Answer Marketing Questions with Sightfull Metrics

Sightfull.

With Sightfull, visualizing your marketing metrics has never been easier.

Answer questions like:

> How many new potential customers (leads) did we acquire recently?

> How many of these leads become marketing qualified – MQLs?

> What is the average duration leads spend in each stage?

> Which marketing campaigns directly led to closed-won opportunities – bookings?

With Sightfull, no coding is required – seamlessly integrate with your current CRM and BI tools. Gain full visibility of your marketing efforts and connect them to revenue outcomes to spot growth opportunities and avoid obstacles.


Leads Created

Definition: The number of new potential customers acquired within a set timeframe, based on first-time engagement with the company.

Why it's important: Vital for evaluating marketing and sales success, optimizing strategies, and allocating resources efficiently for growth.

Questions this metric answers:
How many new potential customers have we acquired in the last month/quarter?

Which marketing channels or strategies are generating the most leads?

What is the trend in lead generation over the past few months?

Case study: Acme aims to evaluate their new product launch using the Leads Created metric, measuring interest and inquiries. This metric guides their marketing strategy effectiveness and indicates market response. High leads signify strong engagement, while lower numbers prompt strategy reviews, shaping Acme's decisions for business success.

Jan, 2023	Feb, 2023	Mar, 2023	Apr, 2023	May, 2023	Jun, 2023
219	270	199	204	194	128

● New Leads Created
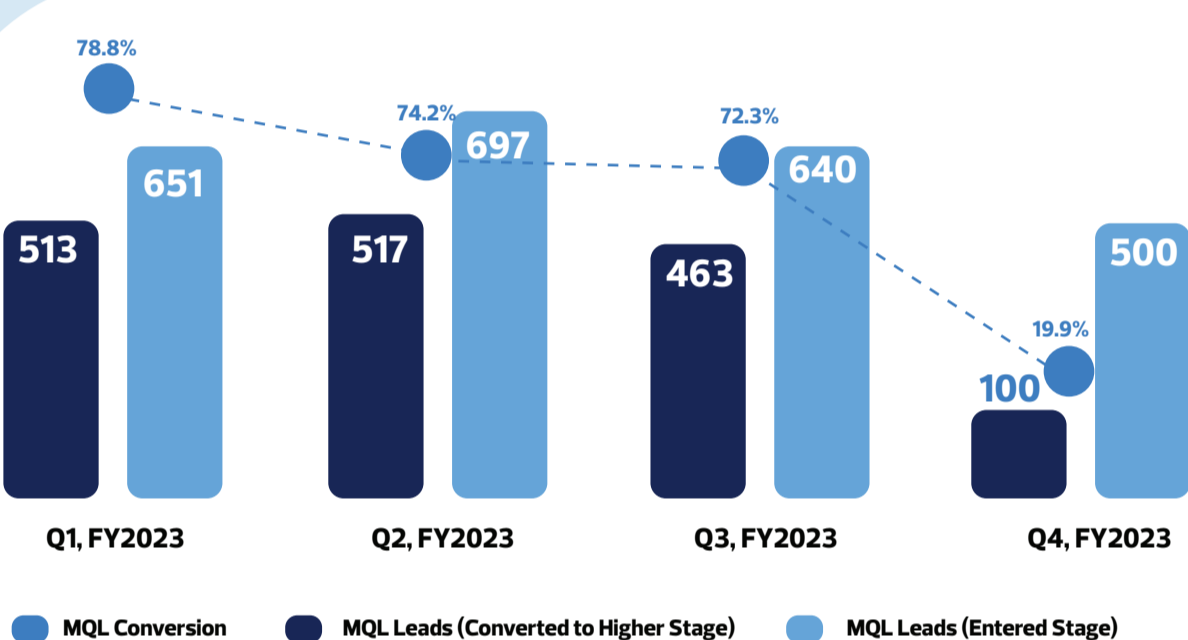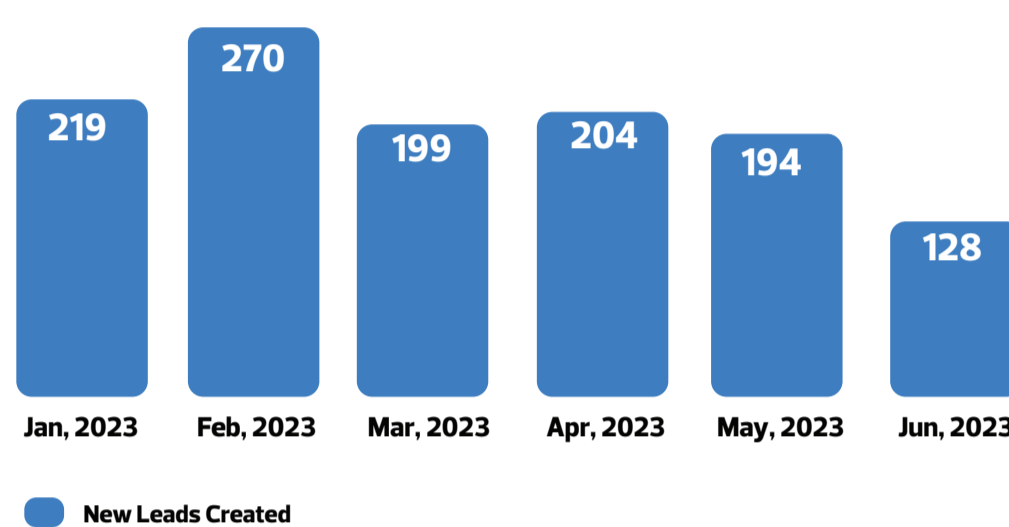
Lead-to-MQL Rate

