



# Understanding Display and Marketing Automation Accurately Measuring Your Display Advertising

Post-View Conversion Report #FTW

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Founder & CEO

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Engineer



IP Lawyer



Entrepreneur

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“**Half the money** I spend  
on advertising **is wasted;**  
the trouble is  
**I don't know which half.**”

John Wanamaker



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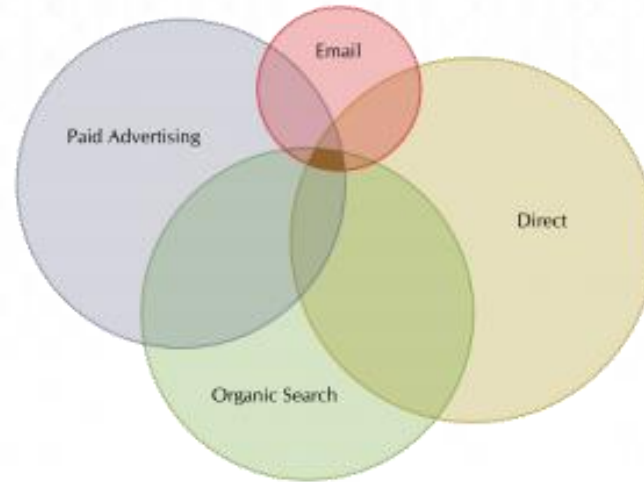
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# Have we solved this problem?

First-Click

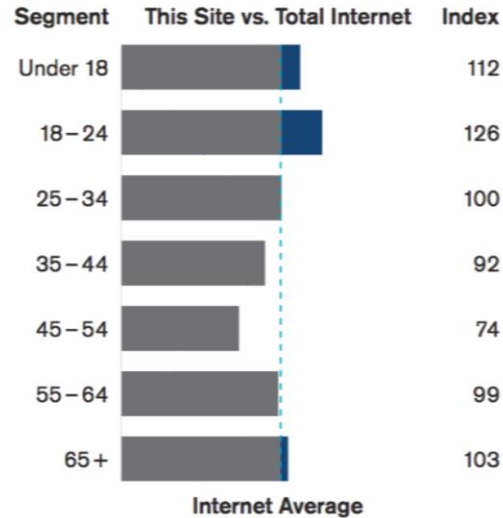
Last-Click

Multi-Click

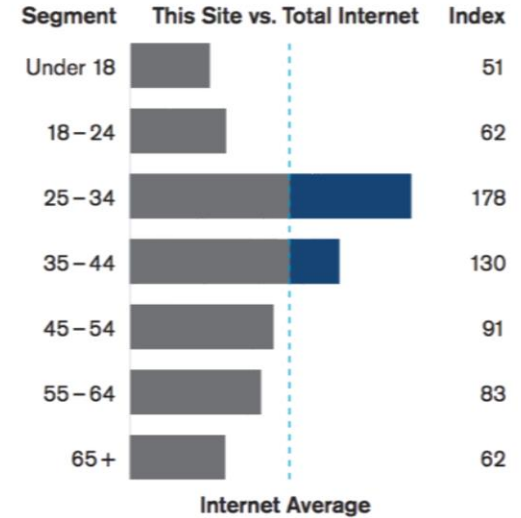


“Clickers  
aren’t  
buyers,  
and buyers  
aren’t  
clickers.”

### Online Retailer – Clickers



### Online Retailer – Converters



*Display Ad Clickers Are Not Your Customers, Konrad Feldman, Quantcast Whitepaper 2012*

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What about  
**long, considered**  
purchase cycles?

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# Post-View Conversion Report #FTW

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Measuring impact of display advertising  
**even where prospects do not click** on ads.

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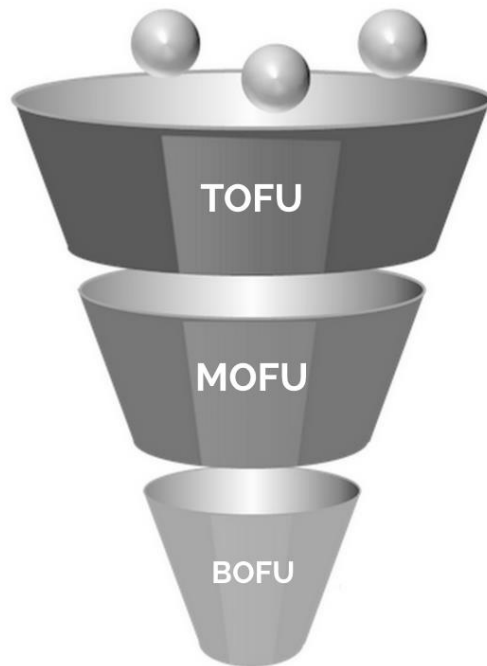


