MasterOps Virtual Event: From Dashboards to Decisions

April 9, 2020

Virtual Event

Denver Community

MASTEROPS

CHRIS NIXON

VP Growth
CaliberMind

GRANT GRIGORIAN

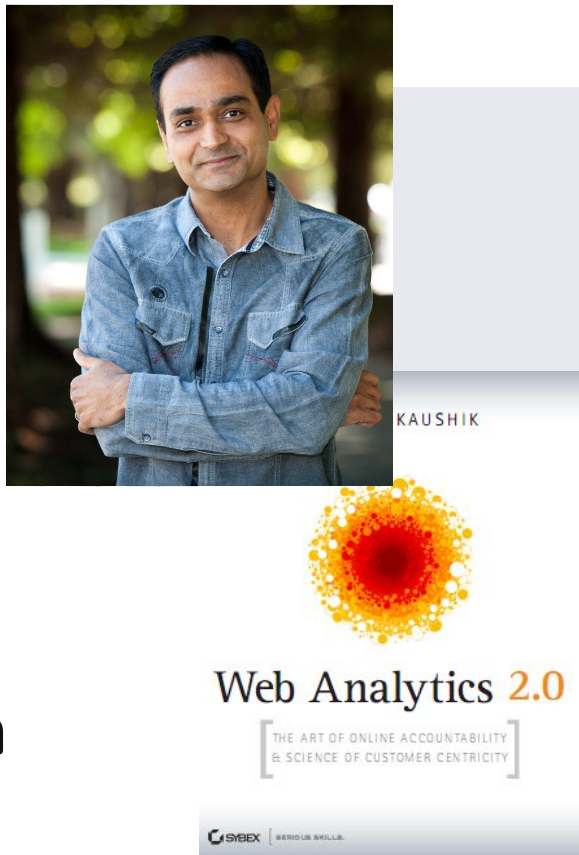B2B Marketing Analytics
Consultant
SignalOn

Presenters

MASTEROPS

1. Today's Topic: Dashboards to Decisions

2. Grant's Example - Attribution

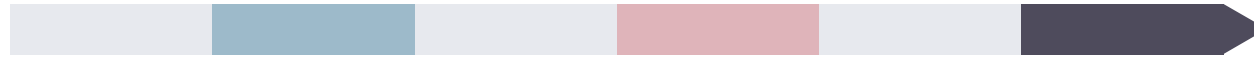3. Chris's Example - Return on Ad Spend

4. Group Discussion

Agenda

MASTEROPS

Inspiration

Avinash Kaushik's
Blog and Newsletter

Occam's Razor: Link

KAUSHIK

Web Analytics 2.0

THE ART OF ONLINE ACCOUNTABILITY
& SCIENCE OF CUSTOMER CENTRICITY

SYBEX | SERIOUS SKILLS.

MASTEROPS

Dashboarding

the usual way

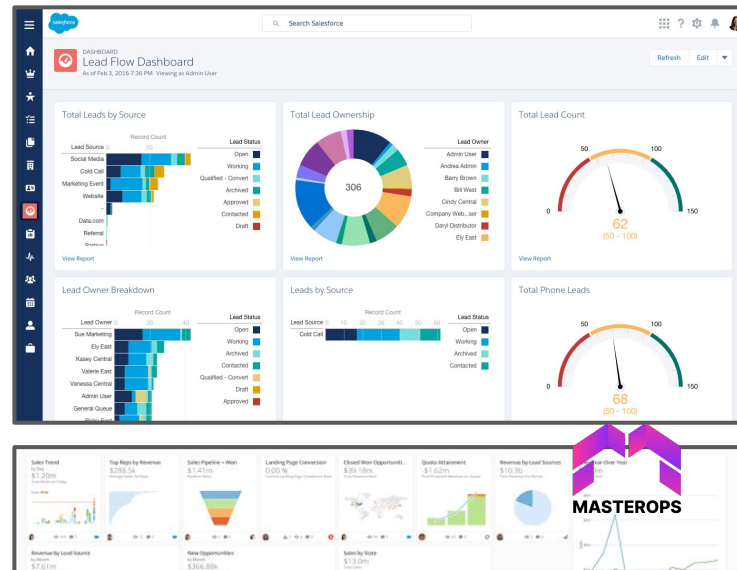|					
Gather Requirements	Source / Collect Data	Aggregate/ Clean Data	Get a Data Warehouse	Build Reports/ Dashboards	Publish & Share

