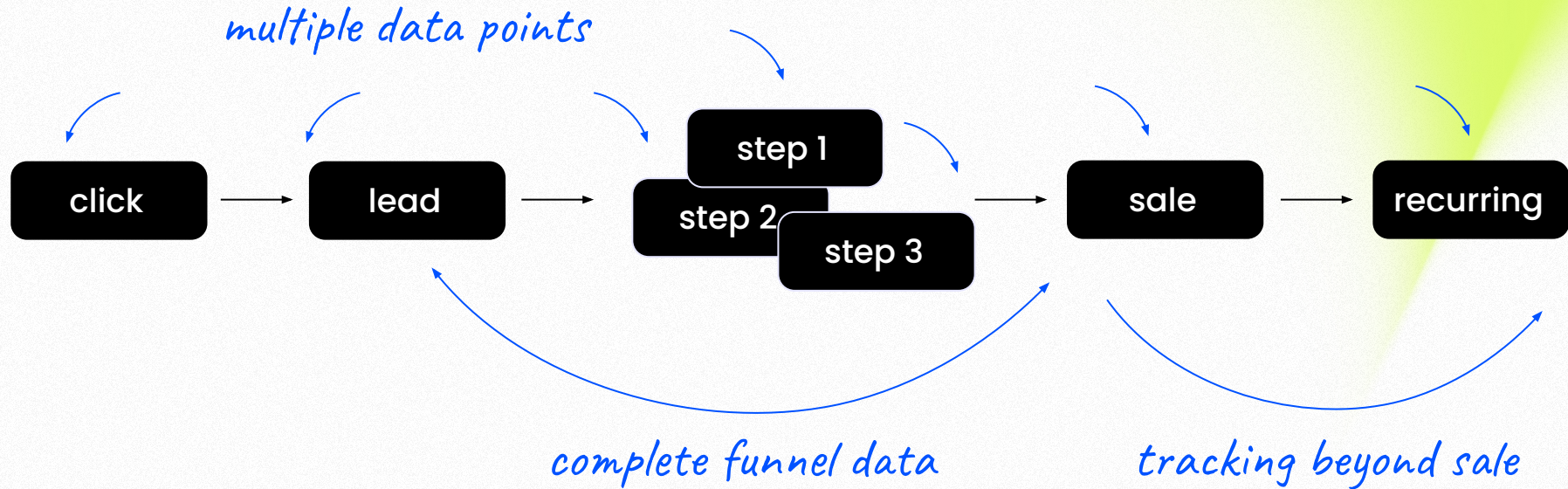
The Challenge - part III

- Measurement only goes as far as the first sale
- Limited ways of optimisation for LTV



