

Marketing Metrics That Matter

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Agenda

- Today's Objectives
- Why, What, How to Measure?
- Email Marketing Metrics
- Lead Generation Metrics



Today's Objectives

- Leverage RightNow Marketing™ analytics to determine the effectiveness of your marketing campaigns
 - Determine key metrics to capture
 - Improve future campaigns
 - Replicate prior campaign success
 - Track campaigns to budget
- Get more out of your RightNow Marketing deployment



Why Metrics Matter?

- Marketing is the last of the corporate functions to formally develop and adopt processes and standards that can be tracked and measured quantitatively
- 2005 CSO Executive Report: Target Marketing Priorities Analysis
 - Priority #1 – Acquire New Customers
 - Priority #2 – Increase Program Response Rates
 - Priority #3 – Improve Target Marketing ROI

2005 Executive Report: Target Marketing Priorities Analysis
CSO Insights, Jim Dickie and Barry Trailer



What to Measure?

- Capturing the data is the foundation – it's not the end product
- We should learn to identify the measures we can metric over time
- Improve the campaign during the next iteration
- **The key is improvement—it's a continual learning process**



Example - What to Measure?

- Monthly closeout specials
 - Company: Golf retailer
 - Audience: All opt-in customers
 - Goal: Promotion of overstock items
- Measures to track
 - Delivery rate and bounced messages
 - Message opens
 - Unsubscribe requests
 - Click-through rates
 - Purchase rates