Definition: The conversion rate of new leads to MQLs. Marketing Qualified Leads are potential customers that are ready to proceed to sales according to engagement and lead scoring criteria.

Why it's important: Evaluates marketing effectiveness, optimizes strategies, and ensures resources target high-potential prospects for sales funnel progression.

Questions this metric answers:
What percentage of our leads qualify as Marketing Qualified Leads (MQLs)?

Which types of content or interactions are most successful in converting leads to MQLs?

How has the Lead-to-MQL rate changed over different marketing campaigns?
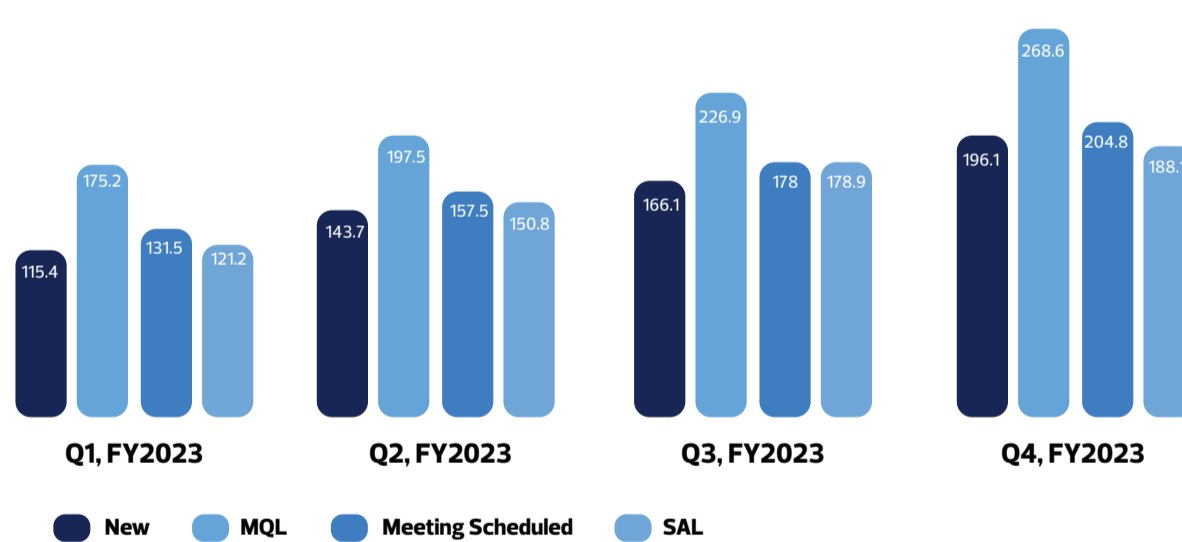
	Q1, FY2023	Q2, FY2023	Q3, FY2023	Q4, FY2023
MQL Conversion	78.8%	74.2%	72.3%	19.9%
MQL Leads (Converted to Higher Stage)	513	517	463	100
MQL Leads (Entered Stage)	651	697	640	500

● MQL Conversion   ● MQL Leads (Converted to Higher Stage)   ● MQL Leads (Entered Stage)

Example: Acme evaluates marketing success post new software launch via the Lead-to-MQL Rate. Out of 500 generated leads, 100 meet MQL criteria, prompting Acme to focus on resonating content for higher Lead-to-MQL conversion rates and better quality prospects in the sales pipeline.

