



Summit Recap

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Top Sessions at Summit

Session	Speaker(s)	Topic	Series
7 Human Behavior Hacks That Increase Engagement & Response	Nancy Harhut	Behavior Science	General
Analytics that Matter: The Right Reports For Every Step of the Buyer's Journey	Jessica Kao	Analytics	Champion
Look Sharp! Data Visualization for Marketing Ninjas	Martin Kihn	Data and Analytics	General
Shake the Funk! The Data Behind Deliverability & How to Stay Clean	Jacob Hansen, Matt Rushing	Email Deliverability	Customer
How to Build a Killer Content Marketing Strategy	Amanda Todorovich	Content	Customer
Creating and Managing a Lead Lifecycle in Marketo That Will Make Your Sales Team Happy	Steve Susina	Lead Life Cycle	Champion
Be the Exception! How Brilliant Marketers Get Bigger Results by Doing it Their Way	Jay Acunzo	Marketing	Influencer
Forrester Reveals the 7 Key Steps to Customer-Obsessed B2B Marketing	Lori Wizdo	B2B Marketing	General
How to Maximize your Value – Results from the 2017 Marketo Compensation Survey	Jason Seeba and Inga Romanoff	Career	Champion

7 Human Behavior Hacks that Increase Engagement and Response

The one thing to know?

**Everyone relies on decision —
making shortcuts**

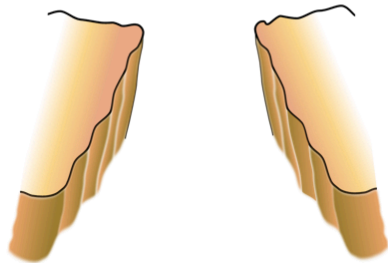
Perfect For:

- People who want to increase their conversion rates
- People who want to A/B test their messaging or brand images
- People who just plain old like science

Analytics that Matter: The Right reports for every stage of the funnel

Attribution is the Key

- Attribution ties what you do as a marketer to \$\$ Pipeline and Revenue
- The "right" person is the one that has a high likelihood to buy.



MARKETING
NATION
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Perfect For People who:

- Want to report on what's working and what's not in marketing
- Want to understand how attribution is calculated
- Want to see sample reports and how to get started

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Look Sharp: Data Visualization for Marketing Ninjas

Key Issues

1. Design principles and visual narrative techniques
2. How to develop an effective marketing dashboard
3. A paint box of ideas to make your data come alive



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Highlights:

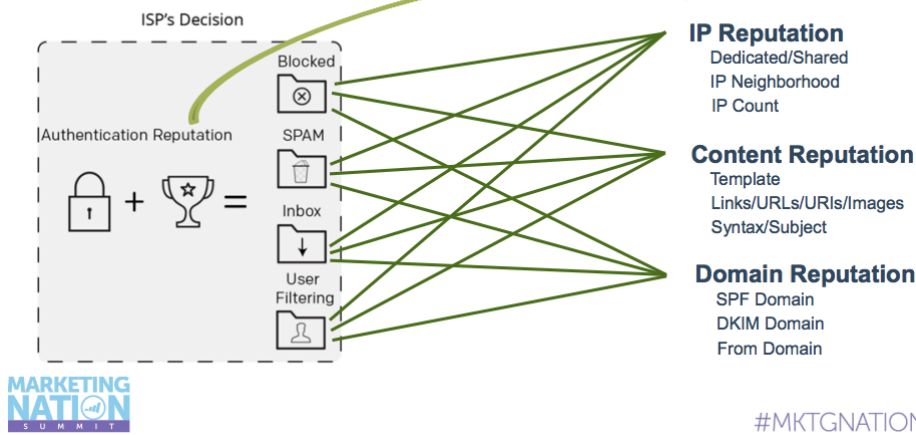
- Building a dashboard is a learned skill
- Knowing the components and how to build a dashboard that tells a story
- Use design principles



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Shake the Funk: The Data Behind Deliverability and How to Stay Clean

