



Building a B2B Attribution Model at Kroll: A Work in Progress

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The leading industry event by digital marketers for digital marketers

About Me

12 YEARS IN
DIGITAL
MARKETING

B2B AND B2C

LEAD
GENERATION AND
ECOMMERCE

NONPROFITS +
UNIVERSITIES +
THINK TANKS

BICYCLES +
SAAS TECH +
CONSULTING

About Kroll

2,000+
EMPLOYEES IN
26 COUNTRIES

CORPORATE
INVESTIGATIONS

CYBER SECURITY
&
DATA BREACHES

COMPLIANCE
& DUE DILIGENCE

PHYSICAL
SECURITY

Business Challenge – Creating a Holistic Strategy

Business
Objective

*Expand Kroll's Market Share in **Investigation Services***

Marketing
Objective #1

*Increase Web Lead Pipeline for **Asset Search** Services by 50%*

Marketing
Strategy #1

*Increase **Organic Web Traffic** for Asset Search Service Page*

Tactic #1

*Identify **Striking Distance Keywords** to move to 1,2,3 in SERP for our most valuable target KWs*

Tactic #2

*Improve **on-page optimization** – e.g. meta tags, content length and relevance, page load times*

Tactic #3

*Increase backlinks to the page by placing **new blog content** with various publishers*

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BrightEdge Recommendations

Select Page Group: Investigations - Asset Search

Top 25 Pages to Focus On | All My Pages (2) | Recommendation Summary Report

Recommendation Summary for "Investigations - Asset Search"



Category	Percentage	Count	Category	Percentage	Count
All	9.09%	11	Text to Code Ratio	9.09%	1
Image Tag	9.09%	1	Twitter Optimizations	9.09%	1
H2 tags	9.09%	1	Facebook Optimizations	9.09%	1
H1 tags	9.09%	1	External Backlinks	9.09%	1
Meta Description	9.09%	1	Internal Links	9.09%	1
HTTP Error	9.09%	1	Page Title	9.09%	1

Page URL Search Filters Columns Export to CSV

Recommendations Settings

Page URL	Recommendation	Impact Level
http://www.kroll.com/investigations/asset-searches-and-recovery	External Backlinks - Increase number of quality inbound links using keyword rich anchor text details	High

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Platforms Used in Measuring Content ROI