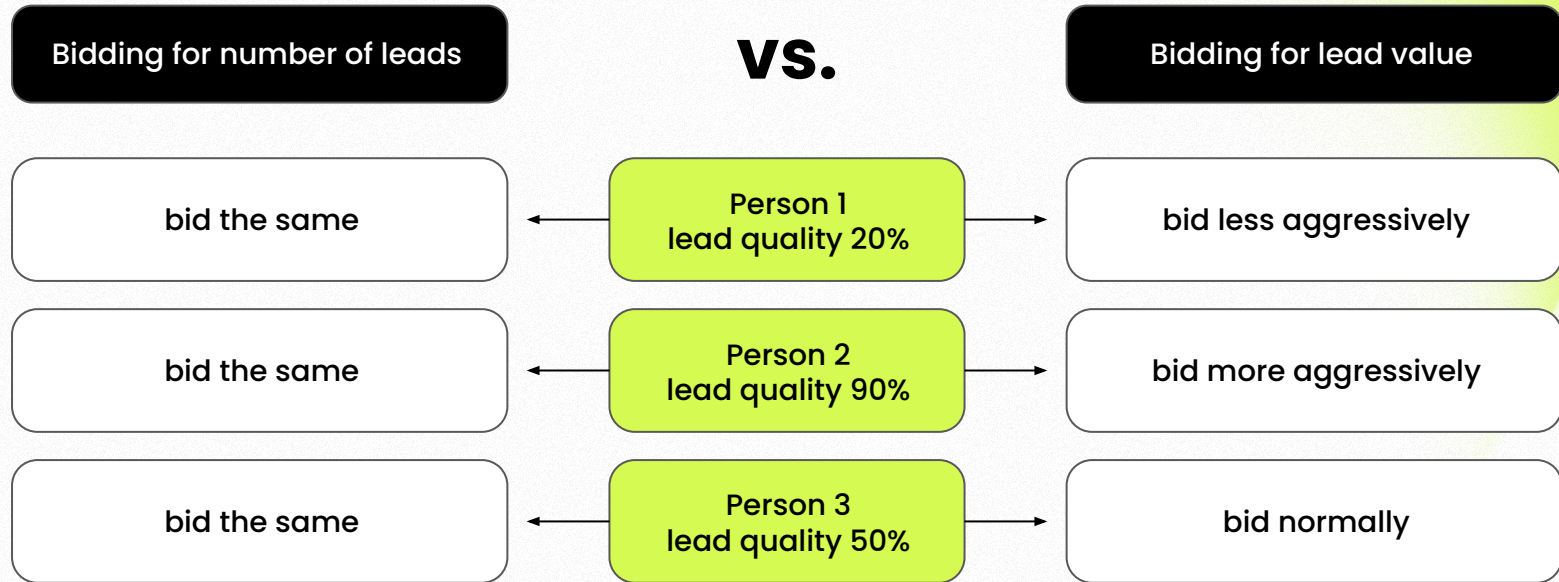
The Blueprint

Data points across the whole funnel, including after the first sale



The Blueprint

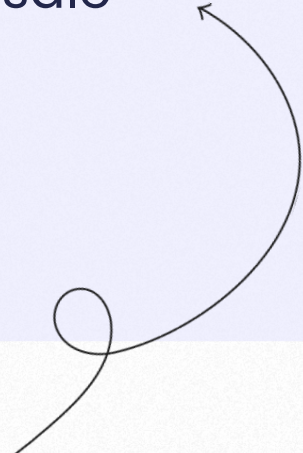
Reliable lead quality information allows for precise and quick optimisation





Mapping user journey

Understand the path from click to sale



Unique scenarios

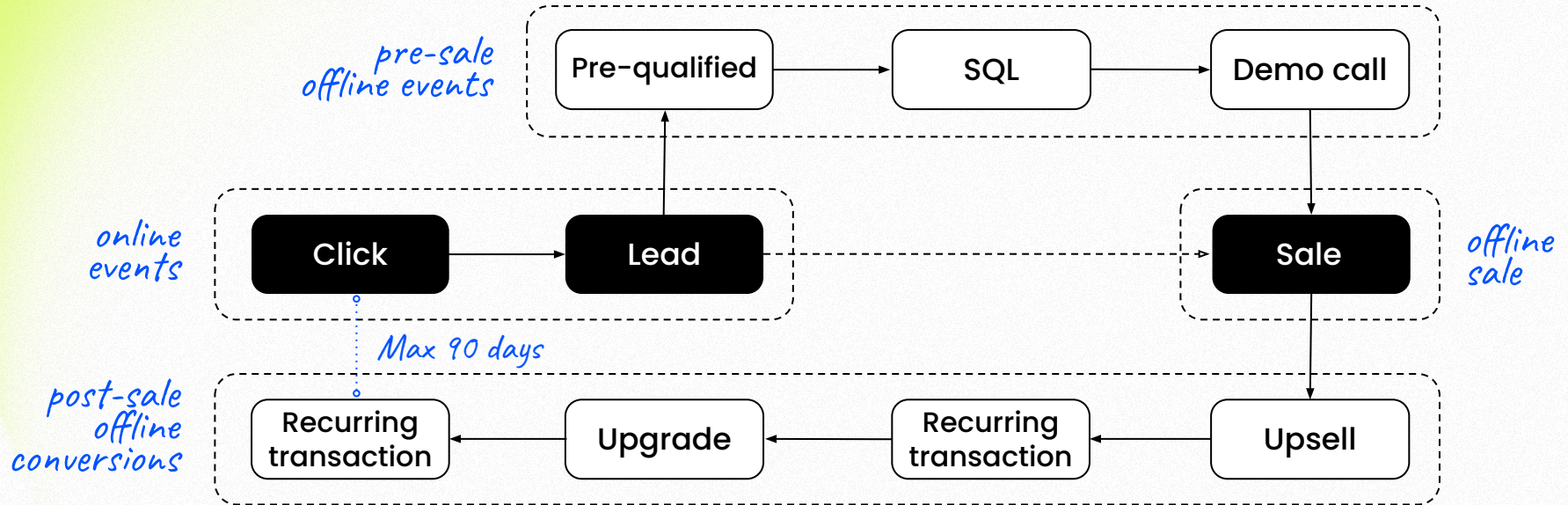
The customer journey will rarely be the same for two different businesses