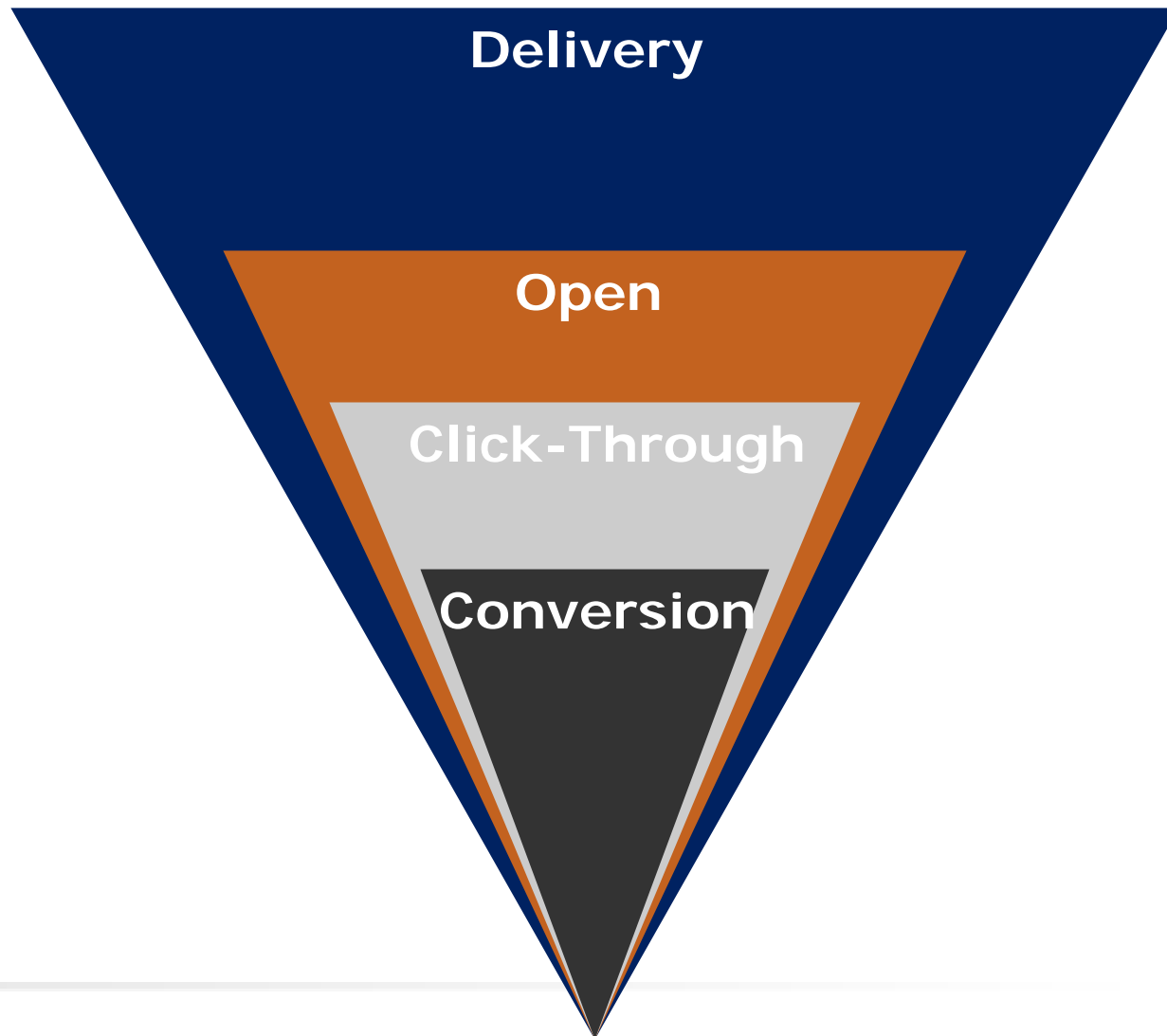


How to Measure?

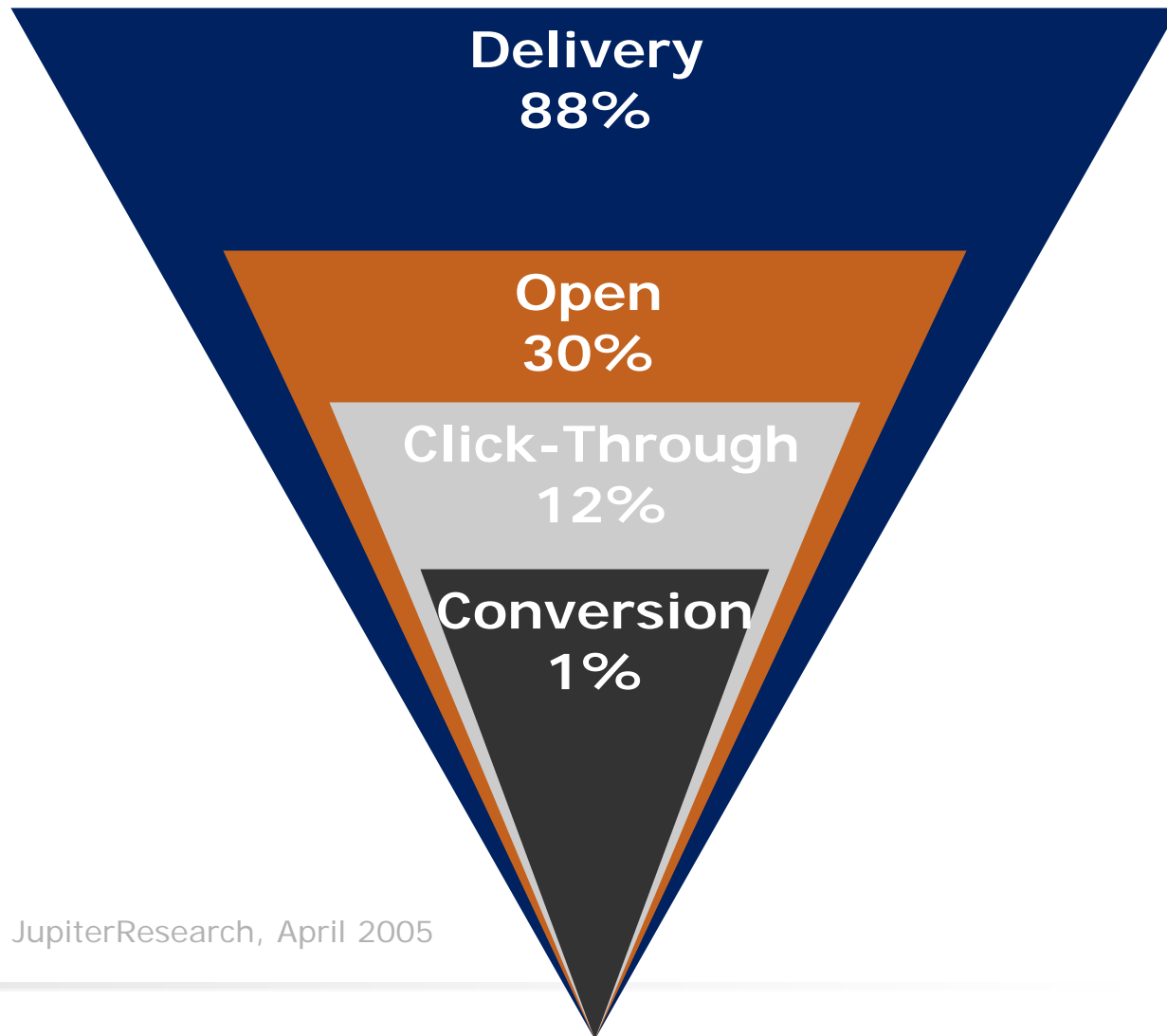
- Data is probably in disparate systems: email, Microsoft Excel, PDFs, etc.
- Consolidate data with RightNow
 - Integrate sales, service and marketing data in one database
 - Leverage RightNow's XML API to integrate with other databases
 - Use RightNow's Analytics Console to view standard reports and create customized reports
 - Export reports directly to Excel or automatically send them via email