KAPOST

GOOGLE
ANALYTICS

PARDOT

BRIGHTEDGE

SALESFORCE

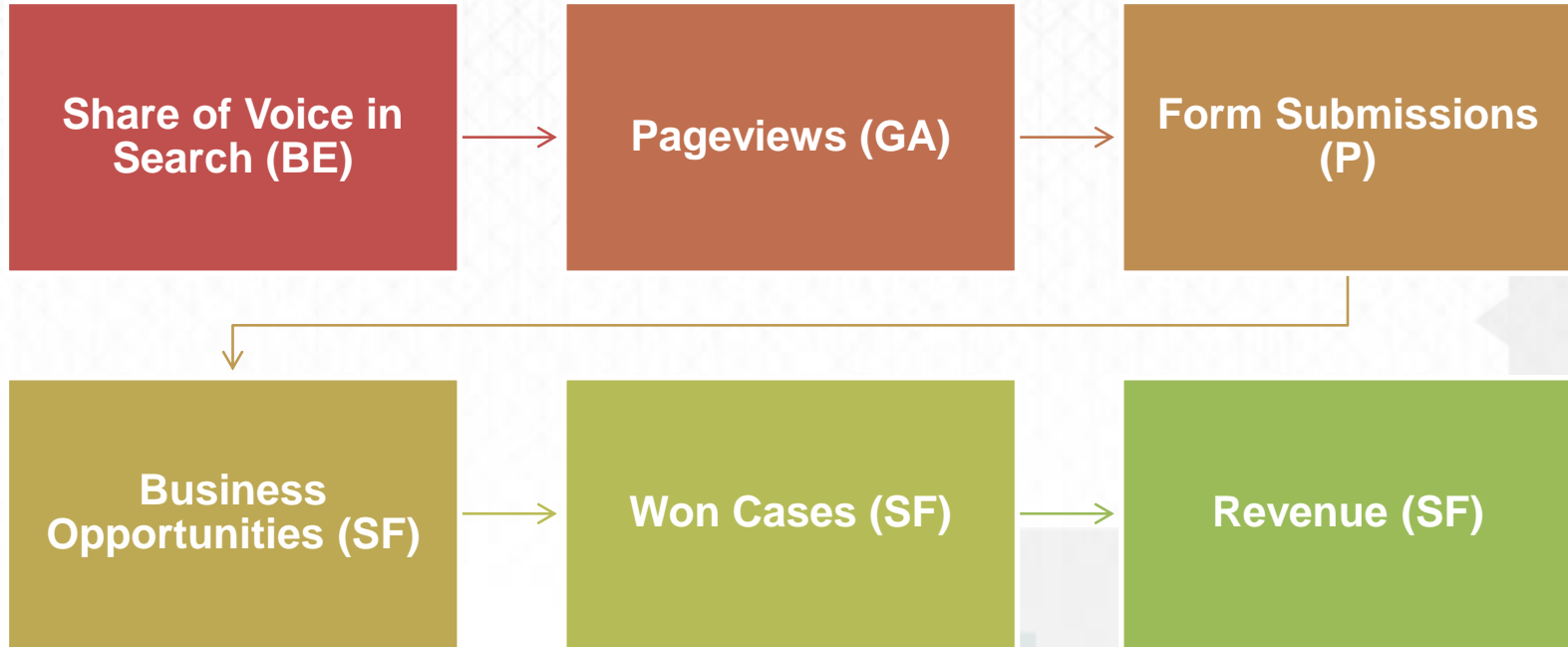
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Metrics