Company-wide understanding of the process leads to innovation and encourages delivering beyond the lead

Example:

Insurance company may gather leads in their online form, process the application offline, get an on-the-phone confirmation and then bring the customer back for an online transaction

Click to Sale and Beyond...

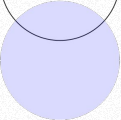


Set definitions

Every point on the user path has to be clearly defined by actions taken, elapsed time, response from the Sales team

Those definitions should be reflected as lead/deal stages in your CRM

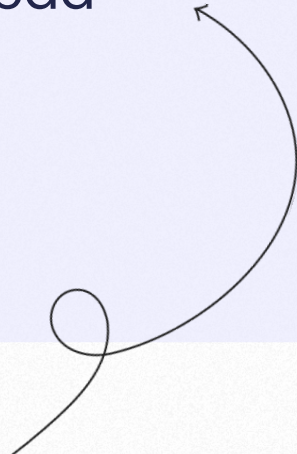
Changes to the sales process need to be reflected in the customer journey map





Lead Scoring

Predict the quality of the lead



Manual scoring

Setting the scores manually is a good starting point

The maximum possible number of points equals **100% Lead Score**

100% Lead Score does not equal a perfect lead!

Example:

Lead registered with a non-generic email domain (not: @gmail.com, outlook.com, etc.)
5 points

Lead registered from a preferred geolocation
5 points

Lead provided optional contact details
15 points

Lead registered through chat / sign up form
3 / 5 points

Manual scoring

Example attributes that can be scored:

- IP country
- Phone number
- Lead source
- Email domain
- Blog interaction
- Engagement with marketing emails

Some CRMs provide additional attributes when they detect a user from a known company:

- Annual revenue
- Industry

Example:

Lead registered with a non-generic email domain (not: @gmail.com, outlook.com, etc.)
5 points

Lead registered from a preferred geolocation
5 points

Lead provided optional contact details
15 points

Lead registered through chat / sign up form
3 / 5 points

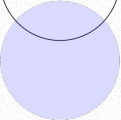
Lead scoring in practice

Set up calculated properties in your CRM of choice

Assign values based on conditions

In more advanced cases, values can be updated retroactively

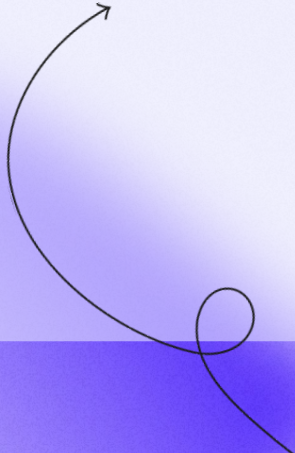
Some CRMs offer a native lead scoring feature





