
semrush
COMPETITIVE INTELLIGENCE
Measuring the future: The KPIs that really matters for your marketing team



My name is:

Fernando Angulo

Head of International Partnerships
at SEMrush

@FERNANDOSEMRUSH

semrush
competitors research

Agenda

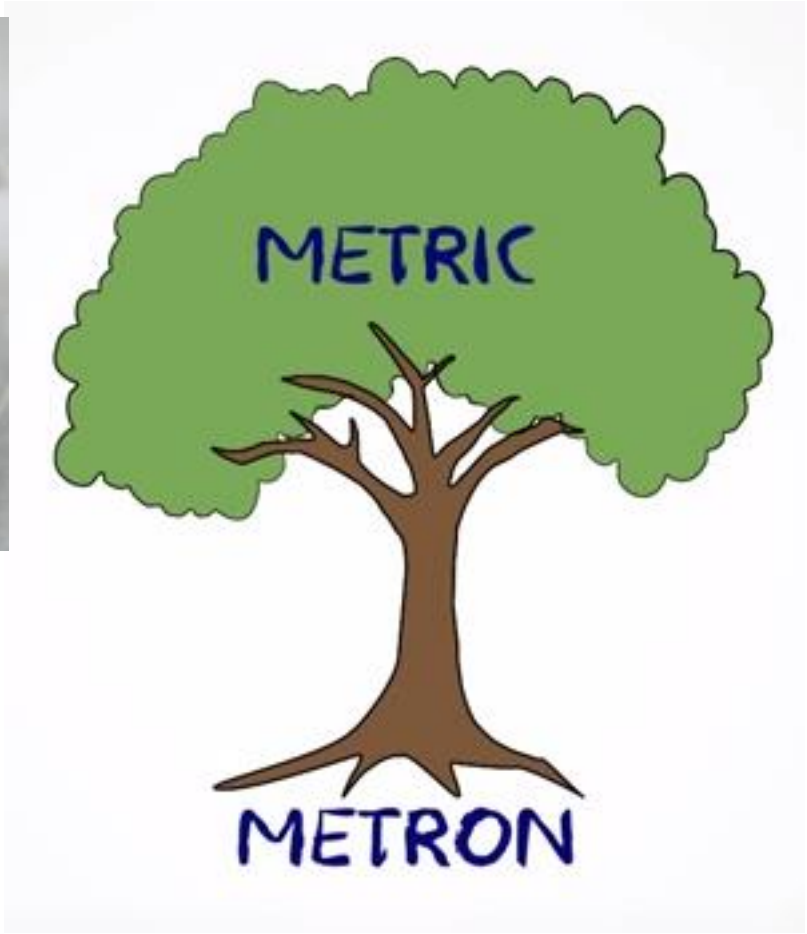

1
Measuring Everything
2
Communicating the results to the company
3
Choosing the best KPIS

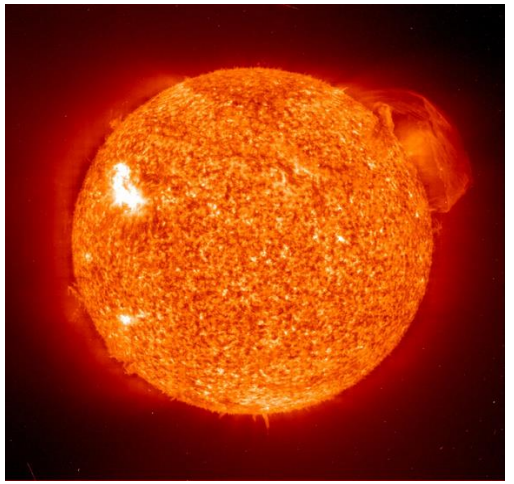


Measuring everything

We can understand the world around us better by measuring and learning from the data we have.