WITH ADS

696

228

192



WITHOUT ADS

617

184

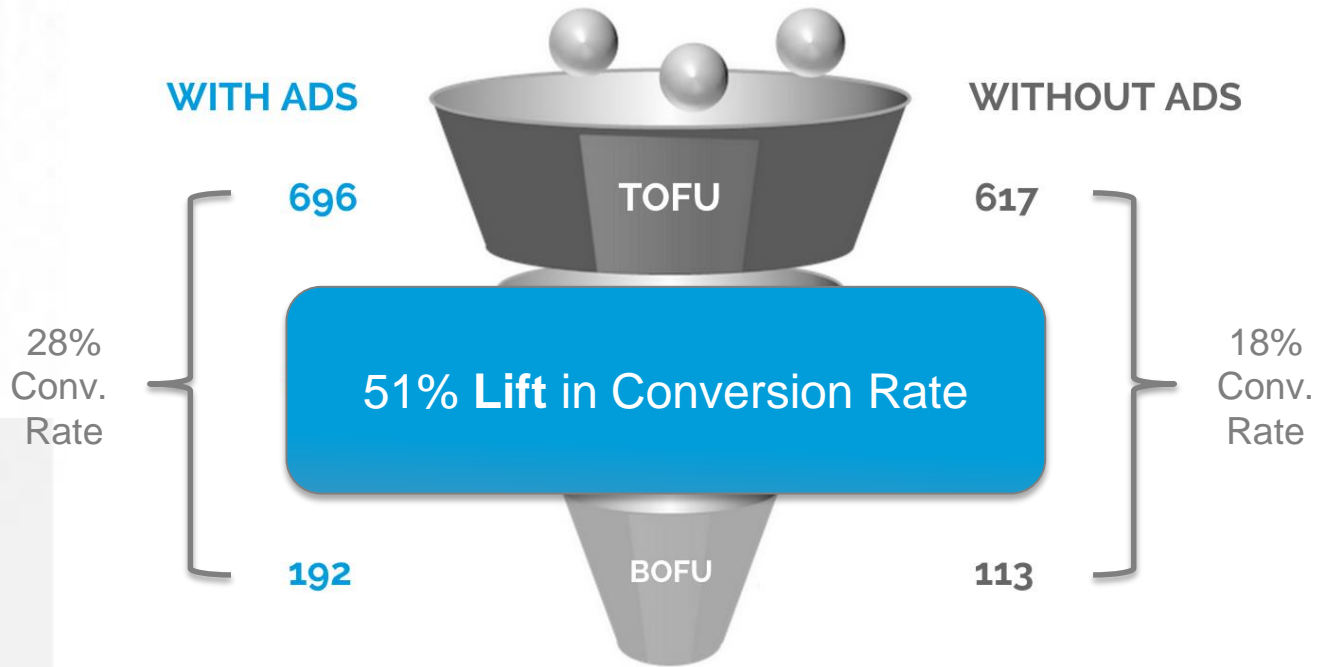
113

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# DIY Project

## Break Out the Spreadsheets



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## Funnel Impact, Cohort Analysis

	Cohort A (ads)	Cohort B (no ads)
Visitor	6680	9503
TOFU	1593	2086
MOFU	453	439
BOFU	221	207
Win	72	61
Visitor to Win Ratio	1.08%	0.64%
Visitor to Win Ratio Lift	68%	

Google's shift towards 100% secure search is the single biggest change in SEO since the introduction of page rank and backlinks. With Secure Search, the metrics and methodology SEO practitioners have been using have dramatically changed, leading to an overnight paradigm shift. For search marketers, adapting to this revolutionary change is no longer an option, it's a necessity. We have put together this whitepaper in order to cut the confusion and to help marketers adapt to Secure Search SEO.

