

IGNITE YOUR GROWTH

Symposium

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TGI



Measuring Marketing ROI:

Pipedream or Possibility?



Bob Boucher

Cole Creative, Boston, MA

Marketers' Pain Points

***Measuring
ROI***

***Competing for
attention at retail***

***Maintaining
customer loyalty***

***Controlling
my brand***

***Generating
leads***



***Smaller
market
segments***

***Poor
database***

***Corporate
silos***

***Am I using the
right message?***

***Outdated
literature***



Photo: Ad Age





Marketing Accountability Standards Board



‘Return on Marketing Investment is inherently a financial construct. No measure is complete without a link to financial performance.’

‘Cash flow is the ultimate metric to which every business activity should be linked, including marketing.’

MASB Members:

- Coca Cola
- UCLA
- Visa
- Nielsen
- DMA
- Columbia
- ConAgra
- U Michigan
- AMA
- Kimberly-Clark
- ANA
- Wharton



Back in the day ...

TV/Radio Ads

Outdoor Ads

Print Ads

Direct Sales

Packaging

POS

Direct Mail

PR

Trade Shows/Events

Telemarketing



Image: alternatebinkyality.wordpress.com



Gone are the days...

“Gone are the days when marketers could carefully craft messaging ... and broadcast that message through a few channels... to huge portions of their audiences.”



“Is Marketing Dead?”



	2009
Media Revenue ¹	— 4.3%
Ad Spending ²	— 12.9%
Marketing Services ³	— 2.4%
Agency Revenue ⁴	— 9.7%
Industry Employment ⁵	— 11.3%
Online Advertising ⁶	— 4.6%

Social Media/Online Advertising:

- 64% of marketers increased budgets in 2010.
- BUT, 50% don't know how to measure ROI.

Forrester Research, Augie Ray, Sr. Analyst of Social Computing

¹ Advertising Age: Net US media revenue for top 100 media companies

² Advertising Age: US Newspapers, radio, TV, magazines, cinema, outdoor, internet

³ Advertising Age: US Direct mail, telemarketing, sales promotions, PR, events, directories

⁴ Advertising Age: 9-month revenue trends reported by WPP, OmniCom, Interpublic, Publicis

⁵ Advertising Age: Bureau of Labor Statistics, ZenithOptimedia

⁶ Interactive Advertising Bureau, eMarketing

Image: batatease.com



Average Tenure in the Boardroom



<3 years



4 years



6.6 years

Sources:
Spencer Stuart
AESC BlueSteps
Wall Street Journal
Photos: strategyoneinsight.com, eiu.edu



'Marketers Developing Survival Instincts'

"More folks are using **direct marketing that can be measured** and shows a payback...."



"The **next big idea** may surface from a more junior employee, a peer, a provider, your agency or even a customer."

"There are **new technologies for measuring the business** and speaking with a splintered consumer group."

"More marketers are **embracing analytics and measurable** results ... vs. 'consumer awareness and brand affinity'..."

Rules for the “New” Marketer



- ✓ Cannot simply focus on **outbound messaging**.
- ✓ Cannot only plan bursts of communication ... but engage in **constant dialog** with consumers.
- ✓ Cannot just build campaigns, but **relationships**.
- ✓ Cannot merely develop creative messages, but create a **positive customer experience**.

Marketing Evolution

Marketers

Email

Search Marketing

Social Networks

Online Advertising

Mobile Marketing

Blogs

QR Codes & Tags

Variable Data/Short-Run Print

Personalized Direct Mail

Personalized URLs

Custom Labels & Packaging

Print on Demand; Web-to-Print

Custom Billboards & POS



Images:
archerysupplyshop.com
lakesidearchery.com



Marketing Evolution

Customers



Response Options:

Call Center
BRC
Retail

Email
Websites
PURLs
Social Networks



Image: montajeycomercializadorajocool.com



Marketing Evolution

Customer Service



Image: hubpages.com



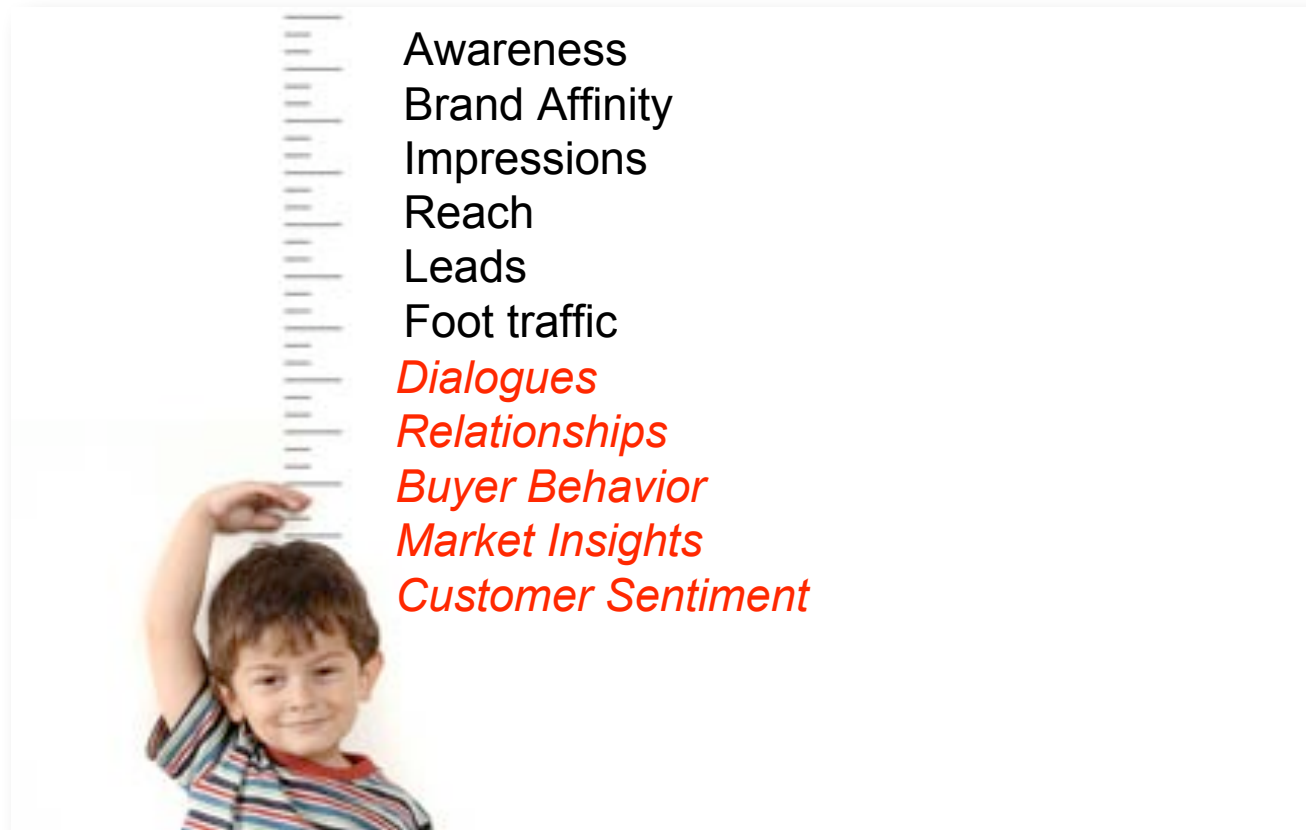
Marketing Evolution Enterprise



“Everything we do is marketing, from our supply chain to what our CEO says over drinks to how our support teams treat our customers.”