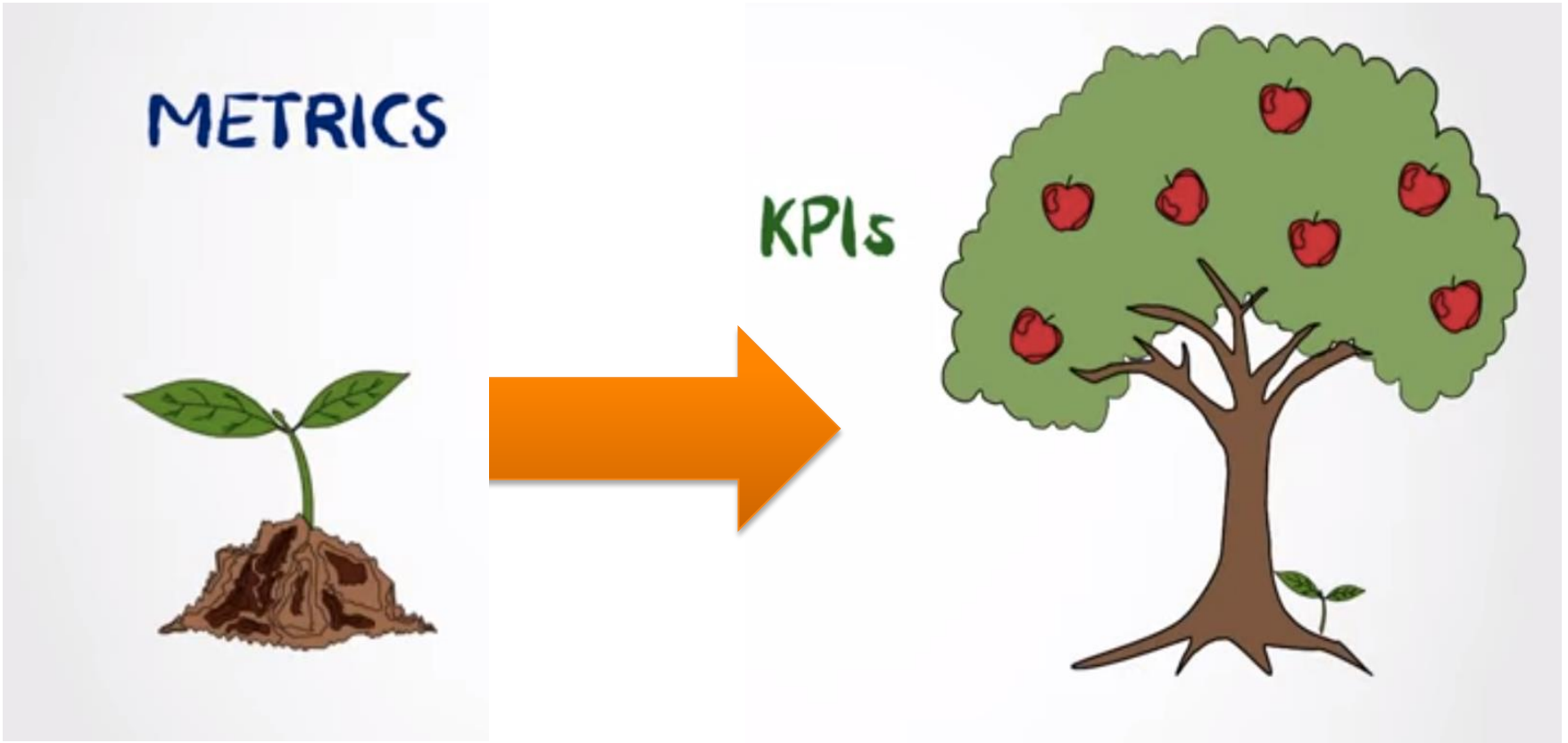

METRIC
METRON





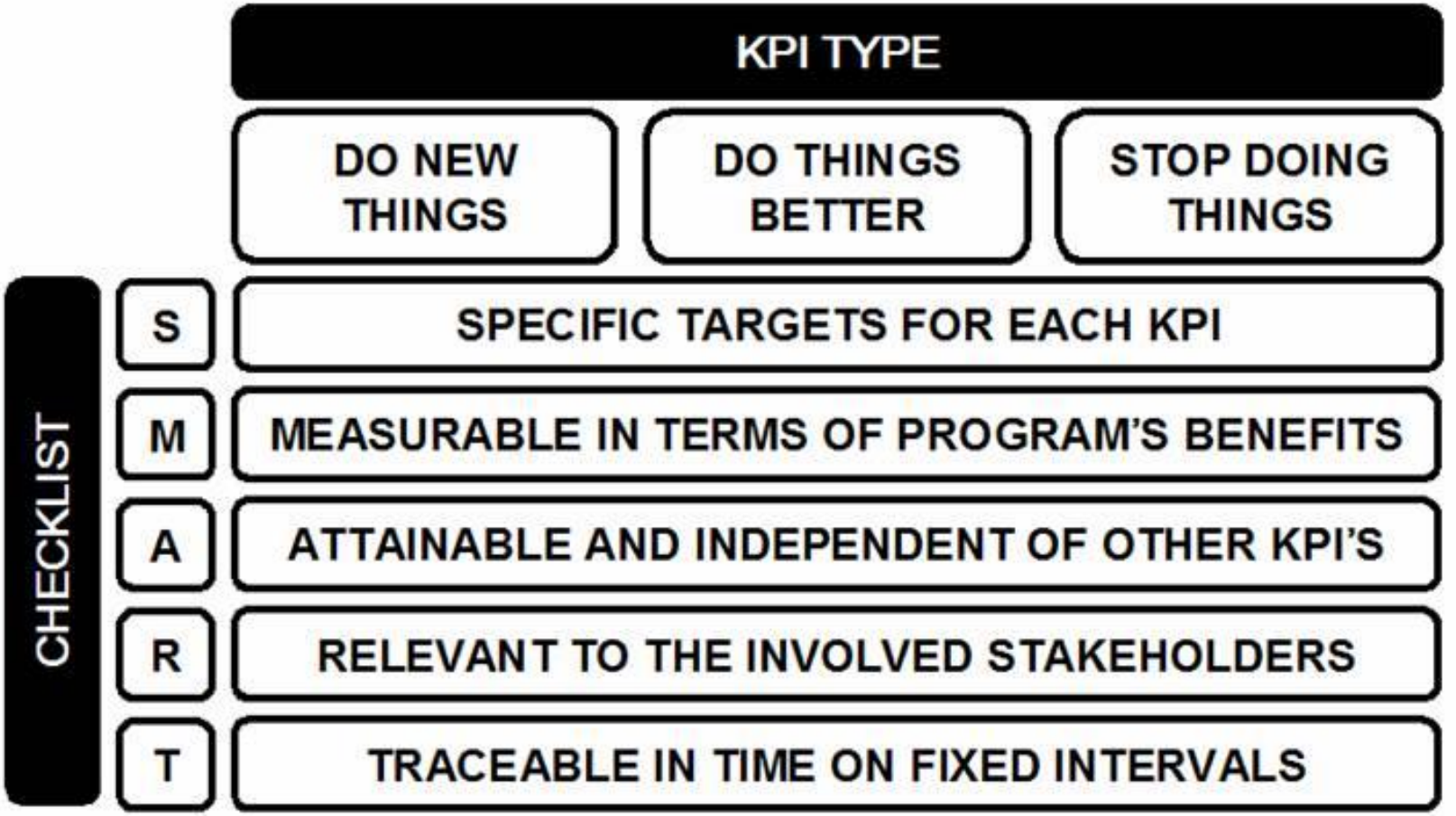


When Metrics reflect the achievement of a desired state (GOAL) they become KPIs.



Every company need to align they Key Goals with their metrics.