Key Email Marketing Metrics



Industry Averages from JupiterResearch



Data from JupiterResearch, April 2005



Insight into RightNow's Marketing Implementation

Trailing 12 Month Audience Email Statistics

- 92% Delivery Rate
- 20% Open Rate
- 1% Click-Through Rate

Trailing 12 Month Event Triggered Email Statistics

- 98% Delivery Rate
- 44% Open Rate
- 10% Click-Through Rate



Tracking Key Metrics in RightNow Marketing

- RightNow Analytics Reports
 - Invalid email addresses
 - Delivery statistics
 - Outbound email details
 - Outbound email results
 - Response statistics
 - Tracked link activity
 - Activity drilldown
 - Activity by category
 - Audience email summary
 - Event triggered email summary
 - Event triggered email in queue
 - Forward to a friend statistics
 - Soft bounces
 - Campaign activity
 - Opportunities by campaign



Analytics Console - Reporting

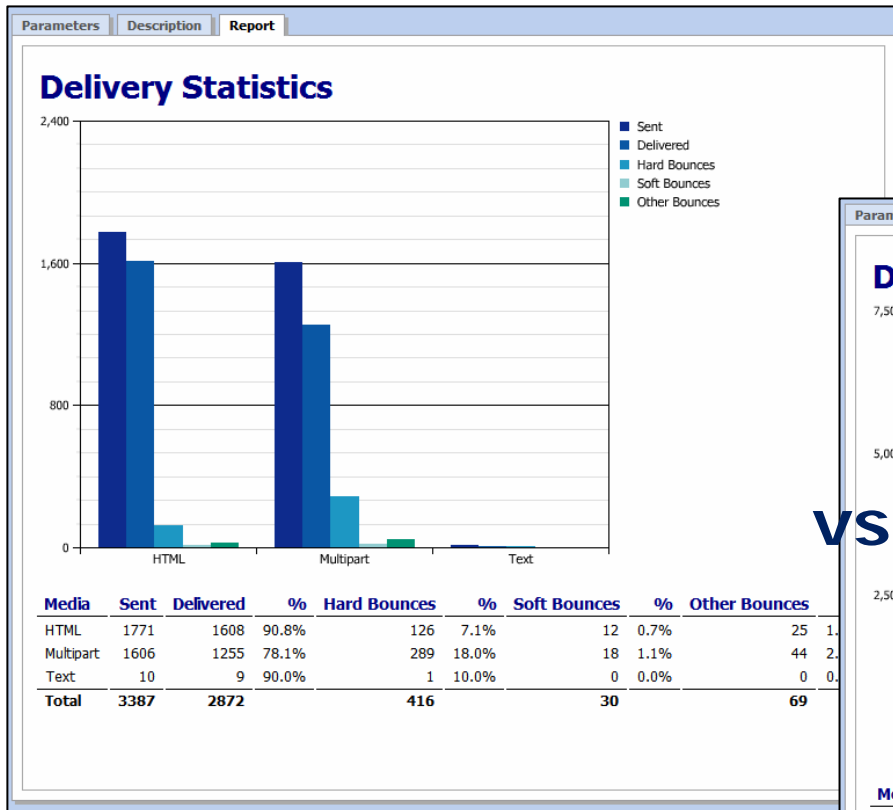
- Highly modifiable standard reports
 - Selectable run-time filters
 - On-the-fly formatting changes
- Easy-to-create custom reports
 - Graphical report designer
 - Drill-down and multi-line reports
 - Custom chart generator
- Advanced report features
 - Export to Excel and PDF
 - Report scheduling
 - Incidence alerting