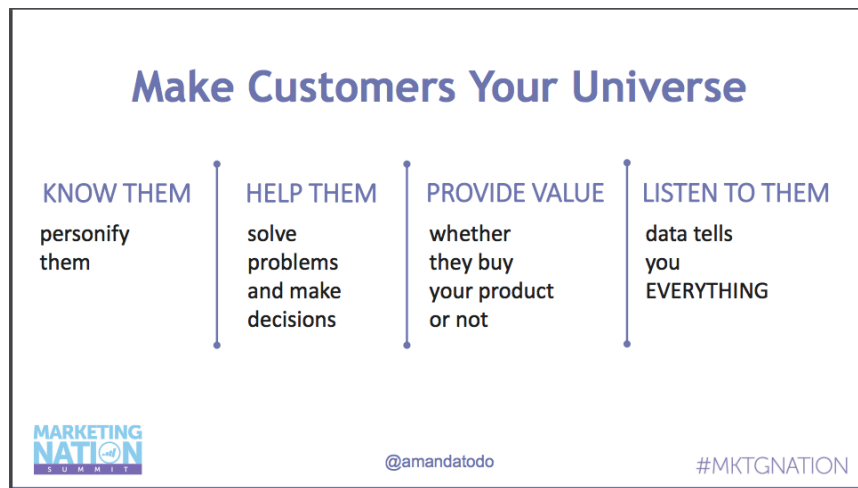
Factors Impacting Delivery



Perfect For People who:

- Are the keepers of the database
- Want to preserve their IP reputation
- Want to understand what affects deliverability

How to Build a Killer Content Marketing Strategy



What's it about:

- Success story Cleveland Clinic
- How Content Marketing drives awareness that leads to revenue
- Speaker was Content Marketing Institute Marketer of the Year 2016

Creating and Managing a Lead Lifecycle in Marketo That Will Make Your Sales Team Happy

Benefits to the Organization

- Track marketing campaign performance
- Credit to marketing for success
- Guidance to sales leadership on their performance
- Capture of recycled and lost leads
- Increased revenue

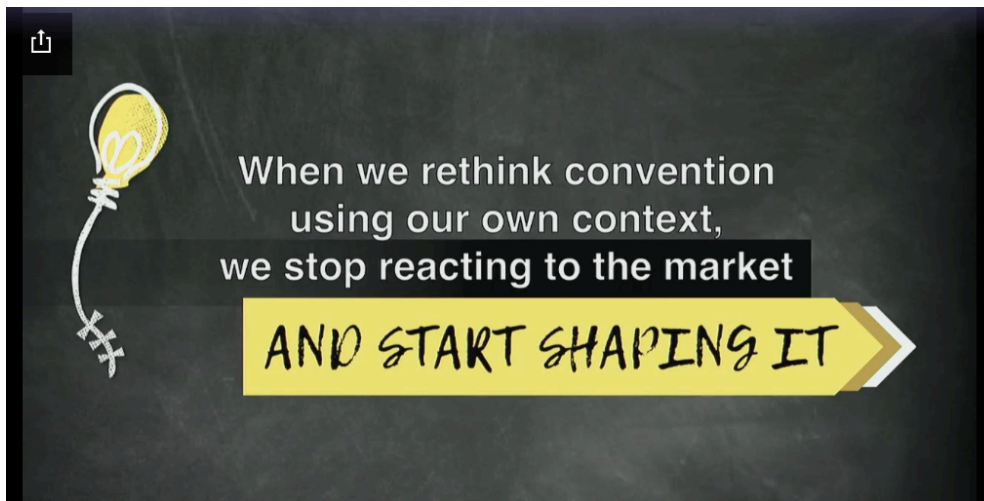


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Summary:

- Thorough process for how to build a lead life cycle
- People, and process changes
- Defines ownership, buy in, marketing and sales alignment, pitfalls

Be the Exception! How Brilliant Marketers Get Bigger Results by Doing it Their Way



Perfect For People who:

- Something Inspirational and Engaging
- Want to know how to stop being average and be exceptional

Forrester Reveals the 7 Key Steps to Customer-Obsessed B2B Marketing

7 key steps in the pivot to customer obsession.

Product-centric
Value Props
Reaching
Campaigns
Content development
Targeted
Sales Enablement



Customer-centric
Outcomes
Attracting
Engagement
Content delivery
Personalized
Customer Enablement



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Perfect for:

- Culture shift in mindset
- Head of Marketing, own content strategy or messaging, self education
- Theoretical



