Measuring the future: The KPIs that really matters for your marketing team
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Agenda

1. Measuring Everything
2. Communicating the results to the company
3. Choosing the best KPIS

Measuring the Future
Measuring everything
We can understand the world around us better by measuring and learning from the data we have.
When Metrics reflect the achievement of a desired state (GOAL) they become KPIs.
Every company need to align their Key Goals with their metrics.
## Main KPI Characteristics

<table>
<thead>
<tr>
<th>KPI Type</th>
<th>Checklist Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do New Things</td>
<td>Specific Targets for Each KPI</td>
</tr>
<tr>
<td>Do Things Better</td>
<td>Measurable in Terms of Program’s Benefits</td>
</tr>
<tr>
<td>Stop Doing Things</td>
<td>Attainable and Independent of Other KPI’s</td>
</tr>
<tr>
<td></td>
<td>Relevant to the Involved Stakeholders</td>
</tr>
<tr>
<td></td>
<td>Traceable in Time on Fixed Intervals</td>
</tr>
</tbody>
</table>
KPI Analysis

• 1. Did we accomplish our Goals?
• 2. Why or why not?
Focus on Analysis and Trends
What KPIs are companies using?

(Source Emarketer.com)
E-commerce Metrics

- Top Keywords (SEO)
- Top Searches
- Delivery time
- Stock Rotation
- % Devolutions

- Conversion Rate
- Average Ticket Price
- % Shopping Cart Abandonment
- Customer Acquisition Cost
- Lifetime Value
SaaS Metrics

- Top Keywords (SEO)
- Top Searches
- Delivery time
- Stock Rotation
- % Devolutions
- Lifetime Value
- Average Revenue Per User
- Monthly Recurrent Revenue
- Churn Rate
MarketPlace Metrics

- Conversion Rate
- Buyer Growth Rate
- Merchant Growth Rate
- Customer Acquisition Cost

- Lifeteme Value
- Average Ticket Price
- Stock Rotation
- Fraud Ratio
Apps Metrics

- Conversion Rate
- Churn Rate
- Daily Active Users
- Monthly Active Users

- Customer Acquisition Cost
- Lifetime Value
- Average Revenue Per User
- Cost per install
Content Metrics

- Audience
- Churn Rate
- Advertising Inventory

- Ads Ratio
- CTR
- Correlations between content and Ads
"KPI's that do not support you in making decisions are just metrics"
Communicating the results to the company
The are 3 major mistakes you should avoid when presenting results
Mistake 1
“Love of Numbers”
Putting all the information in 1 slide hoping someone will understand you it’s a mistake.
Putting all the information in 1 slide hoping someone will understand you it’s a mistake.

<table>
<thead>
<tr>
<th>KPIs</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Sales (Retainer, Content, Design)</td>
<td>3,600</td>
<td>16,500</td>
<td>17,000</td>
<td>17,500</td>
<td>-</td>
<td>-</td>
<td>198,000</td>
<td></td>
</tr>
<tr>
<td>Total HubSpot Visits</td>
<td>214</td>
<td>16,822</td>
<td>17,717</td>
<td>16,513</td>
<td>-</td>
<td>-</td>
<td>215,469</td>
<td></td>
</tr>
<tr>
<td>New HubSpot Leads (New Contacts)</td>
<td>400</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>-</td>
<td>-</td>
<td>4,715</td>
<td></td>
</tr>
<tr>
<td>HubSpot Visit to Lead Rate</td>
<td>429</td>
<td>362</td>
<td>2.4%</td>
<td>2.5%</td>
<td>2.6%</td>
<td>2.3%</td>
<td>2.2%</td>
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</tr>
<tr>
<td>Content - Email Blasts</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>9</td>
<td></td>
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<tr>
<td>Content - Blogs</td>
<td>1</td>
<td>1</td>
<td>31</td>
<td>32</td>
<td>411</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content - Downloads</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Content - Videos/Webinars</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>26</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Content - Press Releases</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign 1</th>
<th>Lean Digital Marketing (B)</th>
<th>Lean Digital PDCA</th>
<th>Lead Nurturing #4: What/Why</th>
<th>Lead Nurturing #5: Lean Digital Retainer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>11/16/2012</td>
<td>11/16/2012</td>
<td>65</td>
<td>18.00%</td>
</tr>
<tr>
<td>Total Launch (Kaizen)</td>
<td>29.90%</td>
<td>27.10%</td>
<td>20.60%</td>
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</tr>
<tr>
<td>Actual Launch Date</td>
<td>48</td>
<td>48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active Members</td>
<td>13</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Landing Page Visits</td>
<td>50</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landing Page Conversions</td>
<td>24</td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>n/a</td>
<td>n/a</td>
<td>75.00%</td>
<td></td>
</tr>
</tbody>
</table>
Problems?

- Overwhelming your team with lots of data leaves them confused.

- When the executives are confused, they won’t make decisions.

- Delayed decisions cost money to your company.
Problems?

When your Teammates are confused, the won't make decisions.
Problems?

Delayed decisions cost money to your company.
Putting just 1 metric and the name is also a mistake.

Example 1.

75 Transactions
Last month

This is good or bad?
Putting just 1 metric and the name is also a mistake.

Example 2:

75 > Goal of 70
Great! We are above our Goal

This is More Interesting
Putting just 1 metric and the name is also a mistake.

Example 3:

*With this insight the team will receive a message of urgency. Actions need to be taken.*

Goal Achieved only in July
Solving Problem #1

FOCUS ON INSIGHTS

Focus on the meaning of the KPI's for your company. Numbers can't talk, you can!
Mistake 2
No Anticipating questions
Not anticipating questions is a sign of not preparation and sometimes it’s a sign of falsification

Maybe for you is clear

But is not for your colleagues
Problems?

If your message is not clear be prepared to receive a lot of questions or worst, be prepared for not receiving a single one.
Problems?

If you don't know what to answer during a question, all your results will be just an optical illusion.
The problem with presenting data is that you may confuse them.

Solving Problem #2

PRACTICE BEFORE THE PRESENTATION

Train your presentation with your team before sending it and be sure that every possible question is in your pocket.
Mistake 3
Getting to long to the point
The most precious asset in every company is **TIME**.
Solving Problem #3

BE SHORT BUT INTENSE

Start your presentation with the main Goal and finish it with the main insight.
RECAP

1. Love of Numbers
   Focus on Insights

2. Not Anticipating questions
   Practice before the presentation

3. Getting to long to the Point
   Be short but intense
CHOOSING THE BEST KPI’S
3 IMPORTANT KPI'S

1. Brand Perception
2. Marketing Strategy Effectiveness
3. Incomes Growth
Brand Perception
Brand Perception KPI’s

» Tone and emotion of the mentions
» Relationship with local Opinion Leaders
» Relationship with local media
Marketing Strategy Effectiveness KPI’s

» Google Top 10
» Invitation to speech, webinars, guest posts, etc.
» Social Shares (not likes or favorites)
Incomes Growth
Incomes Growth KPIs

» Connection between registration, fans, downloads, subscribers, comments, followers and sales
3 IMPORTANT KPI'S

1. Brand Perception
2. Marketing Strategy Effectiveness
3. Incomes Growth
Thank you!

My name is:
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