Key Email Marketing Metrics - Delivery

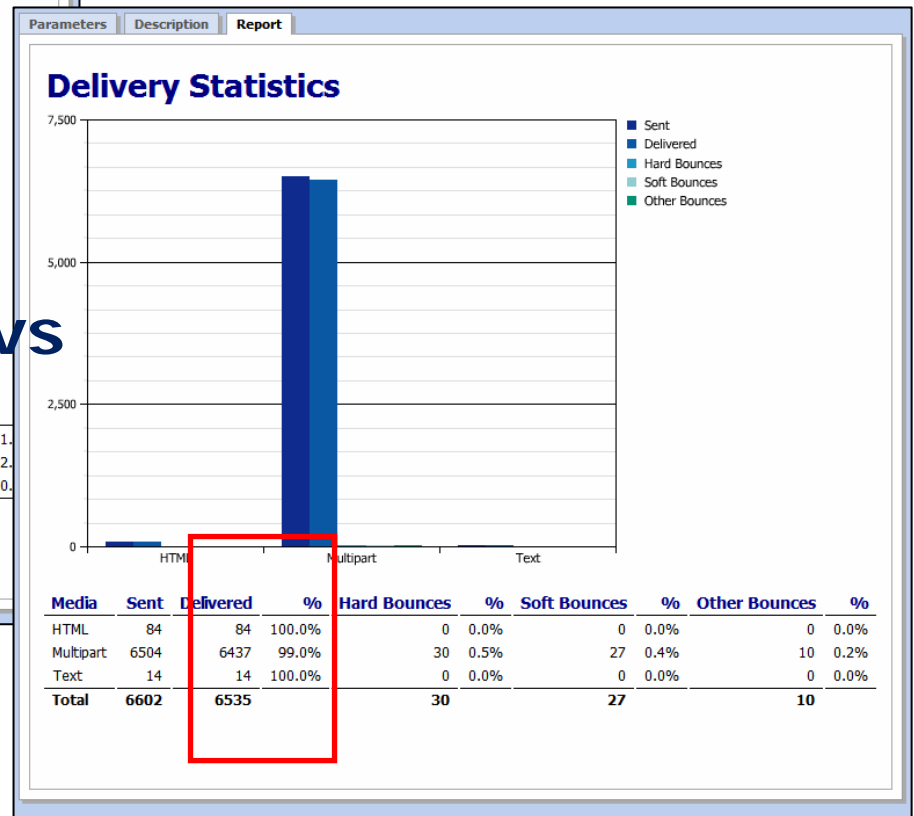


Delivery Statistics



85% delivery rate
12% hard bounces

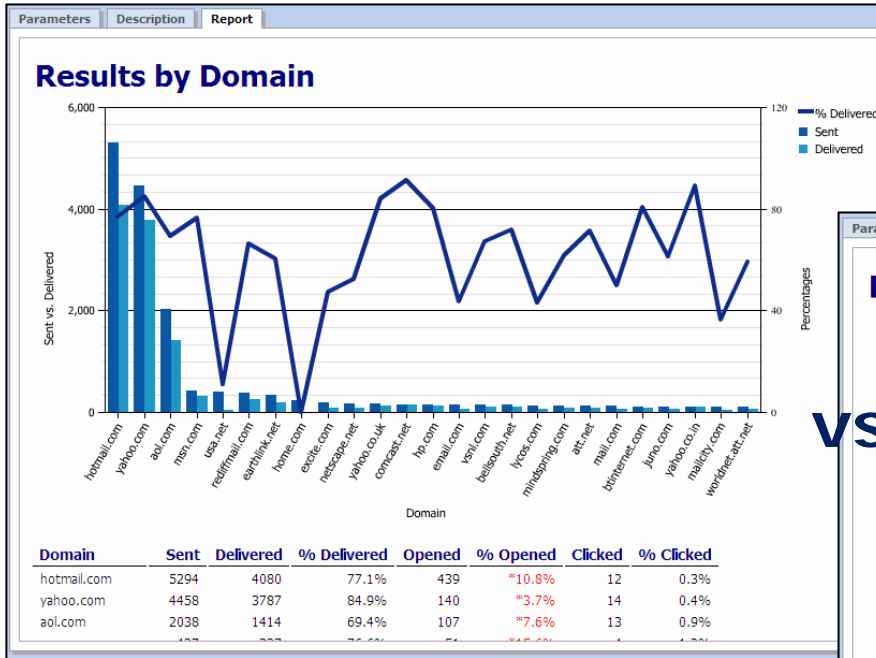