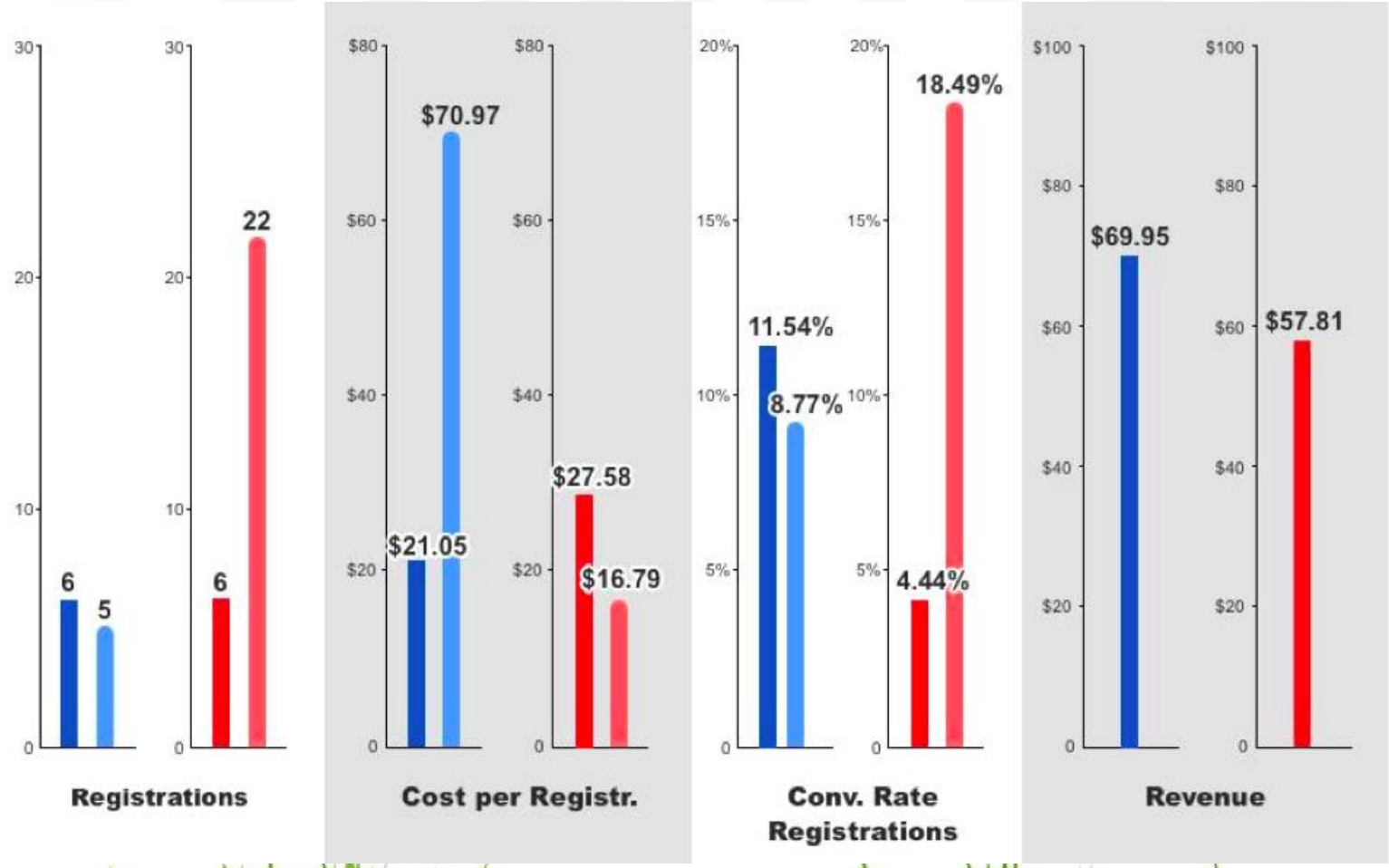
Main KPI Characteristics



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

Etsy

- 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

Search Engine Land

- Audience
- Churn Rate
- Advertising Inventory

The Washington Post

- 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.