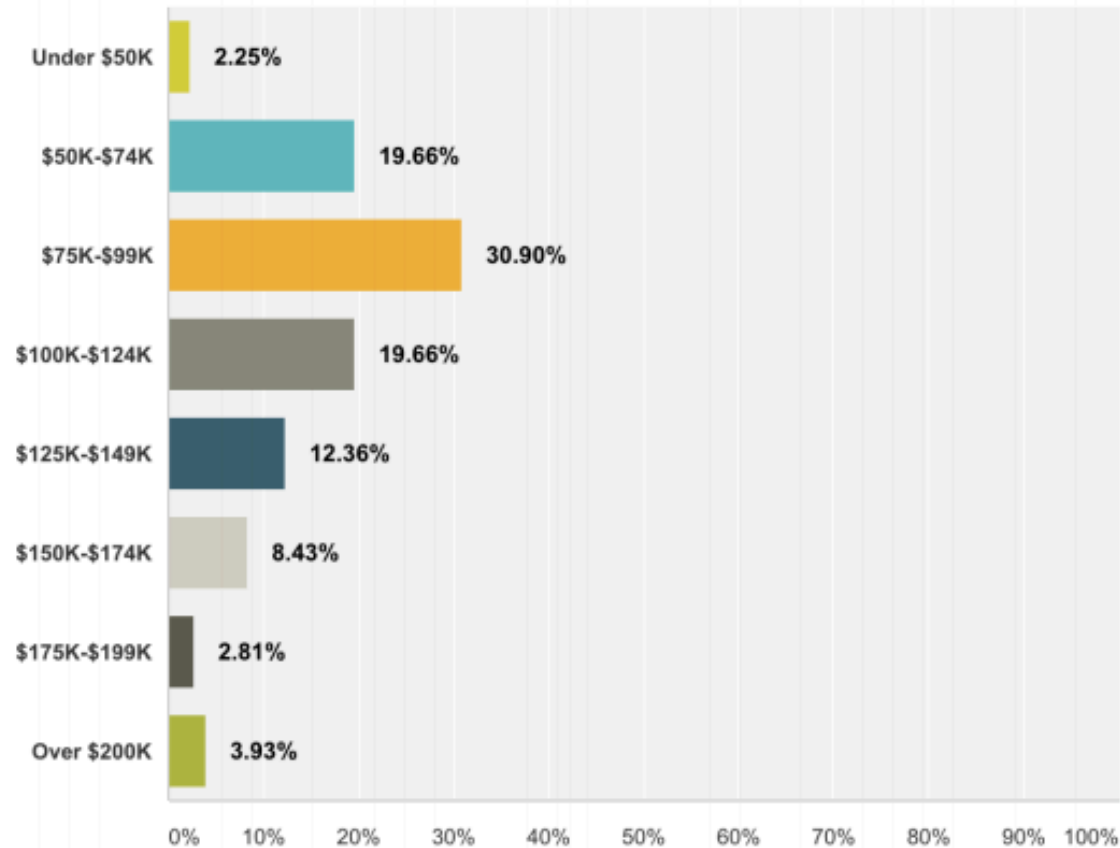
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Overall Compensation (including Bonus)