VS



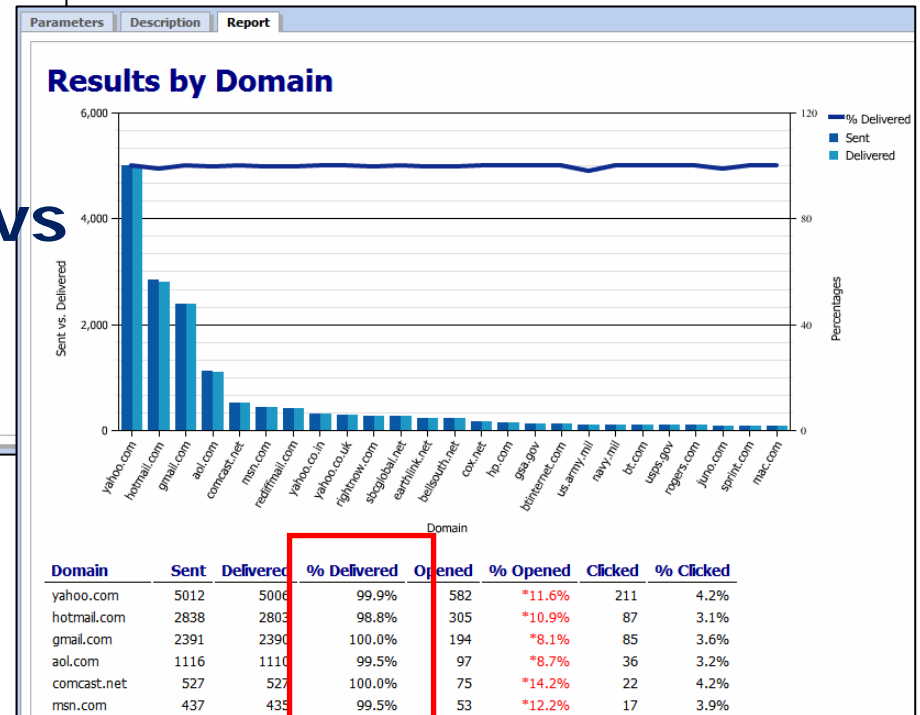
99% delivery rate
<1% hard bounces



Deliverability by Domain



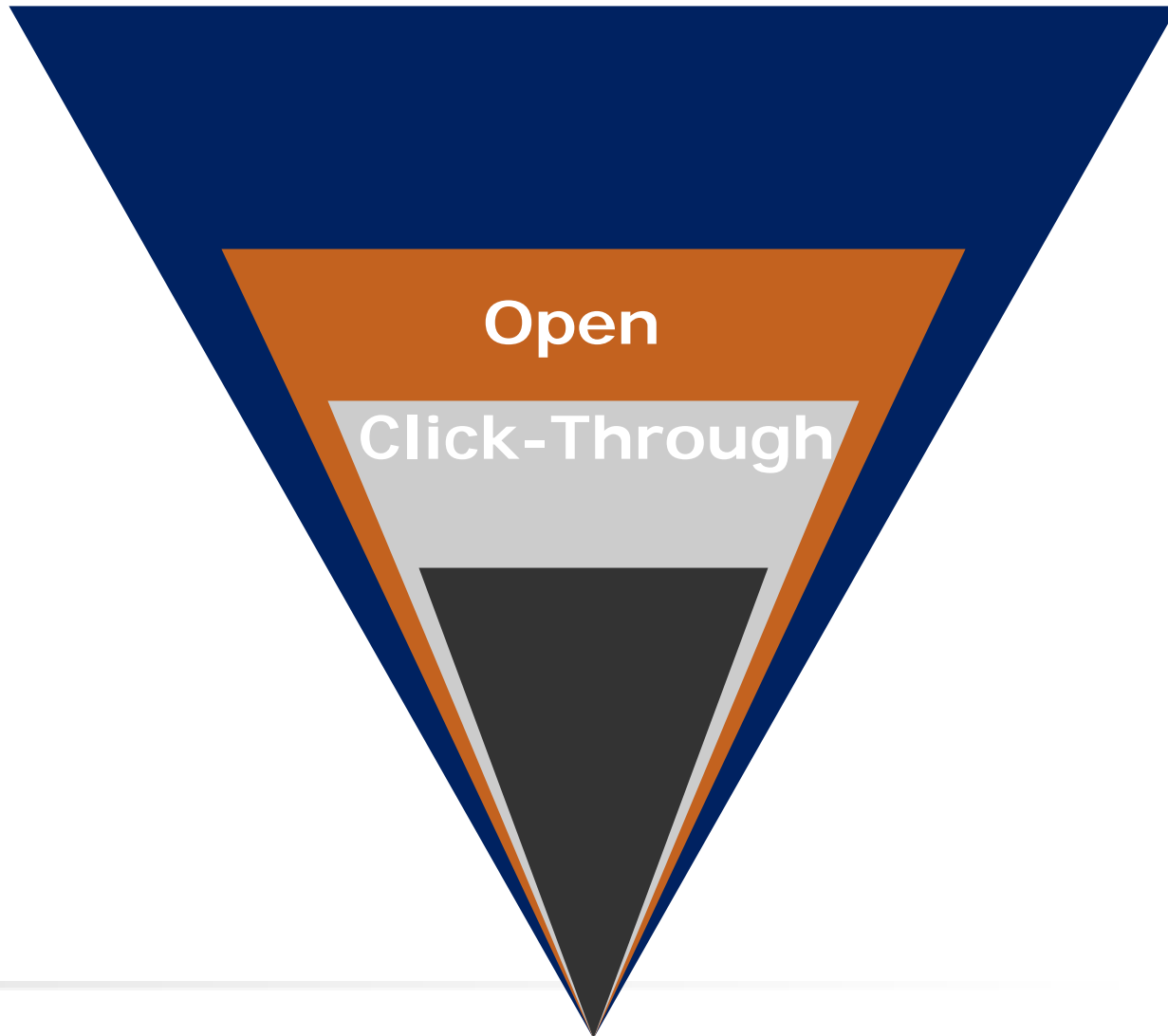
VS



