

KEY MARKETING KPIs



Why?

What?

How?



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WHY?

Shift your marketing from a cost centre to a revenue generator

- Demonstrate the contribution of marketing to revenue and business growth
- Make better decisions
- Optimise the customer journey

What are
THE MAIN KPIs?

MARKETING CONTRIBUTION TO REVENUE



SOURCED



INFLUENCED

MARKETING ROI



Are you investing wisely?



Customer
Acquisition
Cost

CUSTOMER LIFETIME VALUE

The diagram illustrates the formula for Customer Lifetime Value (CLV). It consists of three main components multiplied together, followed by an equals sign and the result 'CLV'. The first component is a green pound sign (£) representing the average transaction value. This is multiplied by a blue 'x' symbol, followed by a green hourglass icon representing annual purchase frequency. This is multiplied by another blue 'x' symbol, followed by a green handshake icon with a double-headed arrow below it representing the expected years of relationship. This is followed by a blue '=' symbol, and finally the large green text 'CLV' representing the Customer Lifetime Value.

$$\text{Average Transaction} \times \text{Annual Purchase Frequency} \times \text{Expected Years of Relationship} = \text{Customer Lifetime Value}$$

CUSTOMER SENTIMENT

How likely are you to recommend [Company Name] to a friend or colleague?



$$\text{Promoters \%} - \text{Detractors \%} = \text{NPS}$$

RECAP

- ✓ Marketing Contribution to Revenue
- ✓ ROI
- ✓ Customer Acquisition Cost
- ✓ Customer Lifetime Value
- ✓ Customer Sentiment / NPS

TACTICAL – FOR YOUR TEAM

Click through

Time on
website, pages
per visits etc.

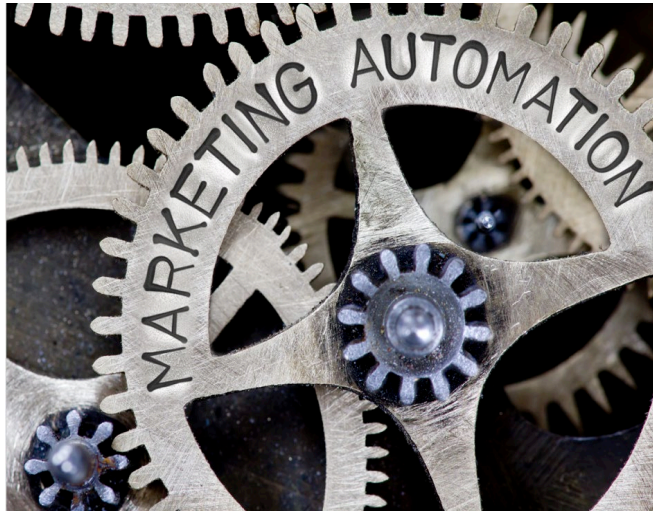
Cost per lead

Conversions:
traffic -> leads -
> MQLs -> SQLs
-> Won

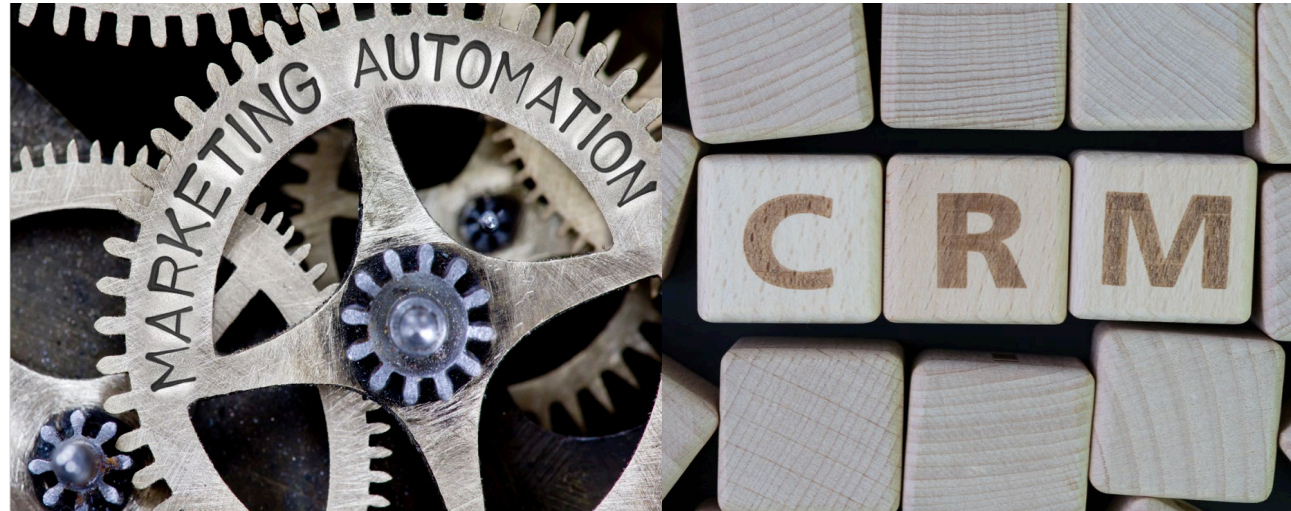
Velocity: time
between stages
etc.

How to
TRACK THOSE KPIs?

TWO CORE TECHNOLOGIES...



MARKETING AUTOMATION & CRM



Integration is
Key

Thank you.

QUESTIONS?



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