MASTEROPS

Dashboards

Access to data
Ability to analyze
Understanding of causal factors

Sr. Data Analyst

Directors
Marketing Owners
Campaign Budget Holders

VP
Mkt, Adv, Prod, PR, HR

CMO
CFO

CEO
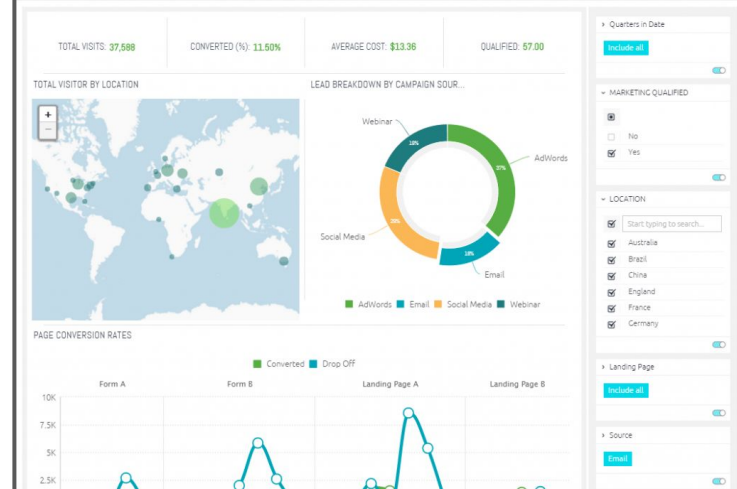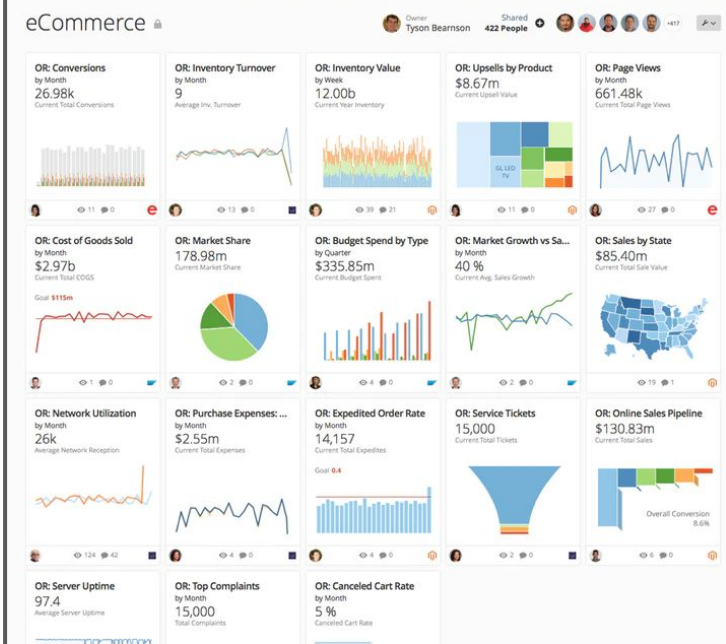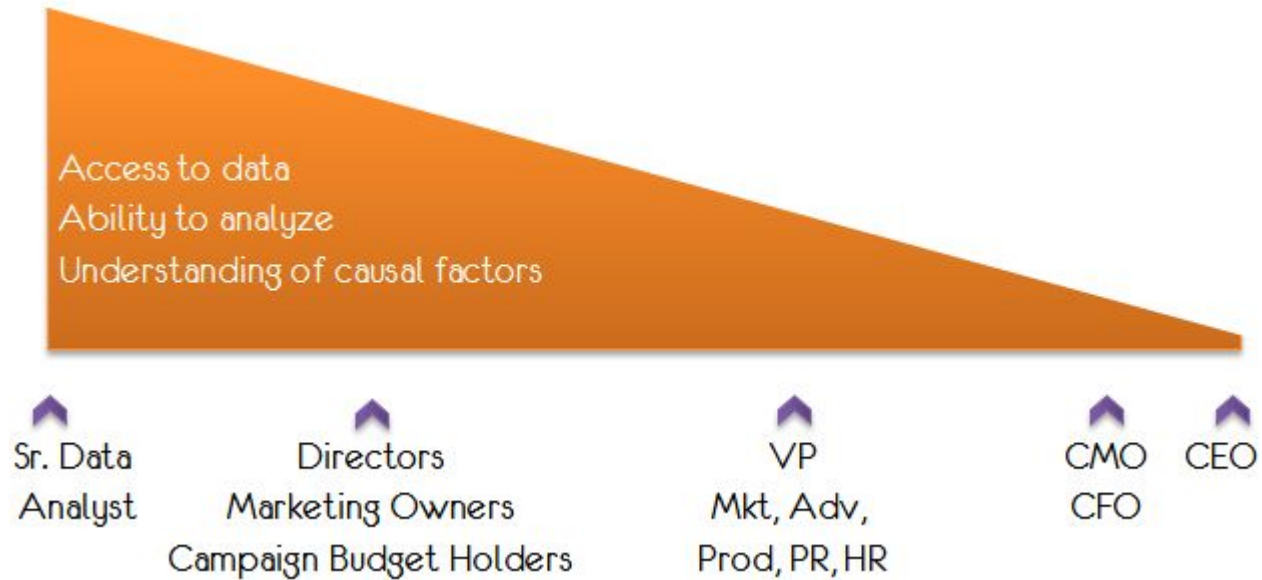
But do they read them?