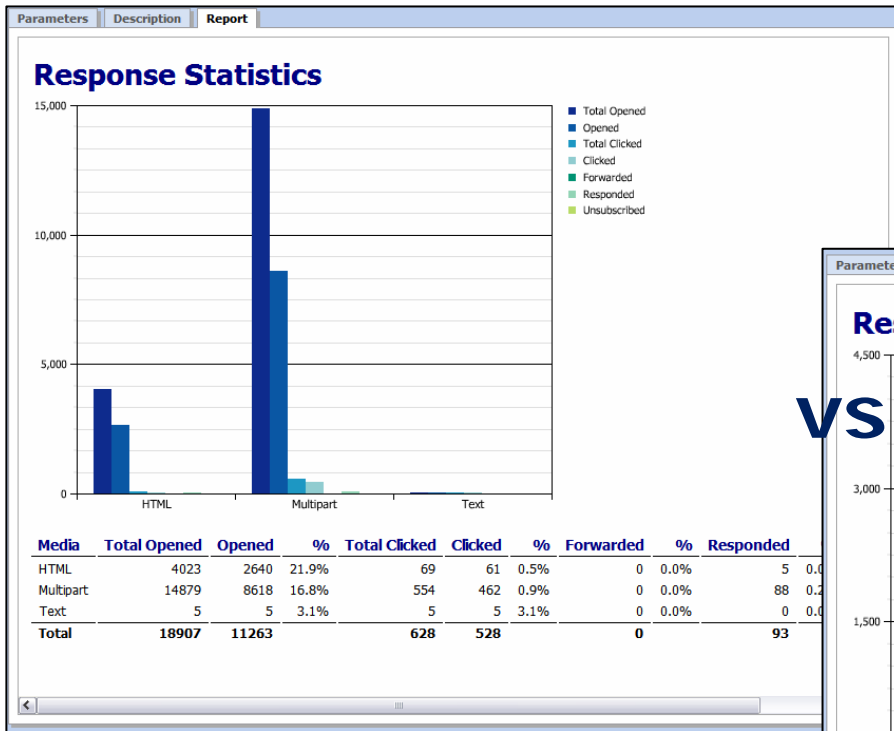
Delivery rate of 85% or less versus 99% or higher



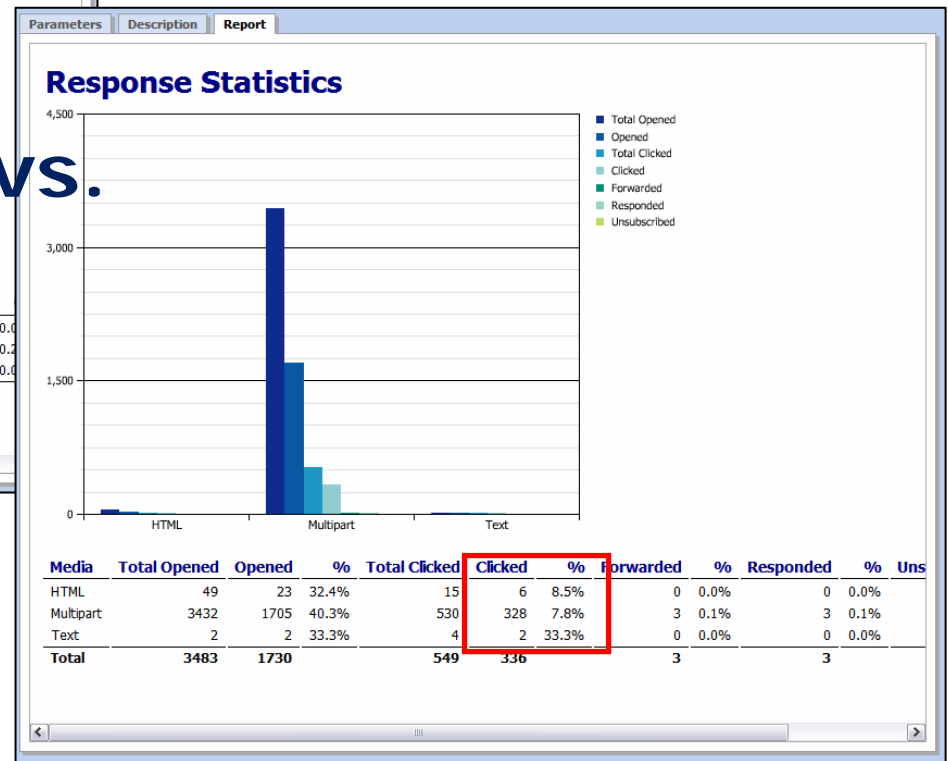
Key Email Marketing Metrics – Open and Click-through