Median is
\$75K-\$99K
range

Around 28%
are over \$125K

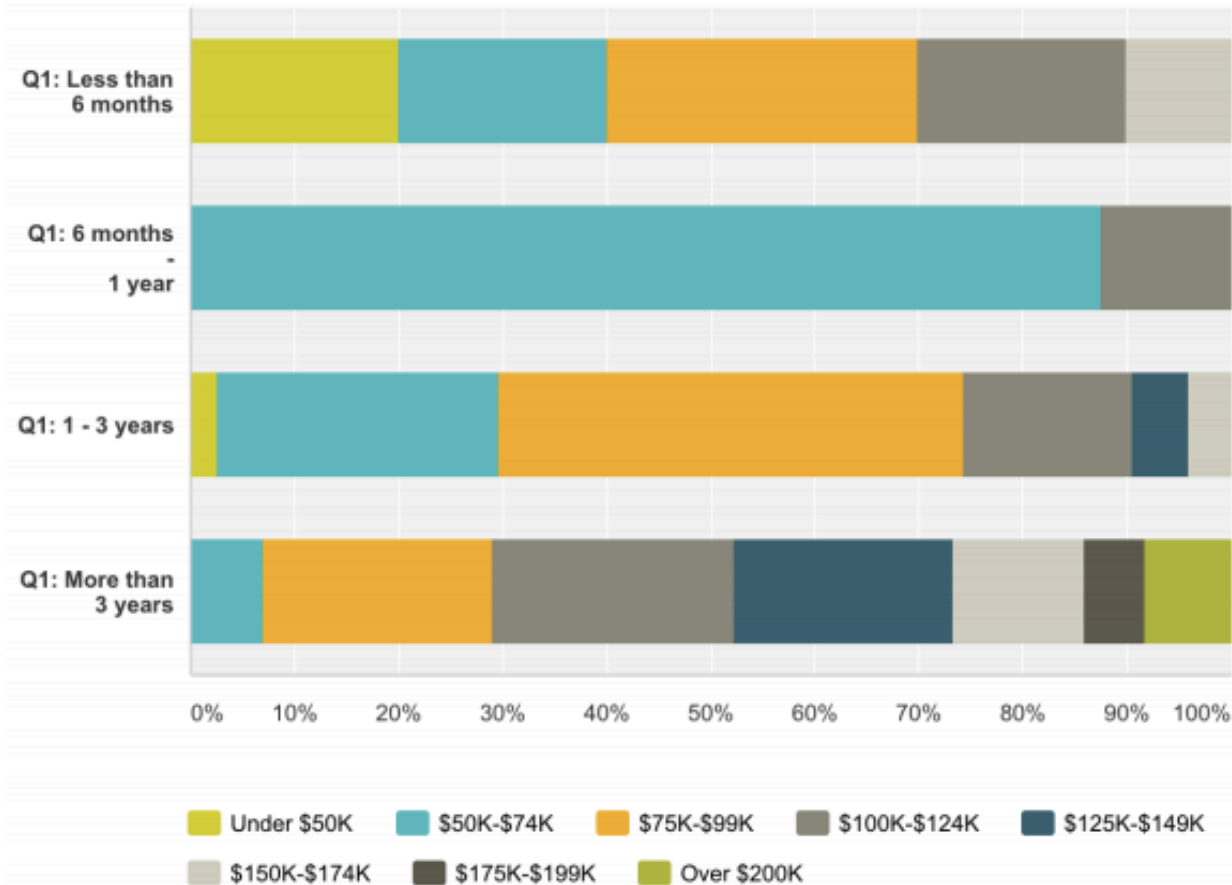
Around 22%
below \$75K



Comp by Length of Marketo Experience

Median with 1-3 years of experience is \$75-99K

Median with 3+ years of experience is high end of \$100K-\$125K



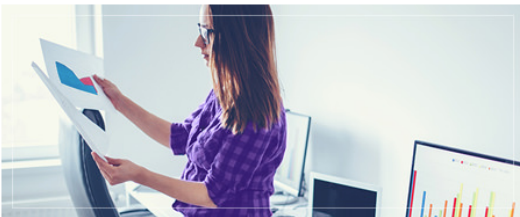
Marketo Certification Program 2017



New MCE Exam 2/17

Marketo Certified Expert (Proctored)

Take the next step to advance your marketing career and earn credibility in the marketing world. Demonstrate your in-depth knowledge, skills, and proficiency to employers by becoming a Marketo Certified Expert.



DISCONTINUED
DEC 31, 2016

Marketo Certified Revenue Cycle Analyst

Base your marketing campaign decisions on data. Validate your expertise in creating reports, analyzing results, and spotting market and audience trends by becoming a Marketo Certified Revenue Cycle Analyst.

Marketo Specializations (Unproctored)

Add-on specialization badges to extend your Marketo Certified Expert credential

- **Programs & Campaign Specialization**
- **Nurture & Engagement Specialization**
- **Creative Assets Specialization**
- **Analytics Specialization**
- **Advanced Analytics Specialization**
- **Events & Webinars Specialization**
- **Web Personalization Specialization**
- **Marketo Admin Specialization**
- **Email Deliverability Specialization**
- **Mobile Marketing Specialization**
- **Social Marketing Specialization**

COMING IN 2017

The MCE Exam has CHANGED

- New exam objectives
 - Program Fundamentals
 - Targeting and Personalization
 - Analytics and Reporting
 - Lead Management
 - Implementation and Operations
- New questions
 - Scenario-based questions that test “why” not “how”
 - Focuses on Marketo best practices
- New MCE Prep Course



MCE Exam Format

- Approximately 75-80 multiple choice items
- 90 minutes allotted to complete the exam
- Regular registration fee of USD \$225.00
- Overall passing score: 70%
- Before taking the exam, candidates must read and accept an Honor Code and a legal agreement, which includes an agreement that the candidate will not share or expose the content of the exam.
- Good for 2 years

Specialization Exam Format

- Approximately 25 multiple choice items
- 60 minutes allotted to complete the exam
- Regular registration fee of USD \$25.00
- Overall passing score: 75%
- Exams are **not proctored**
- To register : www.webassessor.com/marketo
- Find our more about our [Specialization Exams](#)