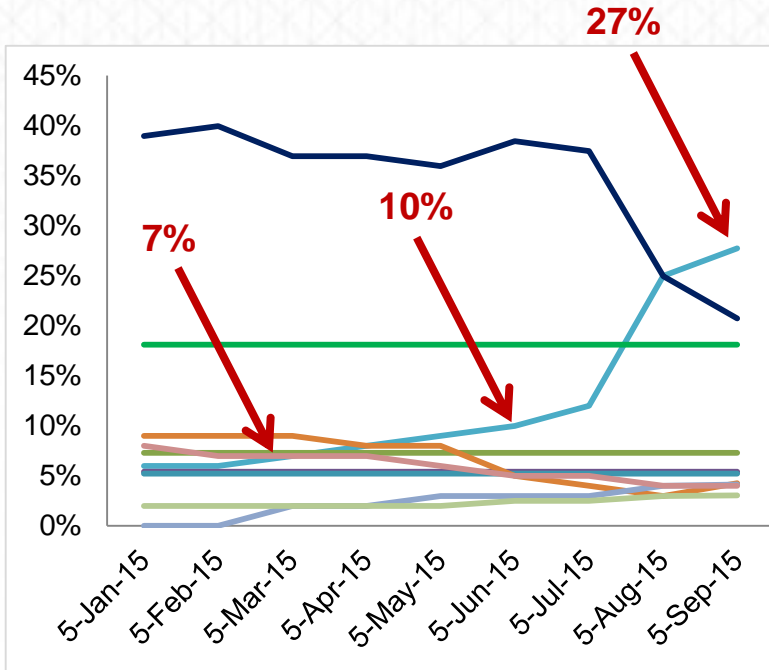


Keyword	Blended Rank	Δ Rank	Page	Monthly Search Volume (Quarterly)	Share of Voice (Δ)	New Monthly Volume of Search Traffic (Quarterly)
asset search	3	+1	/asset-searches	720 (2,160)	10% (+3%)	72 (216)
asset search services	4	+1	/asset-searches	260 (780)	7% (+1%)	18 (54)
asset investigation services	3	NC	/asset-searches	210 (630)	10% (0%)	21 (63)
asset search companies	4	+1	/asset-searches	140 (420)	7% (+1%)	10 (30)
asset investigation	5	+2	/asset-searches	90 (270)	6% (+2%)	5 (15)
asset searches	1	+3	/asset-searches	70 (210)	31% (+25%)	22 (66)
business asset search	9	NC	/asset-searches	20 (60)	4% (0%)	1 (3)
TOTAL (Mo./Qrt.)				1510 (4,530)	10% (+3%)	150 (450)

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BrightEdge Share of Voice Report



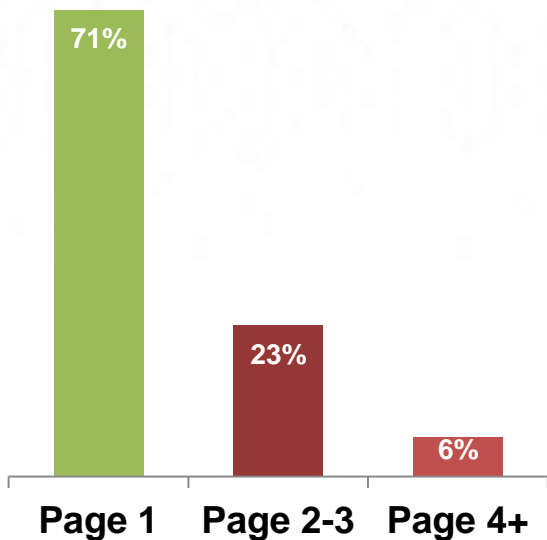
Share of Voice Report for "Investigations - Asset Search"



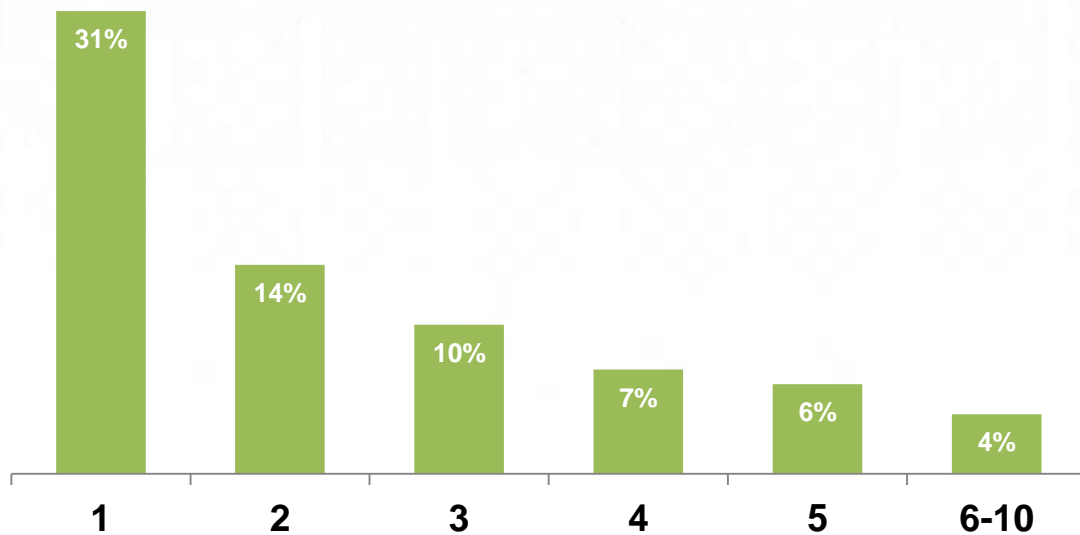
Why is Organic Search Position Important?