KPIs		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
New Sales (Retainer, Content, Design)		3	2	1	2	1	-	-	30
Total HubSpot Visits	Plan	16,000	16,500	17,000	17,500	18,000	20,000	21,500	198,000
	Act	16,234	16,822	17,717	16,513	21,799	22,580	21,025	215,469
New HubSpot Leads (New Contacts)	Plan	400	400	425	400	415	450	550	4,715
	Act	341	429	362	359	521	630	452	4,951
HubSpot Visit to Lead Rate	Plan	2.5%	2.4%	2.5%	2.3%	2.3%	2.3%	2.6%	2.4%
	Act	2.1%	2.6%	1.9%	2.1%	2.4%	2.8%	2.1%	2.2%
Content - Email Blasts	Plan	1	1	1	1	2	1	1	13
	Act	0	0	1	2	1	2	1	9
Content - Blogs	Plan	40	40	20	24	24	31	32	411
	Act	27	26	29	25	28	30	38	379
Content - Downloads	Plan	1	1	1	2	2	2	2	16
	Act	0	0	1	2	2	2	1	10
Content - Videos/Webinars	Plan	5	5	5	1	1	1	0	39
	Act	4	5	1	0	0	0	0	26
Content - Press Releases	Plan	1	1	1	1	1	1	1	12
	Act	1	0	1	1	1	1	0	7

Campaign 1						
Title	Lean Digital Marketing (B)	Lean Digital #1b: PDCA	Lean Digital #2b: Lead Nurturing Kit	Lean Digital #3: Content/Nurturing	Lead Nurturing #4: What/Why	Lead Nurturing #5: Lean Digital Retainer
Target Launch (Kaizen)	11/16/2012					
Actual Launch Date	11/16/2012					
Active Members	65					
Funnel Stage		TOFU	TOFU	TOFU	MOFU	BOFU
Emails Delivered		89	133	118	48	34
Opens		36	39	39	13	7
Open Rate		40.40%	29.30%	33.10%	27.10%	20.60%
Clicks		7	24	6	4	0
Click Rate		9.00%	18.00%	5.90%	10.40%	0.00%
Unsubscribes		1	0	1	0	0
Total Landing Page Visits		n/a	50	n/a	14	5
Unique Visitors		n/a	-	n/a	-	-
Landing Page Conversions		n/a	24	n/a	6	0
Conversion Rate		n/a	75.00%	n/a	42.90%	0.00%

Putting all the information in 1 slide hoping someone will understand you it's a mistake.

KPIs		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
New Sales (Retainer, Content, Design)		3	2	1	2		-	-	30
Total HubSpot Visits		6,000	16,500	17,000	17,500		00	21,500	198,000
		34	16,822	17,717	16,513			21,025	215,469
New HubSpot Leads (New Contacts)			400	425	4			550	4,715
			429	362				452	4,951
HubSpot Visit to Lead Rate			2.4%	2.5%				2.6%	2.4%
			2.6%	1.9%				2.1%	2.2%
Content - Email Blasts			1	1				1	13
								1	9
Content - Blogs							31	32	411
							30	38	379
Content - Downloads							2	2	16
							2	1	10
Content - Videos/Webinars	P						1	0	39
	Act					0	0	0	26
Content - Press Releases	Plan					1	1	1	12
	Act					1	1	0	7

Campaign 1							
Title	Lean Digital Marketing (B)	Lean Digit PDCA			g	Lead Nurturing #4: What/Why	Lead Nurturing #5: Lean Digital Retainer
Target Launch (Kaizen)	11/16/2012						
Actual Launch Date	11/16/2012						
Active Members	65						
Funnel Stage						MOFU	BOFU
Emails Delivered						48	34
Opens						13	7
Open Rate			29			27.10%	20.60%
Clicks			4			4	0
Click Rate			18.00%			0%	0.00%
Unsubscribes			0			0	0
Total Landing Page Visits		a	50				5
Unique Visitors		n/a	-			-	-
Landing Page Conversions		n/a	24			6	0
Conversion Rate		n/a	75.00%			42.90%	0.00%

Problems?