Sonia Simone, Chief Marketing Officer, Copyblogger Media

What are Marketers Measuring?



Measuring Customer Sentiment

A deeper emotional need for:

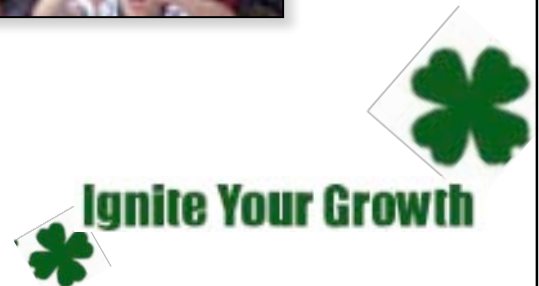
- *Communal experiences*
- *Hope*
- *Anticipation*
- *Excitement*
- *Shared memories*

*“Find the need and create an experience that **resonates with them emotionally.**”*

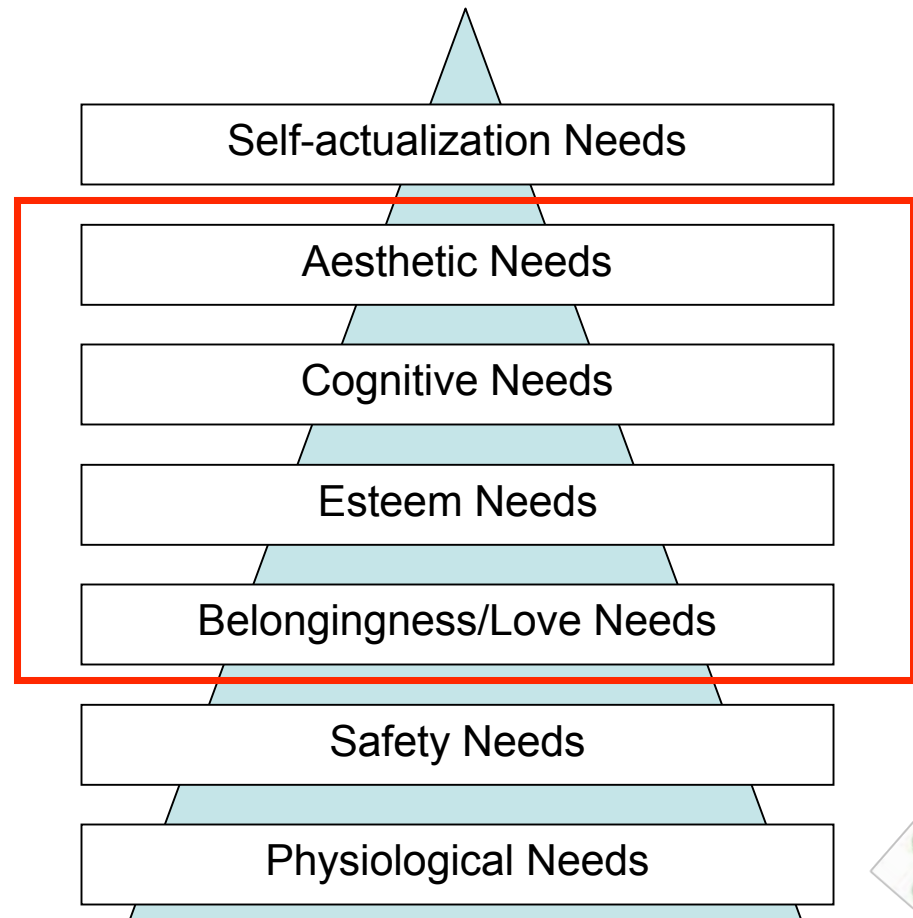
John Brody

MLB Marketing Executive

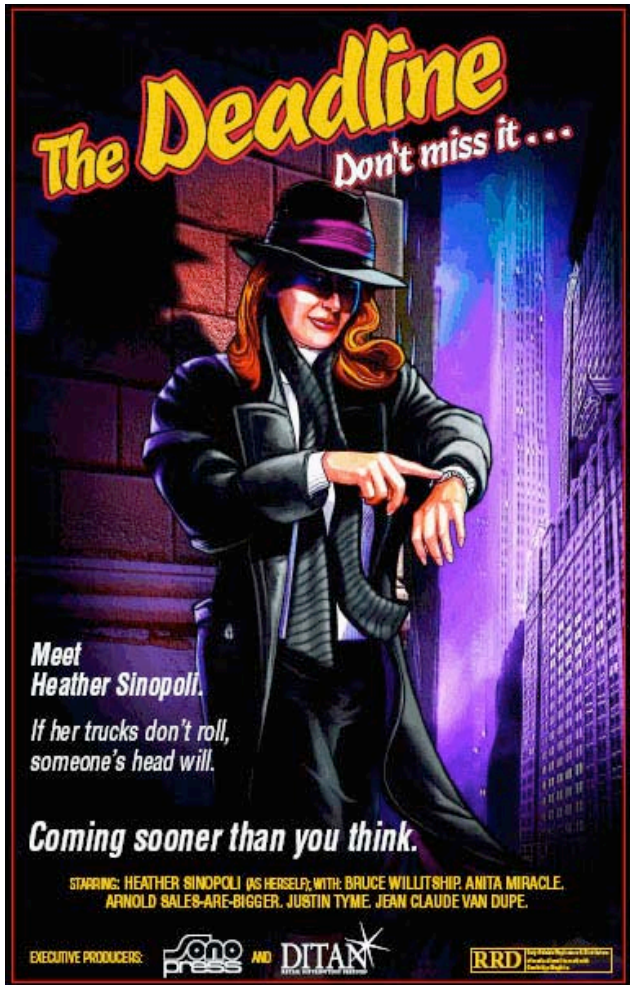
gaelick.com



What are *your* customers' emotional needs?



Case Studies



The Deadline
Don't miss it...