MASTEROPS

A.

People who are closest to the data, the complexity, who've actually done lots of great analysis, are only providing data. They don't provide insights and recommendations.

B.

People who are receiving the summarized snapshot top-lined have zero capacity to understand the complexity, will never actually do analysis and hence are in no position to know what to do with the summarized snapshot they see.

A + B = 0

MASTEROPS

Don't forget this part!

~~Dashboarding~~
Decision Guiding

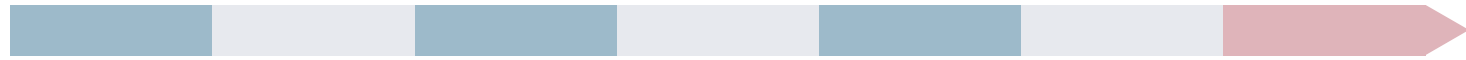Gather Requirements | Source / Collect Data | Aggregate/ Clean Data | Get a Data Warehouse | Build Reports/ Dashboards | Publish & Share | **Analysis & Recommendations**
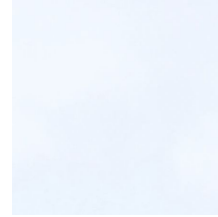
MASTEROPS

INSIGHT

1

Not a repetition of what the data already says. Rather, what caused graph one to be up or down – the reasons for the performance identified by your analysis and causal factors.

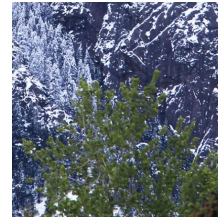RECOMMENDATION

2

What action should the CXO take? We missed our target for customer satisfaction because our desktop website performs horribly on mobile platforms hence we should create a mobile friendly website.
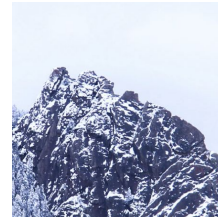
IMPACT

3

What will be the impact on the business if the CXO accepts your recommendation and the business takes action?

Framework

MASTEROPS

Grant's Example

[Link](#)

Nix the Conference-Seminar Programs
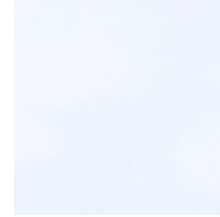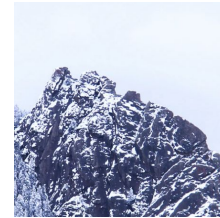
INSIGHT

1 *The "Conference-Seminar" Channel is the worst performing channel for MT Pipeline generated for every dollar spent. Explain why!*

RECOMMENDATION

2 *Re-allocate budget of $26K from "Conference-Seminar" channel to the "Web Resources" channel.*

IMPACT

3 *As a result, we'll generate $67,062 more dollars in MT Pipeline.*

MASTEROPS

1

The "Sponsored Events" channel is performing 4X worse than the Tradeshows channel for MT Pipeline generated for every dollar spent. Explain why!

2
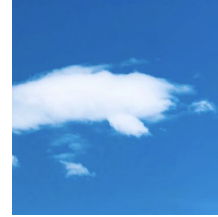
Re-allocate budget of $100K from "Sponsored Events" channel to the "Tradeshows" channel.