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



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:

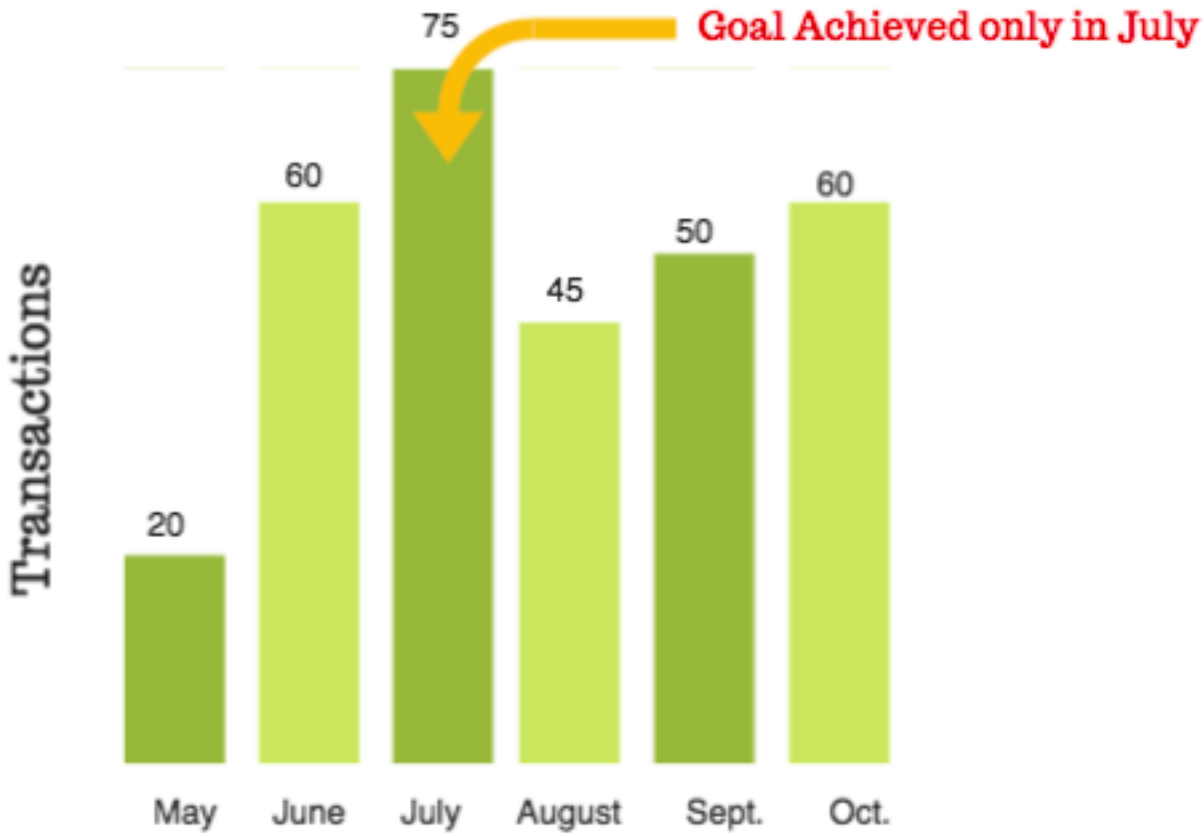
75 > Goal of 70
Great! We are
above our Goal

This is More Interesting

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

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

Example 3:





Solving Problem #1

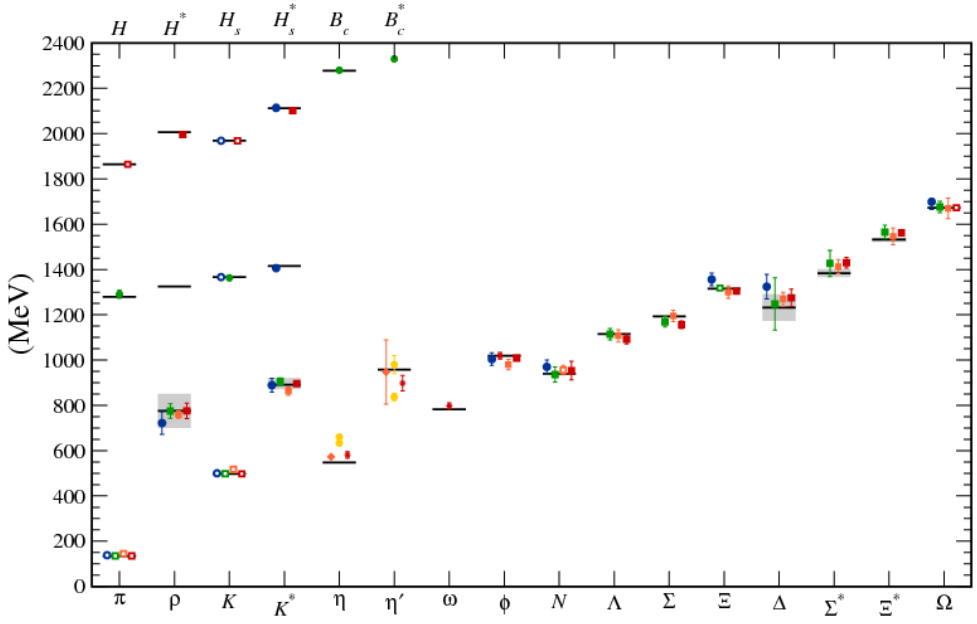
FOCUS ON INSIGHTS

Focus on the meaning of the KPI's for your company. Numbers can't talk, you can!

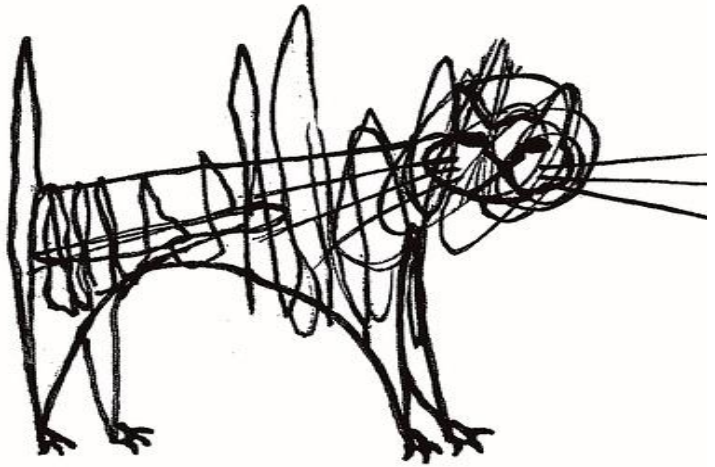
Mistake 2
No Anticipating questions

Not anticipating questions is a sign of not preparation and sometimes it's a sign of falsification