Meet Heather Sinopoli.
If her trucks don't roll,
someone's head will.

Coming sooner than you think.

STARRING: HEATHER SINOPOLI (AS HERSELF), WITH: BRUCE WILLITSHIP, ANITA MIRACLE,
ARNOLD SALES-ARE-BIGGER, JUSTIN TYME, JEAN CLAUDE VAN DUPE.

EXECUTIVE PRODUCERS: **sono press** AND **DITAN** **RRD**



Erika, are you this
confident in your color!



3
easy steps
to improving
LaVigne's R.O.I.

*Return on Indigo!

DIGITAL SOLUTIONS
COOPERATIVE
A Cooperative of Ridge State and ICF


Ignite Your Growth


The Deadline

Challenge:

Generate sales meeting requests
for DVD distributor

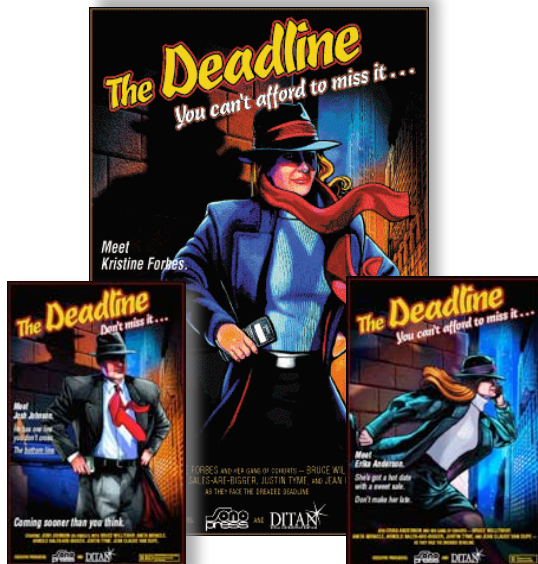
Audience: CMOs, CFOs, CPOs
Movie Studios and Electronic Games
Publishers

Solution:

- Movie posters, 100% personalized,
mailed in clear plastic tubes
- Follow-up personalized postcards
and telemarketing

Results:

- 100% recall among recipients
- First DMA Echo Award for a personalized
digitally-produced campaign.
- \$2 million order in 1st month
- \$13 million incremental revenue in 1st year



Pantone Tattoo Campaign

Challenge:

Drive online purchase of color management tool

Audience:

Designers, Photographers

Solution:

- Personalized jumbo postcards
- PURLs
- Print ad campaign

Results:

- Achieved 120% of its revenue target
- Upgraded 4,000-customer database



Personalized URL

www.pantone.com/spy2/ErikaPeterson2

Ignite Your Growth



Dscoop “ROI” Campaign

Objective:

Generate membership and convention attendance for a new users group – the Digital Solutions Cooperative (Dscoop)

Audience:

- Owners & users of HP Indigo digital presses
- Dscoop members and non-members
- Partner providers

Solution:

Personalized, Integrated, Multi-Channel, Dynamic Campaign



www.JohnSample.MyDscoop.org

Ignite Your Growth

Multi-Channel, *Dynamic* Data Marketing



Personalized postcards



Print Ad



Magazine editorial



Personalized URLs



HTML email



Contest mailer



Corporate e-newsletter

Campaign Results

- 48% visited website
- 1200 new memberships
- 350 registered for 1st annual conference



Digital/Online Marketing Users



Ignite Your Growth



Multi-Channel, Integrated Data Marketing



Personalized Direct Mail



Advertising



Personalized URLs



Personalized Print-on-Demand Fulfillment



Magazine editorial/PR



E-newsletter



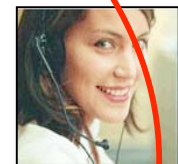
Search Marketing/SEO



Optimized Website



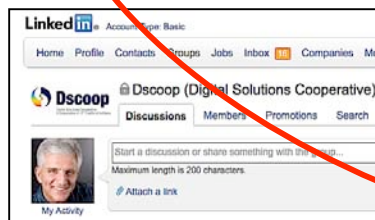
Facebook



Telemarketing



Online Advertising



LinkedIn



YouTube



Twitter



Blog

Ignite Your Growth



Benefit Statements

Measurable,
multi-channel
campaigns

High impact labels &
packaging **at retail**

High impact, **personalized**
fulfillment packages

Stronger **customer**
relationships

Higher response
lead generation



Relevant, **market-**
segmented POS
and outdoor ads

Database
improvements

Stronger **brand**
equity

Faster, **cost-efficient**
collateral production

Lower
environmental
impact

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Measuring Tools



Marketing ROI Calculator

Item	Total
Mailing List Qty.	5,000
Total Number of Responders (@ 2%)	100
Responders-to-Demo Conversion (@ 20%)	20
Closed Deals (@ 20%)	4
Revenue (@ \$100,000 per deal)	\$400,000
Total Margin (@29%)	\$116,000
Campaign Cost	\$70,000
Total Revenue Generated	\$46,000



Marketing ROI Calculator

Pricing: Creative and Production Services	Quantity (#)	Rate (\$)	Total
Communications Strategy	1	1,000	\$1,000
Creative Brief	1	1,000	\$1,000
Design, art and/or copywriting	1	10,000	\$10,000
Design template creation	1	1,500	\$1,500
List research and acquisition	5000	\$0.50	\$2,500
Data processing/list management	1	500	\$500
PURL design, programming and management	1	3,500	\$3,500
Automatic follow-up email	1	250	\$250
Telemarketing	1	5,000	\$5,000
Printing cost (total)	5000	1	\$5,000
Postage/Freight	5000	0.39	\$1,950
Response analysis and reporting	1	300	\$300
Project management	1	750	\$750
Total Creative and/or Production Services			\$33,250.00

Campaign Data and Metrics	Projected	Actual	Actual
Audience size (#)	5,000	5,000	5,000
Response rate (%)	2	3	4
Responses (#)	100	150	200
Lead-to-sale conversion rate (%)	5	5	5
Revenue per order (\$)	\$50,000	\$50,000	\$50,000
Gross margin per unit sold (\$)	\$25,000	\$25,000	\$25,000
Units sold (#)	5	8	10
Total revenue (\$)	\$125,000	\$187,500	\$250,000
Total revenue minus costs (\$)	\$91,750	\$154,250	\$216,750



Marketing ROI Calculator

But...


- *How good is the mail list?*
- *Are lead conversion rates reliable?*
- *Is it a lease or a purchase?*
- *What is the value of the customer over the product's lifetime?*



Direct Marketing Measurement

PURL Dashboard

Welcome | Leads | **Activity** | Survey | Log Out

 Activity shows how many times your landing pages were visited and links were clicked. Click on a tally in the table to see which respondents performed that action.