The whitepaper consists of the following:

- Secure Search Manifesto – the 5 tenets of Secure Search
- A new methodology to win in the world of Secure Search
- BrightEdge's comprehensive solution to Secure Search

Add *unique\_id*  
to your forms



## Download Your Copy

Elements Network Sources Timeline Profiles Resources Audits Console

```
><div class="form-item webform-component webform-component-hidden webform-component--geotarget" style="display: none"></div>
><div class="form-item webform-component webform-component-hidden webform-component--offer" style="display: none"></div>
><div class="form-item webform-component webform-component-hidden webform-component--lp" style="display: none"></div>
▼<div class="form-item webform-component webform-component-hidden webform-component--listenloop-id" style="display: none">
  <input type="hidden" name="submitted[listenloop_id]" value="62265361">
</div>
▶<div class="form-item webform-component webform-component-hidden webform-component--listenloop-link" style="display: none"></div>
  <input type="hidden" name="details[sid]">
  <input type="hidden" name="details[page_num]" value="1">
  <input type="hidden" name="details[page_count]" value="1">
```

html body #page #main #content article div div div div #webform-client-form-916 div div Input

listenloop\_id

1 of 2

Cancel

Styles Computed »

```
element.style {
}

secure-search-whitepaper
media="all"
css_iRTSckonSp_iTF65xR0.css:2
button, input {
  line-height: normal;
}

secure-search-whitepaper
Find In Styles
```

Export data,  
including  
**unique\_id**  
and  
**impressions**

	Y	Z	AB	AD	AF
1	location	visitor_id	fingerprint	sum_impressions	sum_clicks
2	Kingston Kingston(01) Ja	45532353	162564812	24	0
3	Cobham England(ENG) U	46374851	136387590	0	0
4	PanÄevo Autonomna	46379814	336006508	3	0
5	Lancaster Pennsylvania(	46379944	22209220	211	0
6	Saint Joseph Michigan(M	46380053	273740281	0	0
7	Boynton Beach Florida(F	46380459	25550718	0	0
8	Worcester Pennsylvania	46380572	112189273	0	0
9	Mystic Connecticut(CT)	46380827	177630373	0	0
10		46380835	374316196	0	0
11	Tampa Florida(FL) Unite	46381052	236239641	0	0
12	Atlanta Georgia(GA) Uni	46381467	255955405	0	0
13	Schaumburg Illinois(IL) U	46381478	355321148	8	0
14	Atlanta Georgia(GA) Uni	46381479	276487279	232	0
15	Dalton Georgia(GA) Uni	46381495	219218449	0	0
16	San JosÄ© Provincia de	46381781	404387623	98	0
17	Houston Texas(TX) Unite	46381792	226946704	172	0
18	Redwood City California	46381983	230610844	388	1
19	Gurnee Illinois(IL) Unite	46382202	73625554	0	0

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Export CRM data,  
including  
**lead status**  
and other fields

C	D	E
COMPANY	ID	STATUS
Moneytree, Inc.	00Q4000000pW5hKEAS	Open - Telesales
Xerox Corporation	00Q4000000avLybEAE	Open - Telesales
Xerox Corporation	00Q4000000avLyfEAE	Open - Telesales
Eaton Corporation	00Q4000000rASE1EAO	Unqualified
Citizens Property Insur	00Q4000000pW2J1EAK	Open - Telesales
American Family Insura	00Q4000000rbXwgEAE	Open - Telesales
Genuine Parts Compan	00Q4000000ZOHLvEAL	Unqualified
Kroger	00Q4000000awR6yEAE	Open - Telesales
Iberdrola USA	00Q4000000bzCksEAE	Unqualified
Northern Trust Corpora	00Q4000000rbXzNEAU	Open - Telesales
r Express Scripts, Inc.	00Q4000000rbXWgEAM	Open - Sales
Health Care Service Co	00Q4000000ZxkrwEAB	Unqualified
American Family Insura	00Q4000000mVm94EAC	Unqualified
Carnival Corporation	00Q4000000pW2IPEAO	Open - Sales
American Family Insura	00Q4000000O5ZI4EAN	Open - Telesales
Express Scripts, Inc.	00Q4000000mVm1SEAS	Contacted - Telesales
Royal Caribbean Cruise	00Q4000000ZxnMREAZ	Unqualified
24 Hour Fitness	00Q4000000ZzQiTEAV	Open - Telesales
Embraer Aircraft Holdi	00Q4000000fanVdEAI	Open - Telesales
Coalfire Systems, Inc.	00Q4000000eVHqLEAW	Open - Telesales

SFDC\_Opportunity   Pardot\_Prospect   LeadStatuses   +



# Unify ad and CRM data with *VLOOKUP* formula

```
=IF(ISERROR(VLOOKUP(Visitor_id_For_This_Row, SFDC_Contact!A:CC,  
Nth_Column, FALSE)), "", VLOOKUP(Visitor_id_For_This_Row,  
SFDC_Contact!A:CC, Nth_Column, FALSE))
```