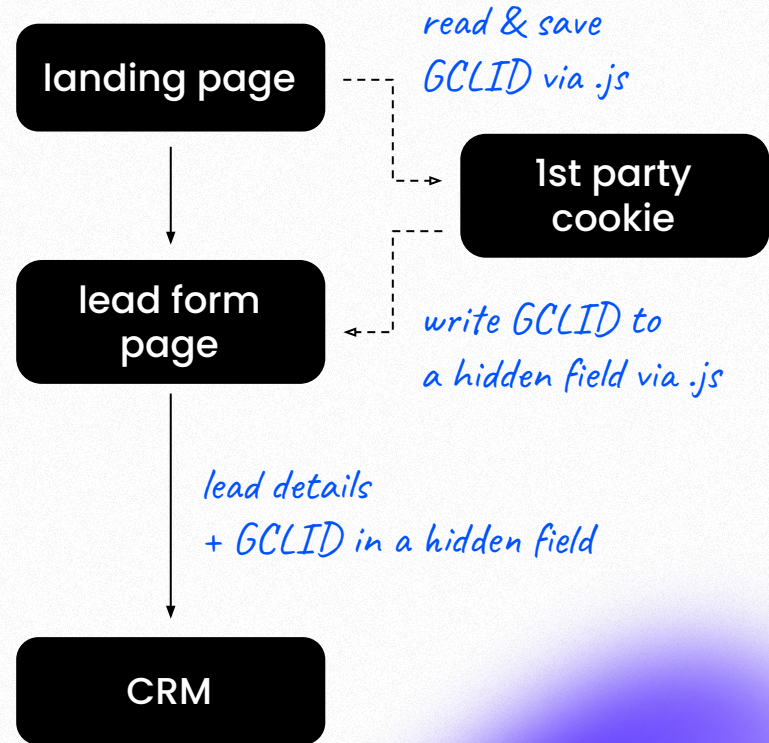
Data collection, processing & import

Put your data in motion!



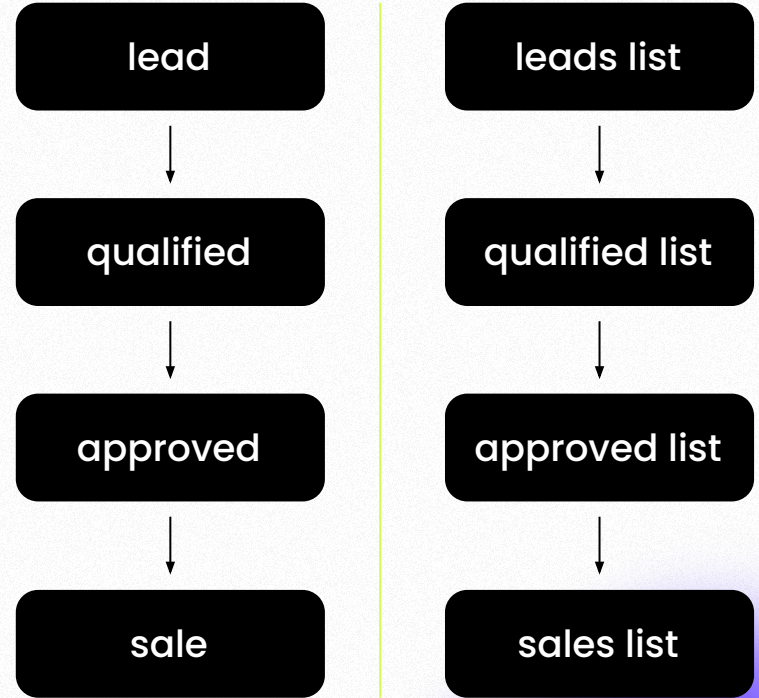
Capturing GCLID

- Read & store GCLID value in a 1st party cookie
- On the lead form page, read the value from the cookie, and write it to a hidden field
- In CRM, set up a dedicated property to receive the GCLID value
- This method is largely unaffected by the recent changes to iOS14 and 3rd party cookies policy



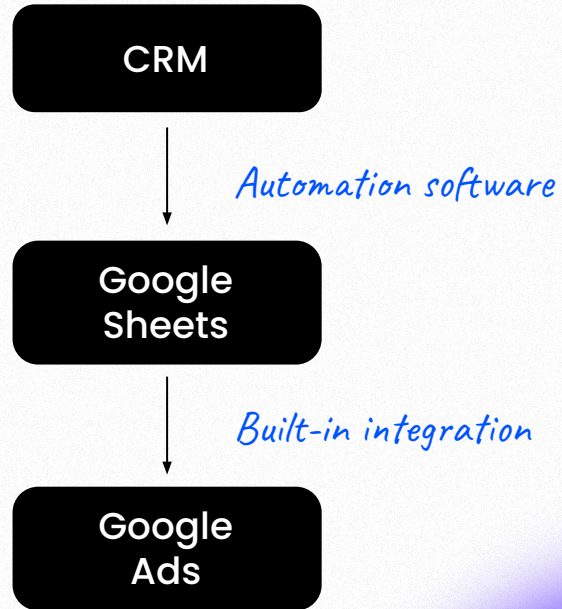
CRM lists

- In your CRM, set up dynamic lists of users that have completed each step of the funnel
- Fill & clear those lists as customers move through the funnel