Show Activity for a Different Campaign
Select a campaign from the list below, then click GO

Advanced Mail - June 2005

Site Activity:

Link	Total Visits
Flash Intro Page	0
Welcome Page	604
Survey Page	215
Completed Survey	162
Update Profile Page	0
Thank You Page	162
Thank You Page : (Default)	162

Survey Statistics:

Which best describes where you are at with purchasing a home/condo? [interest]

Actively looking - plan to purchase in the next 3-6 months (maybe sooner) [looking]

Browsing - want to purchase sometime in the next 6-12 months (maybe a little longer) [browsing]

Not sure - can I afford or even get a home loan? [unsure]

Not interested - do not plan on buying a home. [uninterested]

What is most likely your next step? [nextstep]

I want to fill out an online mortgage application. [onlineapp]

I'd like more information about AnchorBank mortgages. [moreinfo]

I want to be contacted by a loan officer. [contactme]

I'm interested in attending a homebuying seminar. [seminarab]

AnchorBank offers several tools that can help you determine what you can afford. Please select one of the following:

Learn more about mortgages with our quick guide. [quickguide]

Check out what your payments would be with our mortgage calculator. [calculator]

Learn about AnchorBank's mortgage programs. [programs]

Attend a first-time homebuyer seminar. [seminarc]

Contact Information

First Name:	John	Phone 1:	949-608-2680
Last Name:	Sample	Phone 2:	
Address 1:	450 West Pine Street	Email:	john@sample.com
Address 2:		Company:	Pacific Sample Company
City, State, Zip:	Newport Beach, CA 92660	Title:	VP of Development

Visit Information

Landing Page Visited	http://www.JohnSample.takebetteraim.com
Last Page Visited:	Thank You Page: (Default)
List	Take Better Aim 062205
Visit Duration	03 minutes, 09 seconds
OS Version	Windows XP
Browser Version	IE 6.0
IP Address	65.104.60.66 [65.104.60.66]

 Ignite Your Growth

Social Media Metrics



Search Engine Marketing

Digital printing QR Codes New York City - Google Search

http://www.google.com/search?client=safari&rls=en-us&q=Digital+printing+QR+Codes+New+York+City

selfimporta...0somethings eCoComa Grooveshark Blue Cross Blue Shield HP CRL Facebook | ...nd R Images Reservation...ht Check-In Make

Digital printing QR Codes New Yo...

Web Images Videos Maps News Shopping Gmail more ▼ bggubb@gmail.com Sign out

Google QR Code Generator Search

About 21,000 results (0.37 seconds) Advanced search

Everything More Show search tools

Printing QR Codes
www.Greenerprinter.com Quality **printing** on recycled paper, easy-to-use online ordering system!

NYC Garbage Trucks Take QR Codes Mainstream - Advertising Age ...
Aug 3, 2010 ... Having **QR codes** all over town will hopefully remove much of the nerd-factor from the **QR code** scan, and demonstrate to tens of thousands of **New Yorkers**, ... on the **city's** flagship TV station, NYC Life (channel 25 locally). ... Breaks Down the Latest Developments in This **Digital-Marketing** Space MORE ...
adage.com/digitalnext/article?article_id=145221 - Cached

Digital Urban: Tales of the City: QR Codes, Architecture and Wired
Jun 24, 2010 ... From there you will be able to spot tags (**QR codes**) on Shoreditch High Street which you can add ... TalesofThings in the **New York Times**. ...
www.digitalurban.org/.../tales-of-city-qr-codes-architecture-and.html - Cached

The Group Puts QR Codes To Work for Calvin Klein in Attention ...
Jul 27, 2010 ... When they snapped the giant **QR code** on the building wrap at Houston ... service bureau that pioneered **digital printing** in **New York City** and ...
printceo.com/.../the-ccc-group-puts-qr-codes-to-work-for-calvin-klein-in-attention-grabbing-uncensored-campaign-in-nyc - Cached

Sponsored links

Free QR code generator
Instant QR code generator
With case studies and examples
www...eprinting.com
New York, NY

Business Printing Svcs
We Can Do All Your **Printing** Needs.
For Large Or Small Businesses!
www.BigAppleCopy.com
New York, NY

Digital Printing
The **Printers** the Pros Use Now
Offers **Digital Printing**. Order Now!
www.48HourPrint.com

Digital Printing
High Quality Design & Fast Service!
24-Hr Phone/Chat M-F + 8a-5p Sa-Su.
www.48HourPrint.com

Unpaid Organic Search Results

Paid Search Results (Sponsored Links)



Search Engine Marketing

marketing and printing solutions



HOME | MARKETING SOLUTIONS | PRINTING | LARGE FORMAT | RETOUCHING | FILE TRANSFER | SUSTAINABILITY | BLOG | ABOUT US | CONTACT

QR CODES

- 1. DOWNLOAD A QR CODE READER**
Locate a FREE QR Code Reader for your mobile device at: www.acegroupnyc.com/QR
- 2. SCAN THE QR CODE**
Using your QR Code Reader application, scan the QR Code with your phone's camera
- 3. CONNECT TO THE WEBSITE**
QR Codes can store URLs, phone numbers, SMS text messages and text descriptions



QR CODE GENERATOR

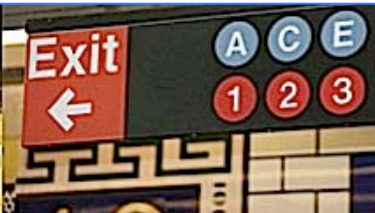
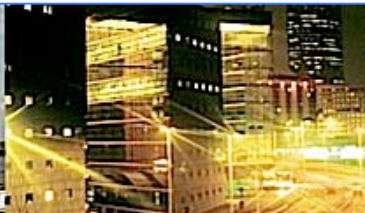

*First Name:
*Last Name:
*E-mail:

Type a URL into the field below:



Search Engine Marketing Fulfillment



marketing and printing solutions



HOME | MARKETING SOLUTIONS | PRINTING | LARGE FORMAT | RETOUCHING | FILE TRANSFER | SUSTAINABILITY | BLOG | ABOUT US | CONTACT




QR CODES

- 1. DOWNLOAD A QR CODE READER**
Locate a FREE QR Code Reader for your mobile device at: www.acegroupnyc.com/QR
- 2. SCAN THE QR CODE**
Using your QR Code Reader application, scan the QR Code with your phone's camera
- 3. CONNECT TO THE WEBSITE**
QR Codes can store URLs, phone numbers, SMS text messages and text descriptions



QR CODE GENERATOR

Type a URL into the field below:



wth

Search Engine Marketing Follow-Up

From: John Gagliardi <jgagliardi@agnify.com>

Date: Monday, June 14, 2010 12:51 PM

To: Bob Boucher <bobb@cole-co.com>

Subject: Your QR Code

Bob,

Thank you for using The complimentary QR Code creation platform.