Lead Duration in Stage

Definition: The average number of days between leads entering and exiting each stage of lead development to a sales opportunity (based on your unique lead cycle stages)
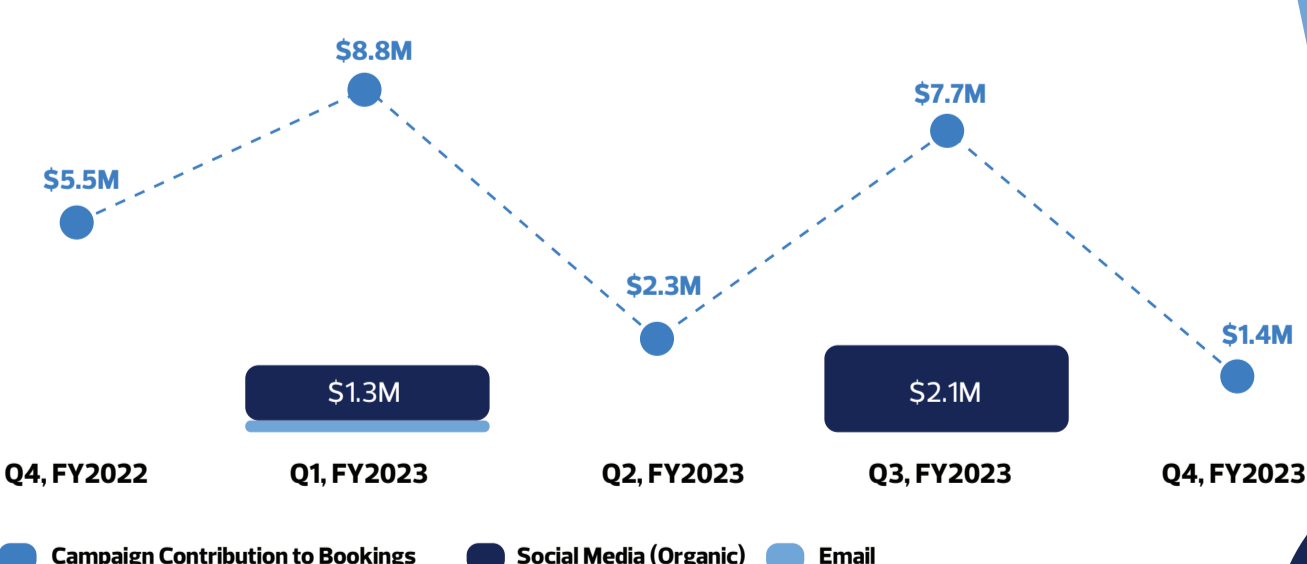
Why it's important: Critical for optimizing funnel efficiency, pinpointing bottlenecks, and enhancing conversion rates by tracking lead progression.

Questions this metric answers:
What is the average duration a lead spends in the current marketing stage?

Are there specific stages where leads tend to get delayed or move quickly?

How does lead duration vary between different customer segments?

	Q1, FY2023	Q2, FY2023	Q3, FY2023	Q4, FY2023
New	115.4	143.7	166.1	196.1
MQL	175.2	197.5	226.9	268.6
Meeting Scheduled	191.5	157.5	178	204.8
SAL	127.4	162.9	178.9	168.1

● New   ● MQL   ● Meeting Scheduled   ● SAL

Example: Acme wanted to boost lead conversions by studying lead duration in the MQL stage. Identifying communication gaps causing prolonged stays, they applied targeted strategies, reducing lead duration and increasing conversions, meeting Acme's goal.

Campaign Attribution (Bookings)

Definition: The amount of closed-won opportunities (Bookings) attributed to each marketing campaign using a select single /multi-touch attribution model (i.e. First Touch, U-Shaped, Linear, etc.)

Why it's important: This metric is critical for refining marketing strategies, optimizing resource allocation, and enhancing overall performance by understanding the impact of campaigns on closed won opportunities.

Questions this metric answers:
Which marketing campaigns have directly resulted in closed deals and bookings?

What is the revenue generated from each major marketing campaign?

How does the performance of different campaigns compare in terms of ROI?

	Q4, FY2022	Q1, FY2023	Q2, FY2023	Q3, FY2023	Q4, FY2023
Campaign Contribution to Bookings	$5.5M	$8.8M	$2.3M	$7.7M	$1.4M
Social Media (Organic)		$1.3M		$2.1M	

● Campaign Contribution to Bookings   ● Social Media (Organic)   ● Email

Example: Acme wanted to enhance marketing effectiveness by comparing social media-focused Campaign A with email-centric Campaign B. Using the Campaign Attribution (Bookings) metric, they found that Campaign A significantly surpassed Campaign B in driving bookings. With this insight, Acme intends to allocate more resources to strengthen Campaign A for improved marketing strategies.

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