Google Sheets + automation software

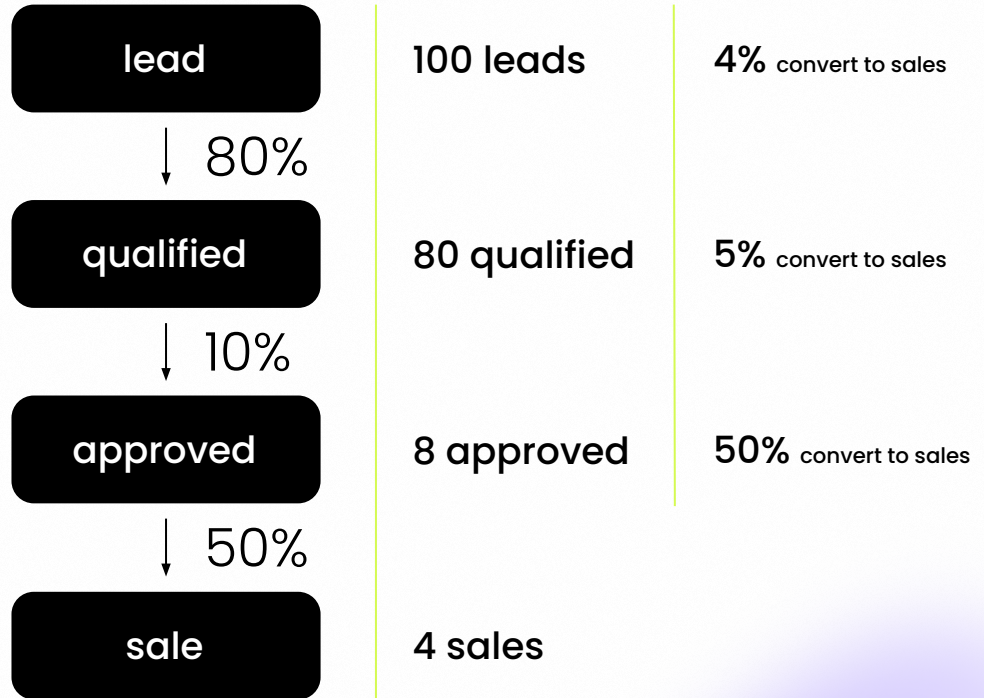
- Set up CRM data export using automation software such as:
 - IFTTT,
 - Zapier
 - Make.com
- Connect the Google Sheet to Google Ads
- Set up daily scheduled import



STEP 01

Identify your conversion rates

- To effectively assign monetary value to leads we have to calculate the probability of closing for each step of the funnel
- This calculation assumes a very good Lead with score = 100%, so be generous!



STEP 02

Multiply by Lead Quality

- Not every lead is perfect, so this step takes that into account.
- This example represents realistic chances of closing a 50% LS lead on each of the steps on the funnel