Please feel free to contact with any questions regarding QR Code technology.

Regards,

John

--

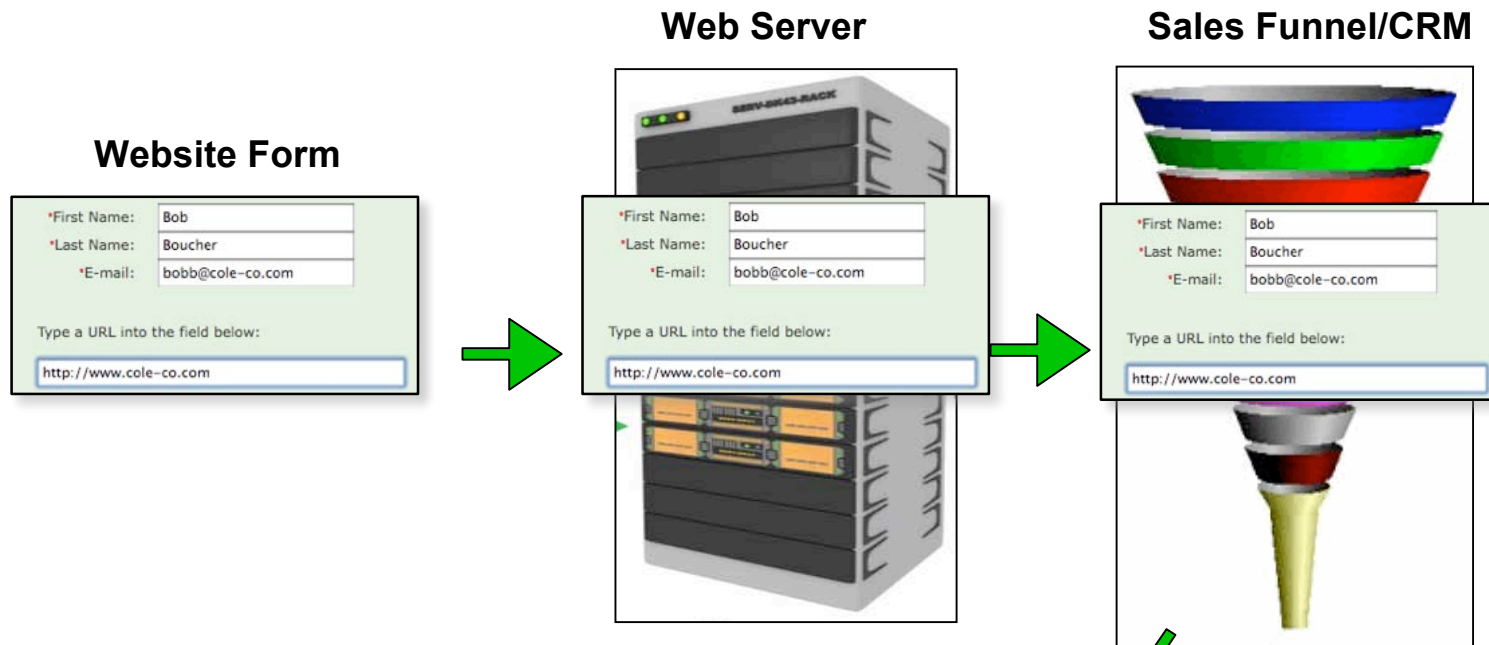
* Let's brand the QR Code with logos, colors, and design!

* Let's track the results!

* Let's make this a successful QR Code campaign!



Search Marketing Lead Capture



Benefits:

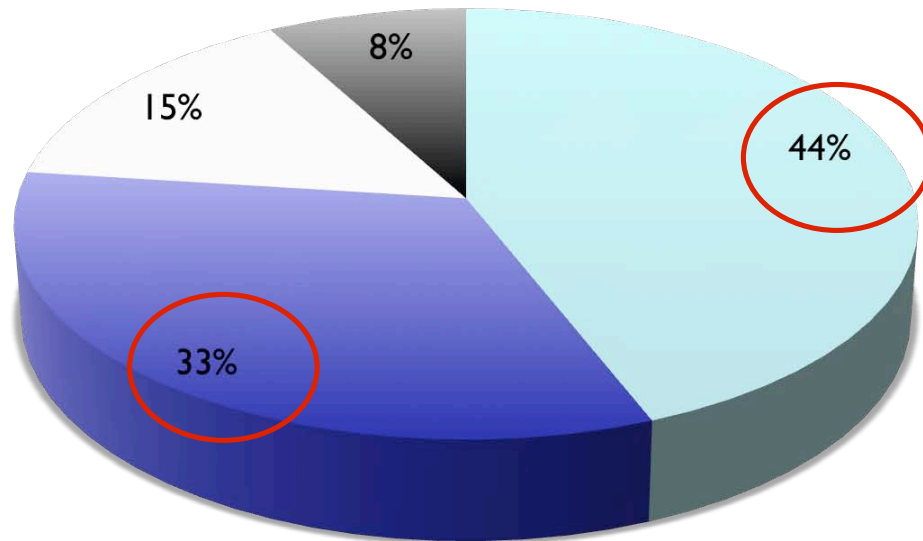
- *Delivered value add service*
- *Created a relationship*
- *Started a dialog*
- *Enhanced database*
- *Created brand awareness*
- *Established thought leadership*

Email Engine

Ignite Your Growth



Pay-Per-Click Advertising



- PPC is a proven ROI tool; invest liberally
- PPC is a promising ROI tool; invest conservatively
- Value of PPC is unknown; invest minimally
- PPC not on the radar

77% increased budget in PPC in 2010

Pay-Per-Click Advertising

(aka: PPC, Keyword Advertising)

The screenshot shows a Google search results page for the query "Digital printing QR Codes New York City". The browser's address bar shows the search URL. The search results are divided into organic and sponsored sections. A box labeled "Paid Search Results (Sponsored Links)" points to the sponsored section on the right. The organic results include:

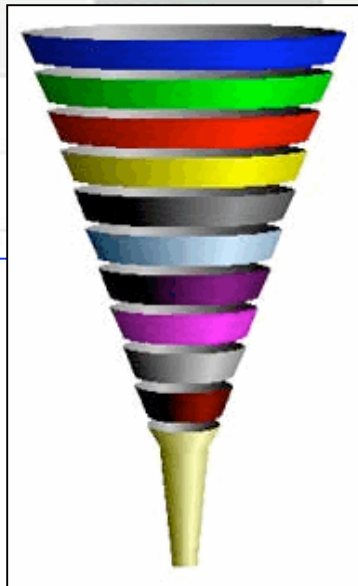
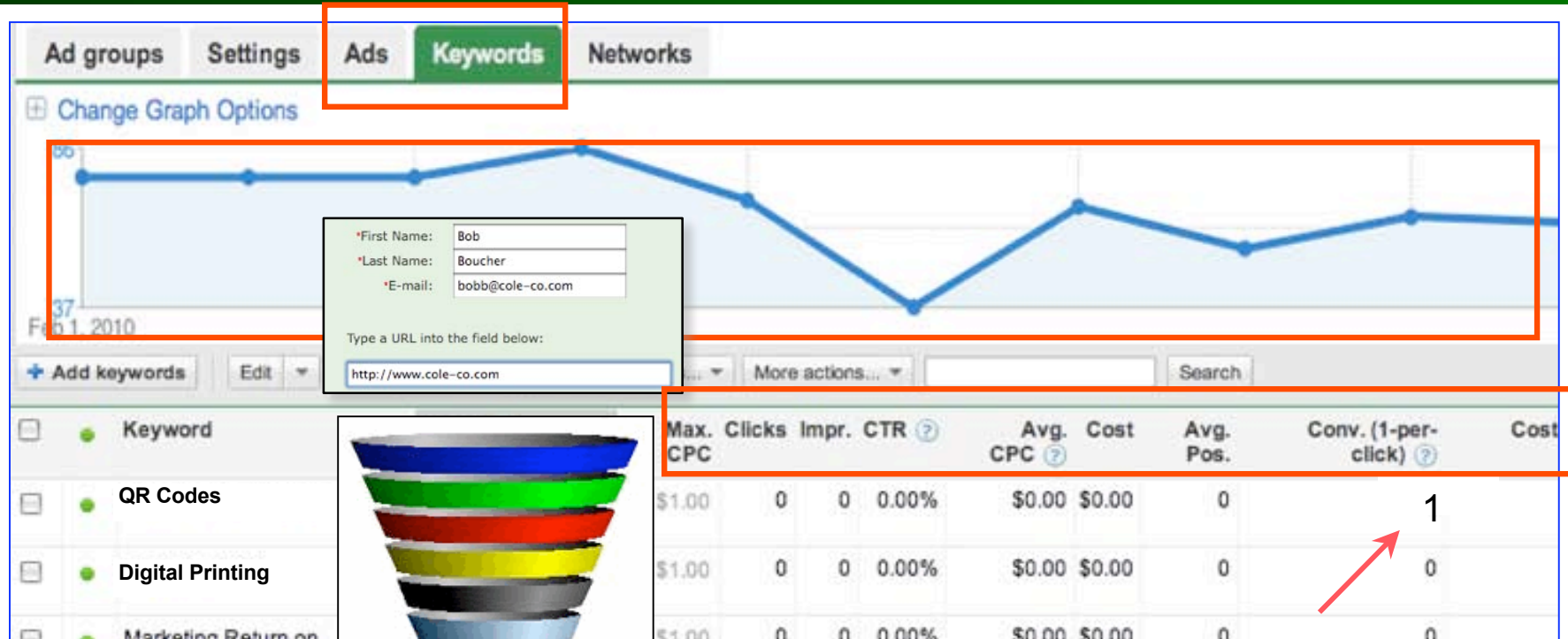
- Printing QR Codes** (www.Greenerprinter.com) - Quality printing on recycled paper, easy-to-use online ordering system!
- NYC Garbage Trucks Take QR Codes Mainstream - Advertising Age ...** (Aug 3, 2010) - Having QR codes all over town will hopefully remove much of the nerd-factor from the QR code scan, and demonstrate to tens of thousands of New Yorkers, ... on the city's flagship TV station, NYC Life (channel 25 locally). ... Breaks Down the Latest Developments in This Digital-Marketing Space MORE ...
- Digital Urban: Tales of the City: QR Codes, Architecture and Wired** (Jun 24, 2010) - From there you will be able to spot tags (QR codes) on Shoreditch High Street which you can add ... TalesofThings in the New York Times. ...
- The ... Puts QR Codes To Work for Calvin Klein in Attention ...** (Jul 27, 2010) - When they snapped the giant QR code on the building wrap at Houston ... service bureau that pioneered digital printing in New York City and ...

The sponsored links section on the right includes:

- Free QR code generator** - Instant QR code generator With case studies and examples www.printing.com New York, NY
- Business Printing Svcs** - We Can Do All Your Printing Needs. For Large Or Small Businesses! www.BigAppleCopy.com New York, NY
- Digital Printing** - The Printers the Pros Use Now Offers Digital Printing. Order Now! www.48HourPrint.com
- Digital Printing** - High Quality Design & Fast Service! 24-Hr Phone/Chat M-F + 8a-5p Sa-Su. www.48HourPrint.com