Product Update

- Project Orion – platform performance metrics
- New Reporting Insights – CMO, Practitioner, Web
- Provide industry benchmark data into Email Insights
- New APIs for large data import and export
- Acquired Tout App
- Ad bridge dynamic lists
- New look and feel
- User requested features – saved smart lists and flows, variable cadence in smart lists, AI in email and nurture



CMO Insights



CURRENT QTR

OPEN PIPELINE THIS QTR

24.5M

90M PIPELINE AT QTR START

BOOKINGS THIS QTR

7.1M

↑ 0.3M FROM LAST WEEK

CLOSE RATE THIS QTR

32%

▼ 3.4% SINCE PREV QTR

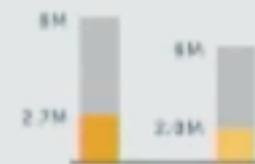
ROI THIS QTR

3.5x

▼ 12.5% ⓘ

4x AVG ROI OVER 4 QTRs

YTD INVESTMENT VS BUDGET



PROGRAMS PEOPLE

GOALS

TARGET BOOKINGS NEXT QTR

10M

PIPELINE COVERAGE

2.5x

4.4x AVG LAST 4 QTRs

NEW PIPELINE THIS QTR

4.8M 48%



10M

Exceeded goal by 20% last QTR

NEW OPPS THIS QTR

135 60%



240

Missed goal by 22% last QTR

NEW MOLE THIS QTR

540 72%



700

Marketing Performance: Revenue Attribution

What are my best performing Channels & Programs?

CONTRIBUTION | TREND

View performance using the **Revenue Won (Multi-Touch)** metric for opportunities closed during **Current Month** **JUN 17**

Add a filter

Revenue Won (Multi-Touch) By Channel

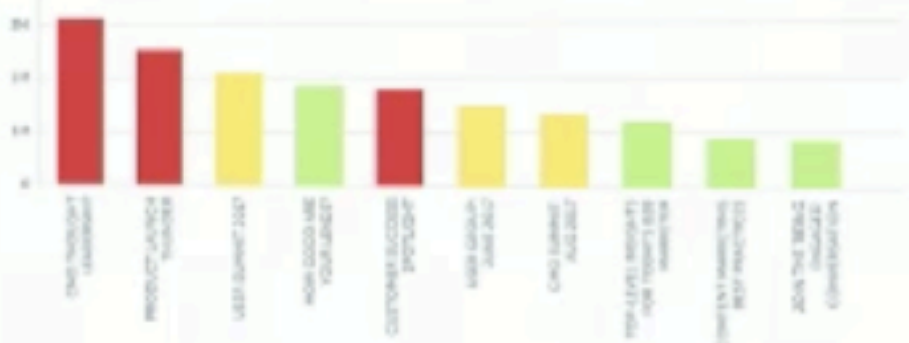


Channel	Revenue	% of Total
RESEARCH	\$1.2M	4.3%
EMAIL	\$6.5M	23.3%
EVENTS	\$1.4M	5.0%
NEWS	\$4.1M	14.7%
ADVERTISING	\$4.6M	16.5%

Click a channel above to see its details

Revenue Won (Multi-Touch) By Program Across All Channels

PROGRAMS: 40 (40) | Top 30 | Bottom 10



CHANNELS	MULTI-TOUCH			
	NUMBER OF OPPORTUNITIES	REVENUE WON (M)	COST PER OPPORTUNITY (C)	REVENUE TO INVESTMENT (R)
ADVERTISING	123,456	\$4.6M	\$37.30	0.012
EMAIL	234,567	\$6.5M	\$27.70	0.004
NEWS	345,678	\$4.1M	\$11.85	0.008
EVENTS	456,789	\$1.4M	\$3.07	0.003
RESEARCH	567,890	\$1.2M	\$2.12	0.002

Web Insights: Summary

Add a filter

Last 7 Days
MAY 10 - 20

Highest Converting Referrer



Medium

Conversion

SOCIAL

25% (425)

Highest Volume Referrer



Medium

Referrals

SEARCH

10,244

Highest Average Page Views



Medium

Page Views

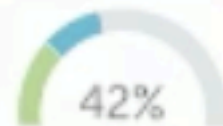
SOCIAL

2,457

Top Industries - Views



Conversion



New: 11,607 (94%)
Existing: 6,434 (42%)

Total Views

48,255



Known: 27,200



Anonymous: 21,055

Visitors by Region



Visitors by Company

Maple Leaf Consulting 10,244

Web Engagement