At least a third of all search traffic goes to results in Position 1

Importance of Page 1



Importance of Position 1



Campaign Results in Q3 vs. Q2

Share of Voice
in Search

Captured ~10% of Nonbranded Organic search (+3%) for "Asset Search" tracked KWs in Q3 over Q2

Pageviews

Non-Branded Organic Pageviews (+25%) for "Asset Search" Landing Page in Q3 over Q2

Form Submissions

27 form submissions - SQLs -- (+59%) for "Asset Search" services in Q3 over Q2

Won Cases

37 won cases (+60%) for "Asset Search" services in Q3 over Q2

Revenue

\$1.5 million in Revenue (+40%) for "Asset Search" cases in Q3 over Q2

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What Did We Learn? Key Takeaways

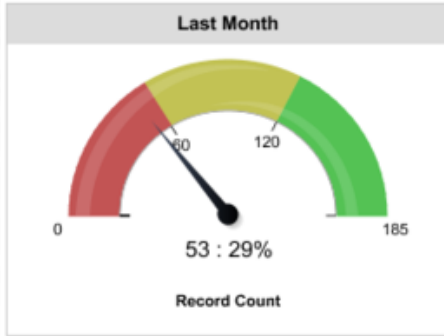
- **Know Your Business Goal**
 - Strategy and tactics are much easier to identify
 - Reporting more clear
- **Have a Holistic Strategy**
 - Content
 - PR
 - Marketing Automation
 - SEO
 - Paid Search
 - Analytics
 - CRM

What Did We Learn? Key Takeaways

- **Understand How Technologies Work Together**
 - We realized some key data wasn't tracking from GA to Pardot, which led to some missed correlations in the end-to-end attribution model
 - We couldn't tell how much of new revenue we could attribute to our gains in organic search.
 - We're tightening up the technical integrations
 - Custom variables can assist in adding additional dimensions for reporting
- **Reporting While Still Building is Messy**

Visualize the End State

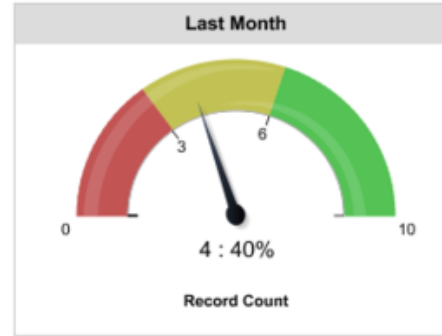
PPC/ LinkedIn Inquiries



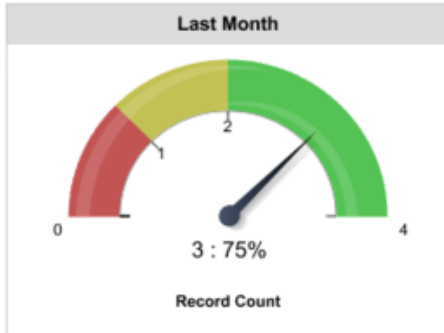
Adwords Phone Leads



PPC/ LinkedIn MQL's



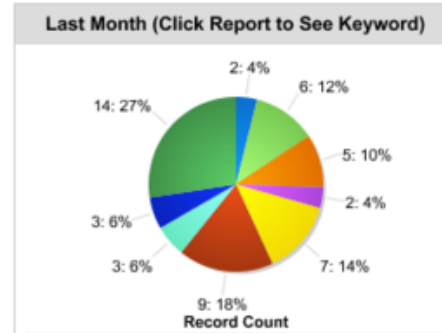
PPC/ LinkedIn SQL's



PPC/LinkedIn Opportunities



Conversion By Campaign LAST MONTH



CRM Charts to Consider

Top Ten Keywords
For Closed
Revenue

Top Ten Keywords
Converting to
Sales
Opportunities

Top Ten
Campaigns For
Closed Revenue

First Touch
Conversion Rate
By Keyword

Revenue By
Websource

Top 10 Converting
Landing Pages

Top 10 Social
Campaigns

Top 10 Converting
Referrers