Measuring PPC Ad Performance

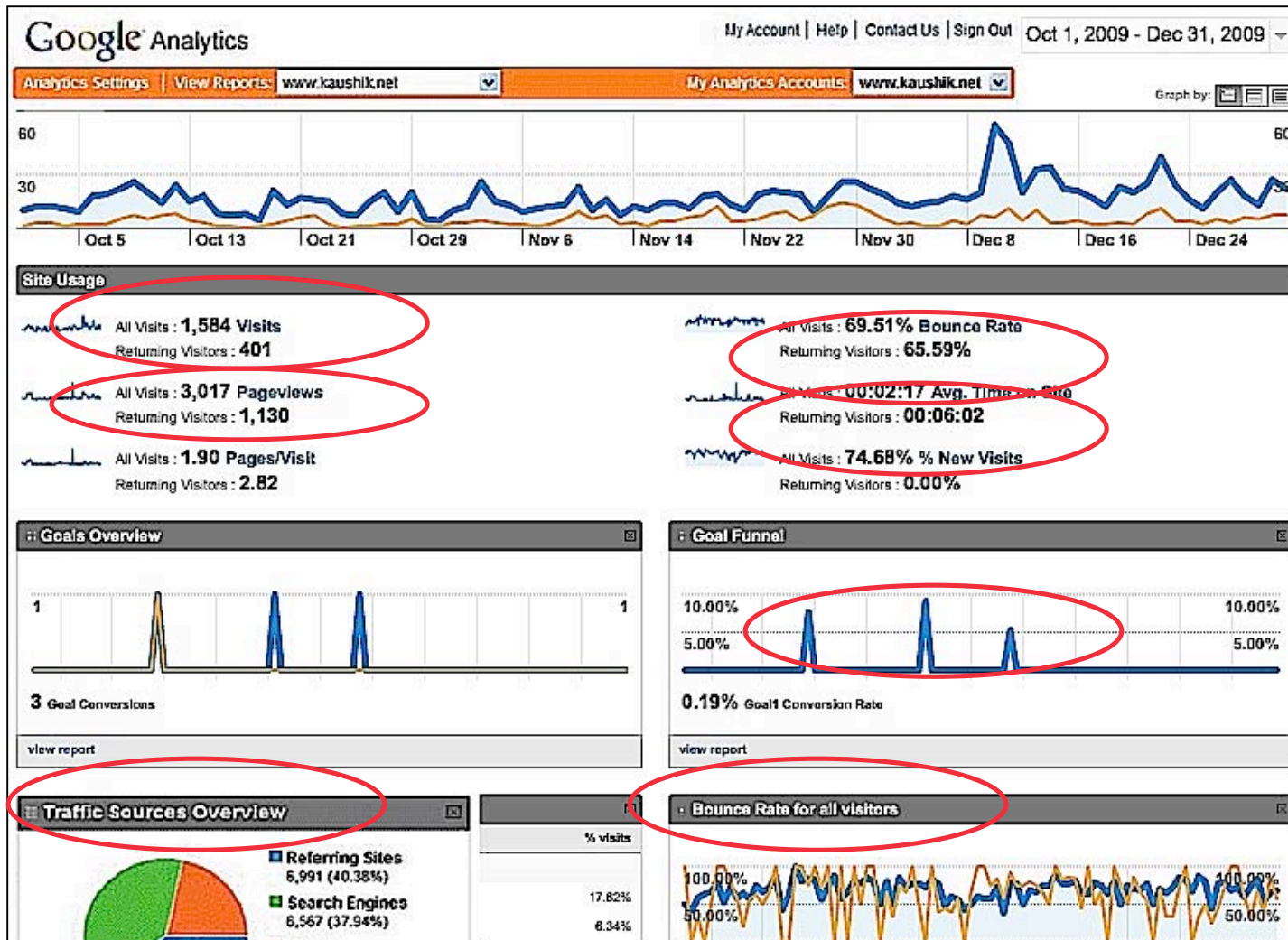


Google Adwords Dashboard:

- Clicks
- Impressions
- Clickthrough rate
- Average cost per click
- Average position on results page
- Conversions
- Cost per conversion



Measuring Web Activity



Measuring Email Effectiveness

Email Stats

[See All Email Reports](#)

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
752	17.7% (133)	0	0.1% (1)	30.0% (186)	4.8% (9)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://blog.junta42.com/content_marketing_blog/2010/08/print-custom-media-comes-back-in-2011.html	7	77.8%
http://blog.marketo.com/blog/2010/08/is-sunday-the-new-tuesday-for-email-marketing.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+modernb2bmarketing+%28Modern+B2B+Marketing%29&utm_content=Google+Reader	0	0.0%
http://mashable.com/2010/08/16/social-networking-ad-spend-2010/	0	0.0%
http://www.cole-co.com	0	0.0%
http://www.skincancer.org/	2	22.2%
Total Click-throughs	9	100%

Social Stats

0 Page Views

[Where does this data come from?](#)

Facebook Share	Facebook Like	Twitter	LinkedIn	(Other)
0	0	0	0	0

Your Social Stats pie chart will



ROI: It's not *only* about the sale.



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Thanks!



Bob Boucher

bobb@cole-co.com

www.cole-co.com

search engine land

[10 Quick & Dirty SEO Success Metrics](#)

Social Media

The Good. The Bad. And the Gross.

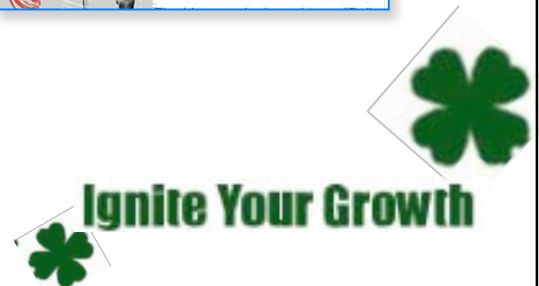


Blendtec



5.4 million clicked on an "I voted for Obama" Facebook button

3 million online donors = \$500 million



Social Media

The Good. The Bad. And the Gross.



When Honda decided to publish its upcoming Crosstour photos on Facebook, it should be ready for some serious feedback. Within a short time, its fan page was flooded with negative comments regarding the look of Honda's new SUV. It was clear that most "fans" were not too thrilled with the new design. But not too long later, we saw some really positive comments about the model. Lo and behold, they came from Honda's product manager who didn't disclose his own relationship with the company until the angry crowd called him out.

Eddie Okubo Interesting design. I would get this car in a heartbeat. I may be the older crowd with my kids out of the house and still need some space and performance. Don't need anything big.
6 minutes ago · Report

John Wilk sounds like you are trying to save your job at Honda?
6 minutes ago · Report

Akitomo Sugawara Maybe you like it Eddie because you're the MANAGER OF PRODUCT PLANNING at Honda (light trucks in particular)? Lol
<http://www.linkedin.com/pub/eddie-okubo/14/8a3/6b4>
http://www.trucktrends.com/features/consumer/163_0901_truck_trends_2009_power_list/photo_09.html
about a minute ago · Report

YouTube Search Browse Upload

United Breaks Guitars
sonsofmaxwell 17 videos Subscribe

1:09 / 4:36

sonsofmaxwell — July 06, 2009 — UBG Song#3 is released! www.davecarrillmusic.com/song3 There is now a video response:
<http://www.youtube.com/watch?v=...>
8,656,172 views

My Dell Hell

Share

Like



twitter Login Join Twitter!