3
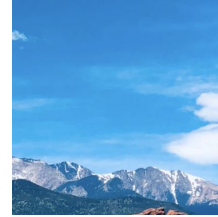
As a result, we'll generate $174,779 more dollars in MT Pipeline.
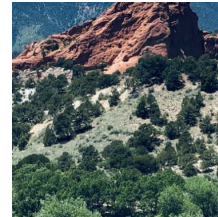
Move $100,00 from Sponsored Events to Tradeshows

MASTEROPS

Recommendation	Impact on Pipeline
Nix the "Conference-Seminar" programs	$67,062
Move $100K from Sponsored Events to Tradeshows	$174,779
Total	$241,841

+$0 in Costs
+$241K in Pipeline

MASTEROPS

Platform Performance

	PLATFORM	TOTAL SPENT	IMPRESSIONS	AVG CPM	CLICKS	AVG CPC	LEADS	AVG CPL	OPPS SOURCED	AVG CPO	OPPS INFLUENCED	DEALS	PIPELINE	EST CONTRIB TO REV	ROAS
1	LinkedIn	$39,106	969,160	$40.35	5,290	$7.39	2,334	$16.75	27	$1,448	13	3	$115,678	$39,638	1.01x
2	Google Ads	$17,939	195,172	$91.91	2,124	$8.45	85	$211.04	1	$17,939	1		$19,294	$0	0x
3	Facebook	$198	39,816	$4.97	368	$0.54	9	$22.00							
Σ		$57,243	1,204,148	$137.24	7,782		2,428		28			3	$134,972	$39,638	

Top Campaigns

PLATFORM	CAMPAIGN	TOTAL SPENT	IMPRESSIONS	CPM	CLICKS	CPC	LEADS	CPL	OPPS SOURCED	CPO	PIPELINE	DEALS	EST CONTRIB TO REV	ROAS
LinkedIn	Single Image - Marketing Ops Titles	$1,761.79	27,411	$64.27	343	$5.14	268	$7	8	$220	$23,223	1	$7,191	4.1x
LinkedIn	Single Image - CMO Titles	$866.86	7,760	$111.71	108	$8.03	95	$9	4	$217	$10,699		$1,691	2.0x
LinkedIn	Single Image - Marketing Ops Titles V2	$2,510.86	24,808	$101.21	301	$8.34	248	$10	3	$837	$1,536		$0	0x
LinkedIn	Single Image - CMO Titles - Webinar	$762.32	9,009	$84.62	97	$7.86	104	$7	2	$381	$27,053	1	$22,517	29.5x
LinkedIn	20190805 -- Intent -- Attribution, Analytics, Com...	$1,138.25	28,069	$40.55	150	$7.59	121	$9	2	$569	$1,646		$0	0x
LinkedIn	Single Image - Demand Gen Skills	$662.19	14,183	$46.69	116	$5.71	79	$8	2	$331	$3,617		$0	0x
LinkedIn	Single Image - Demand Gen Skills - Webinar	$532.20	12,353	$43.08	91	$5.85	117	$5	2	$266	$1,501		$0	0x
LinkedIn	Single Image - Demand Gen Skills V2	$2,682.01	35,563	$75.42	370	$7.25	344	$8	1	$2,682	$19,669		$0	0x
LinkedIn	Nurture Path - ABM Managers	$2,260.16	40,755	$55.46	263	$8.59	212	$11	1	$2,260	$0		$0	0x
LinkedIn	DC Targeting 20190402	$49.55	1,112	$44.56	13	$3.81	8	$6	1	$50	$0		$0	0x
LinkedIn	Boston Targets 20190403	$26.06	550	$47.38	5	$5.21	4	$7	1	$26	$0		$0	0x
LinkedIn	Sep 19 - Intent - Competitors	$298.58	4,089	$73.02	33	$9.05	30	$10	0		$3,696	1	$3,696	12.4x

Chris Example
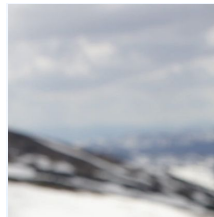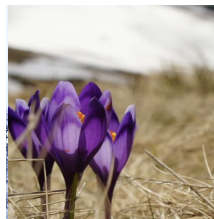
INSIGHT

1 *Google Ads spend was 43% of what we spent on LinkedIn two quarters back, but produced significantly less downstream results (3% of LinkedIn unit performance).*

RECOMMENDATION

2 *Re-allocate budget of $18K from Google Ads to LinkedIn -- double-down on the highest performing campaigns (80% of new budget) and experiment with new persona campaigns (20%).*

IMPACT

3 *As a result, we'll generate a 30-40% ($50k) lift in net-new opportunity creation in the next 2 quarters.*

Double Down
on LinkedIn as Channel

MASTEROPS

Weekly Huddle

- Review past week reports dashboards
- Generate recommendations for the marketing team.

Monthly Program Review

- Review Campaign ROI
- Make program level recommendations.

Quarterly Model Update

- Validate marketing model assumptions
- Update goals and forecast.

MASTEROPS