OMCap
Online Marketing Capital



Maybe for you is clear



But is not for your colleagues

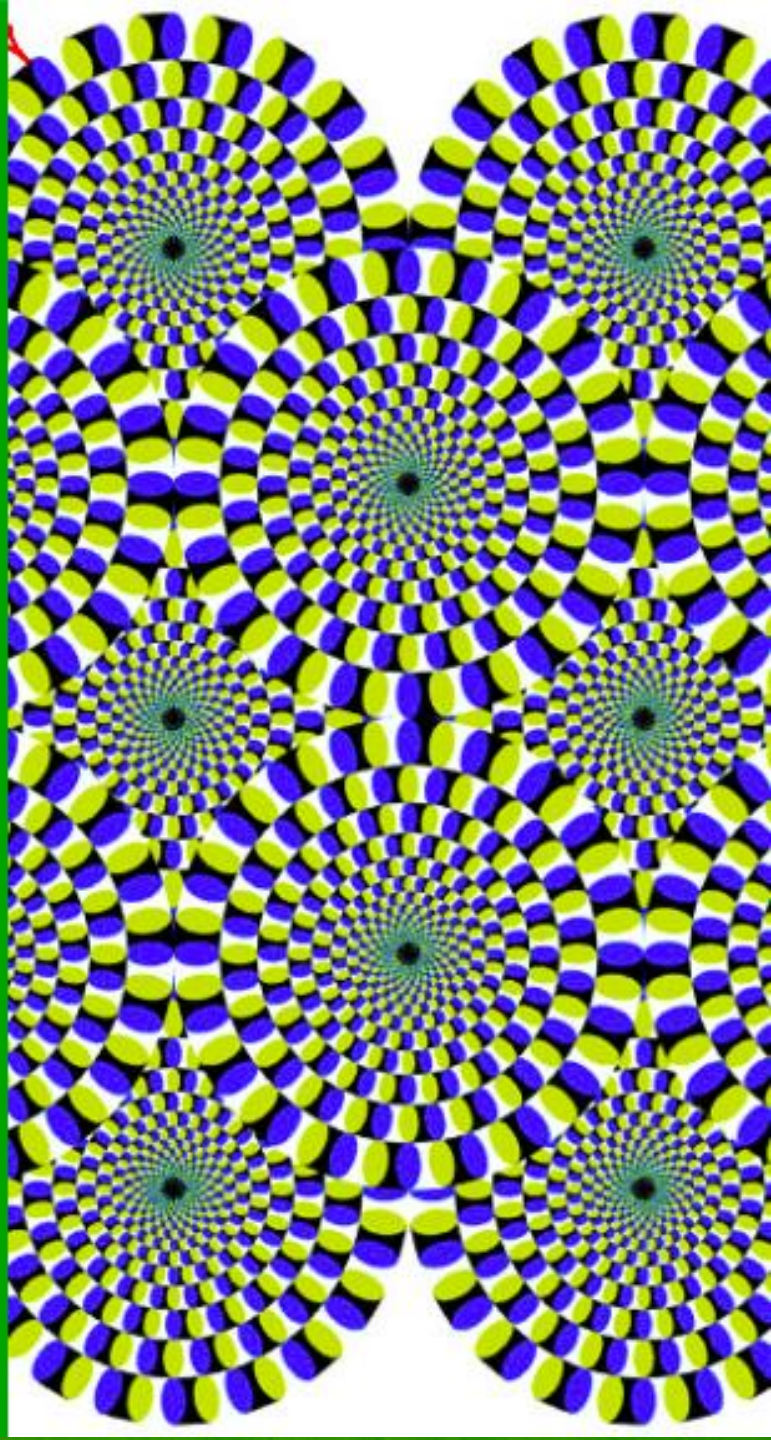
Problems?

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 you don't know what to answer during a question, all your results will be just an optical ilusion.





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 Effectivness



Marketing Strategy Effectivness KPI's

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



Incomes Growth



Incomes Growth KPIs

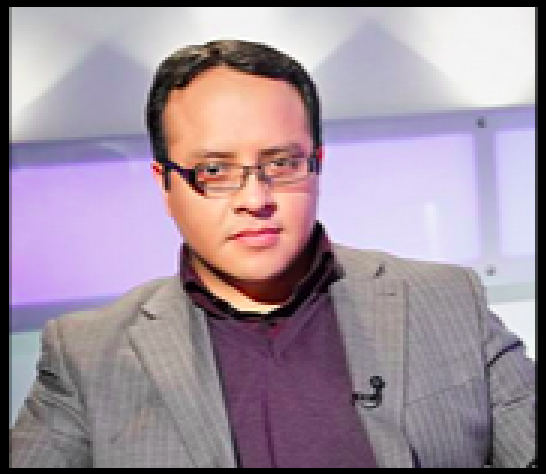
» Connection between registration, fans, downloads, subscribers, comments, followers and sales



3 IMPORTANT KPI'S

1. Brand Perception
2. Marketing Strategy Effectiveness
3. Incomes Growth

Thank you!



My name is:

Fernando Angulo

Head of International Partnerships
at SEMrush

@FERNANDOSEMRUSH

semrush
COMPETITIVE INTELLIGENCE