	Y	Z	AB	AD	AF
1	location	visitor_id	fingerprint	sum_impress	sum_clicks
2	Kingston Kingston(01) Ja	45532353	162564812	24	0
3	Cobham England(ENG) U	46374851	1363875900	0	0
4	PanÁ evo Autonomna	46379814	336006508	3	0
5	Lancaster Pennsylvania	46379944	222092200	211	0
6	Saint Joseph Michigan(M	46380053	2737402814	0	0
7	Boynton Beach Florida(f	46380459	25550711	0	0
8	Worcester Pennsylvania	46380572	1121892730	0	0
9	Mystic Connecticut(CT)	46380827	1776303730	0	0
10		46380835	3743161964	0	0
11	Tampa Florida(FL) Unite	46381052	2362396414	0	0
12	Atlanta Georgia(GA) Uni	46381467	2559554057	0	0
13	Schaumburg Illinois(IL) U	46381478	3553211488	8	0
14	Atlanta Georgia(GA) Uni	46381479	2764872790	232	0
15	Dalton Georgia(GA) Uni	46381495	2192184499	0	0
16	San JosÁ© Provincia de	46381781	4043876233	98	0
17	Houston Texas(TX) Unite	46381792	2269467044	172	0
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Eaton Corporation	00Q4000000ASE1EAO	Unqualified
Citizens Property Insur	00Q4000000pWZ1EAK	Open - Telesales
American Family Insuri	00Q4000000rbXwgEAE	Open - Telesales
Genuine Parts Compan	00Q4000000zOhVLEAL	Unqualified
Kroger	00Q4000000awR6yEAE	Open - Telesales
Iberdrola USA	00Q4000000bzCksEAE	Unqualified
Northern Trust Corpori	00Q4000000rbXzNEAU	Open - Telesales
r Express Scripts, Inc.	00Q4000000rbXwgEAM	Open - Sales
Health Care Service Co	00Q4000000zkrwEAB	Unqualified
American Family Insuri	00Q4000000mVm94EAC	Unqualified
Carnival Corporation	00Q4000000pWZ1PEAO	Open - Sales
American Family Insuri	00Q4000000zQ5Z4EAN	Open - Telesales
Express Scripts, Inc.	00Q4000000mVm1SEAS	Contacted - Telesales
Royal Caribbean Cruise	00Q4000000zxmVREAZ	Unqualified
24 Hour Fitness	00Q4000000zQITEAV	Open - Telesales
Embraer Aircraft Holdi	00Q4000000fanVdEAI	Open - Telesales
Coalfire Systems, Inc.	00Q4000000evHqLEAW	Open - Telesales
SFDC_Opportunity	Pardot_Prospect	LeadStatuses +



=SUMIF(Mapping\_Column, "Win", Cohort\_A)

Funnel Impact, Cohort Analysis		
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Visitor to Win Ratio	1.08%	0.64%
Visitor to Win Ratio Lift	68%	

SFDC Statuses	Mapping	Cohort A	Cohort B
Open - Telesales	TOFU	86	133
Unqualified	TOFU	7	7
Open - Sales	MOFU	5	8
Contacted - Telesales	TOFU	16	11
Bad contact	TOFU	3	3
Unresponsive - Sales	MOFU	0	2
Competitor Installed	TOFU	0	0
Contacted - Sales	MOFU	14	11
Analyst	TOFU	0	0
Customer	TOFU	0	2
Assigned to partner	TOFU	1	8

Map CRM statuses to funnel stages



# Calculate conv. rates and percent change

	Funnel Impact, Cohort Analysis			
	Cohort A (ads)		Cohort B (no ads)	
Visitor	6680		9503	
TOFU	1593		2086	
MOFU	453		439	
BOFU	221		207	
Win	72		61	
Visitor to Win Ratio	1.08%	$\frac{72}{6680}$	0.64%	$\frac{61}{9503}$
Visitor to Win Ratio Lift	68%	$\frac{1.08\% - 0.64\%}{0.64\%}$		



# Practical Takeaways

- The impact of display advertising goes beyond clicks
- Measure that impact using post-view conversion reports
- You can do this with simple analytics and spreadsheets
- Enlist support from your development team



# Bonus

Repeat this analysis to calculate impact on sales velocity

<b>Sales Velocity, Cohort Analysis</b>				
	<b>Cohort A (ads)</b>		<b>Cohort B (no ads)</b>	
Average Deal Size	\$	33,196	\$	29,331
Avg. Opp Cycle (days)		193		203
Sales Velocity (\$/day)	\$	22,876	\$	15,009
Sales Velocity Lift		52%		

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