TechCrunch
www.techcrunch.co

Hey Comcast, the internet is really slow this morning, can you guys please give me a call?
10:11 AM Apr 13th, 2008 from twitter

TC TechCrunch
Michael Arrington

Michael Arrington, Co-Editor @arrington
Dick Schonfeld, Co-Editor @dickschonfeld
Sarah Lacy, Editor At Large @sarahlacy
Jason Kinsaid, Writer @jasonkinsaid
Robin Wauters, Writer

Domino's employees face criminal charges

0:00 / 2:19

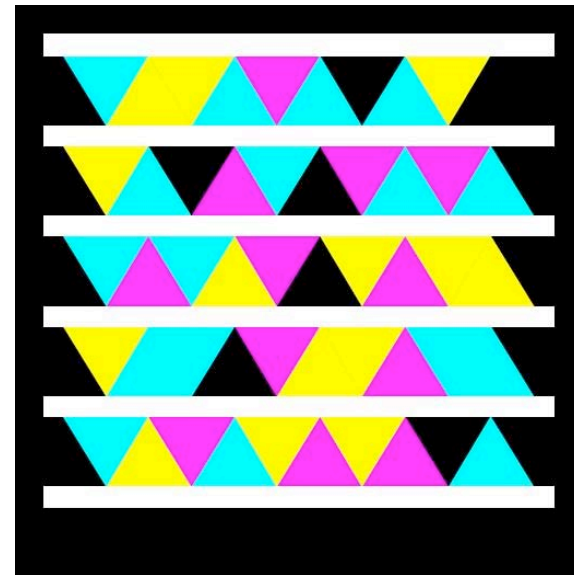
Rats at Taco Bell/KFC in NYC

0:00 / 1:22

Facebook Makes Security Changes as Privacy Controversy Swirls



QR (Quick Response) Codes and Microsoft Tags





QR Code campaign for new Coke Teas (Japan)



Coca-Cola News 5.11 日外
早い者勝ち! 総計**10万人**にプレゼント!

ケータイ×自販機
新しくなった
爽健美茶 爽健美茶|五穀|を
プレゼント!

バーコードリーダーでアクセスして、
引換えクーポンをGET!



クーポンをお近くのマルチマネーベンダーにかざすだけ!



限定**10万人**のチャンス!
今すぐクーポンをGETして
自販機へGO!

Ignite Your Growth



QR Code campaign for Calvin Klein jeans



A photograph of Bethenny Simons in a closet, wearing an orange top and a black vest. A teal banner is overlaid at the bottom of the image. On the left side of the banner, the text "BLUEFLY.COM" is displayed. To the right of the text is a QR code, which is circled in red. Below the QR code, the text "© 2011 Bluefly" is visible.

BLUEFLY.COM

Want to see more of Bethenny's Closet Confessions? Scan this code now to watch her full video. Text SCAN to 43588 to get your free code reader now. Text and data message rates may apply.

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Augmented Reality



What's your *client relationship* score?

- ✓ How strong is the client's **trust** in your professional competence?
- ✓ Are you perceived as a **thought leader**, a strategic contributor to your customer's business?
- ✓ Do you have **inner circle access** — a seat at the table for strategic and operational discussions?
- ✓ How openly does the client **share** proprietary or sensitive information?
- ✓ Is the client always **loyal** when purchasing your services?
- ✓ Is your customer an **advocate** for you within the company?
- ✓ What is the **breadth & depth of relationships** in the company?
- ✓ Do you provide your entire **range of services**?
- ✓ What's your "**Share of Wallet**" for that particular client?
- ✓ Can you show **financial benefits** — increased revenues, reduced risk or volatility, or lowered costs?

JOHN, TREAT YOUR INNER

DESSERTIVORE™

INSPIRED DESSERTS,

Prepared by:
ABC Printing Co.

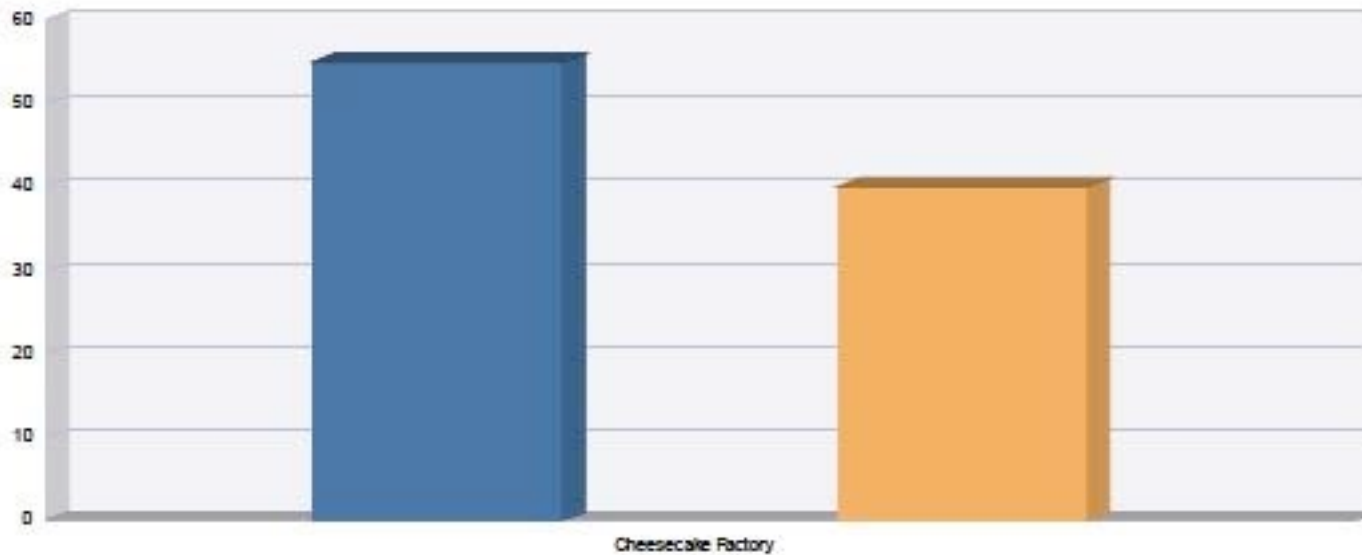
Campaign Summary / Comparison

Friday, February 25, 2011

Prepared for:
Cheesecake Factory

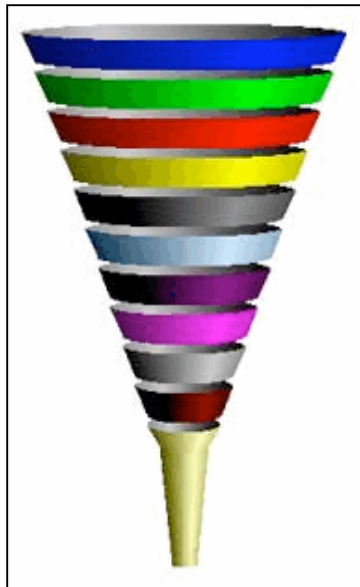
Cheesecake Factory

Period: All Dates



Campaign	List Count	Visitors	Responses	Site Conversion	Conversion Rate	Visitor Percentage
Cheesecake Factory	786	55	40	72.73%	5.09%	7.00%
Grand Total:	786	55	40			

Stages in the B-to-B funnel



1. Online lead (registration form completed)
2. Validated lead
3. Phone call-ready lead
4. Phone-validated lead
5. Sales-team-ready
6. Sales-team-validated
7. Active (i.e. forecasted lead)
8. Sale/Customer

Note: 22% of B2B firms surveyed don't have a well-defined sales funnel at all.