lead

↓ 80%

qualified

↓ 10%

approved

↓ 50%

sale

Lead quality = 50%

4%

2%

5%

2,5%

50%

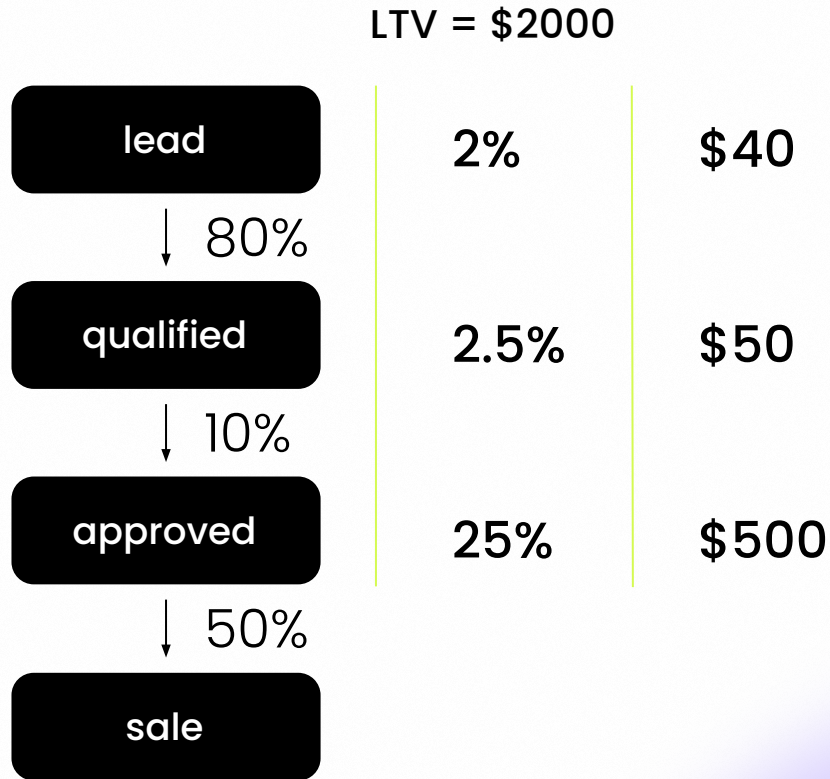
25%



STEP 03

Multiply by LTV

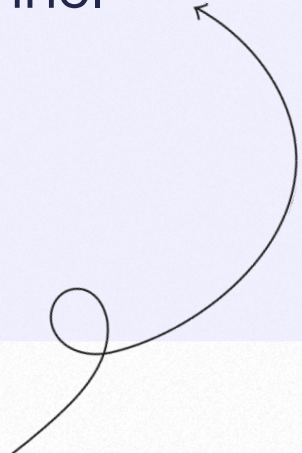
- Last step provides us with a monetary value for each step
- E.g. a 50% LS lead that has gone through qualification stage is worth \$50 if the LTV=\$2000
- While still not guaranteed to buy, we have at our disposal a value that we can optimise towards





Optimisation and scaling

Make use of the data-enhanced funnel



Smart bidding strategies

- With supplemental value data between leads and sales, you can start optimizing your campaigns in a Smarter™ way
- For quality-based bidding, use **Maximize Conversion Value** to optimize towards lead quality
- For value-based bidding, use **Target ROAS** to optimize towards return on investment



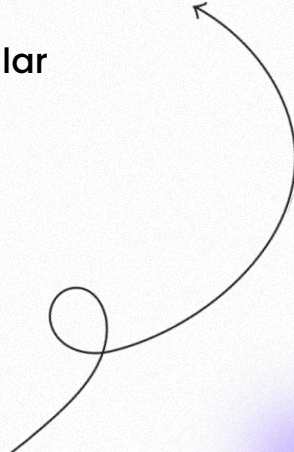
Quick geo testing

- New markets are often very costly to test, especially in more competitive environments, especially because of the long testing periods required to get measurable results
- Data-rich funnels reduce that time, providing valuable insights right after the lead
- For some businesses, this rapid testing technique can be repeated with every new product release



Lead generation & conversion innovations

- Analysing the funnel inspired a weekly governance meeting with Sales, Product and Marketing teams
- Random ideas meetings became a regular conversion optimisation review and brainstorming



Recap

CHALLENGE I

Non-actionable offline data

CHALLENGE II

Few data points for optimisation

CHALLENGE III

No measurement beyond the sale

Mapping customer path

– understanding the journey leading to a sale

Lead scoring

– evaluating leads and assigning monetary value to steps of the funnel

Data collection, processing & import

– gathering and exporting data points for further use in campaign optimisation

Optimisation & scaling

– smart bidding models & growth tactics

Takeaways

1

Measurement of the whole funnel provides **actionable insights** to your marketers and strategists

2

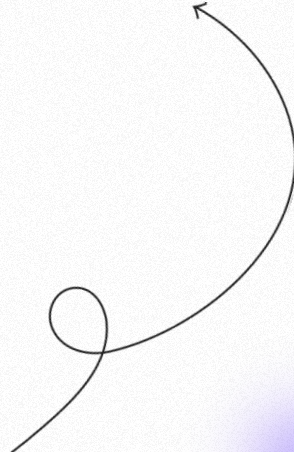
Concrete data **strengthens the communication** between media buying and sales teams, and **inspires innovation**

3

Organisation-wide adoption of the blueprint encourages **delivering beyond the lead**

Useful links

- [About offline conversion import](#)
- [Zapier / IFTTT / Make.com](#)
- [Set up offline conversion imports using Google Click ID \(GCLID\)](#)
- [About updated conversion categories](#)
- [Offline conversion imports FAQs](#)
- [Import phone call conversions](#)



Thank you!

Let's chat