Response Statistics – Open and Click-through



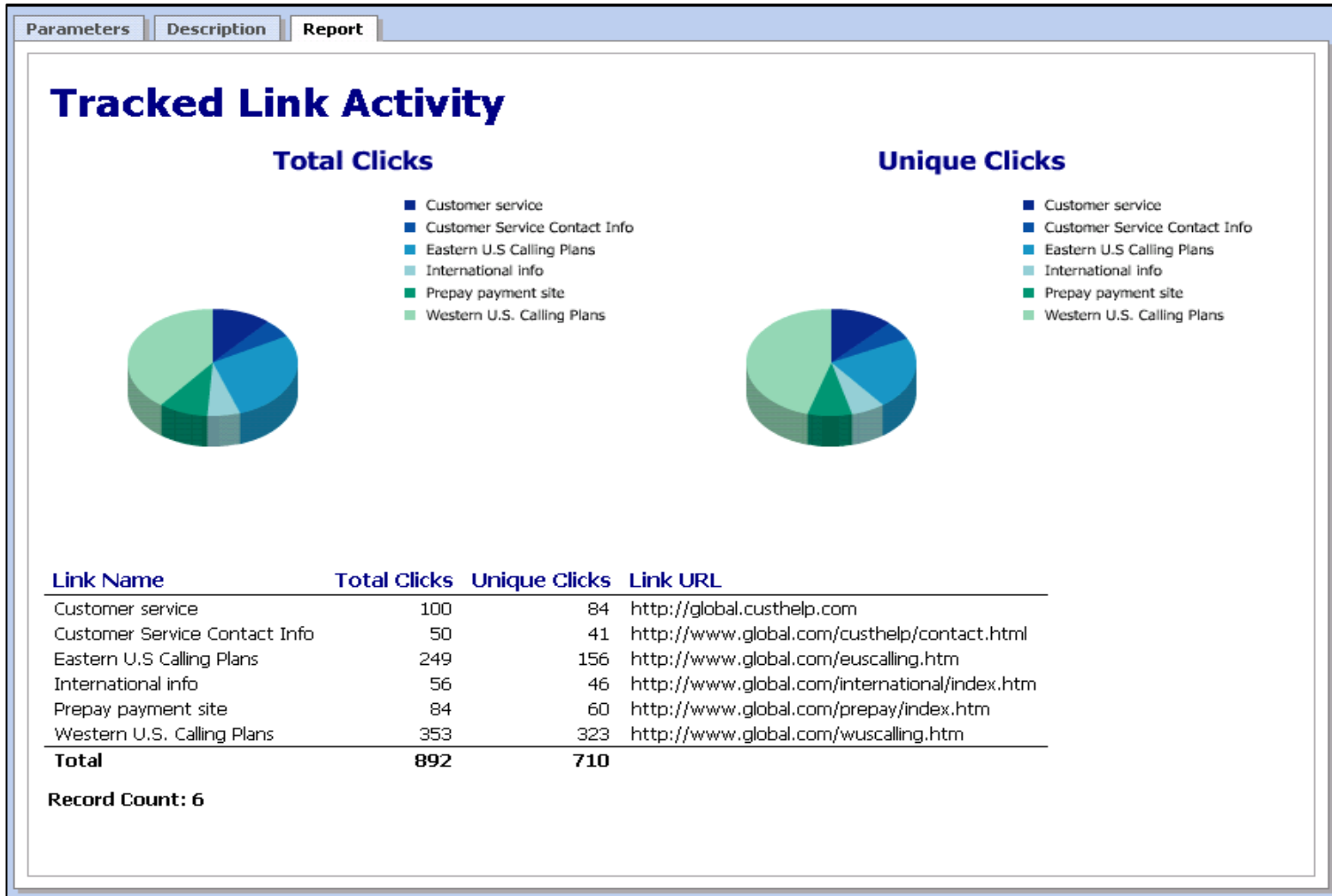
VS.



- Open rate of 16-20% versus 30-40%
- Click rate of <1% versus 8%+



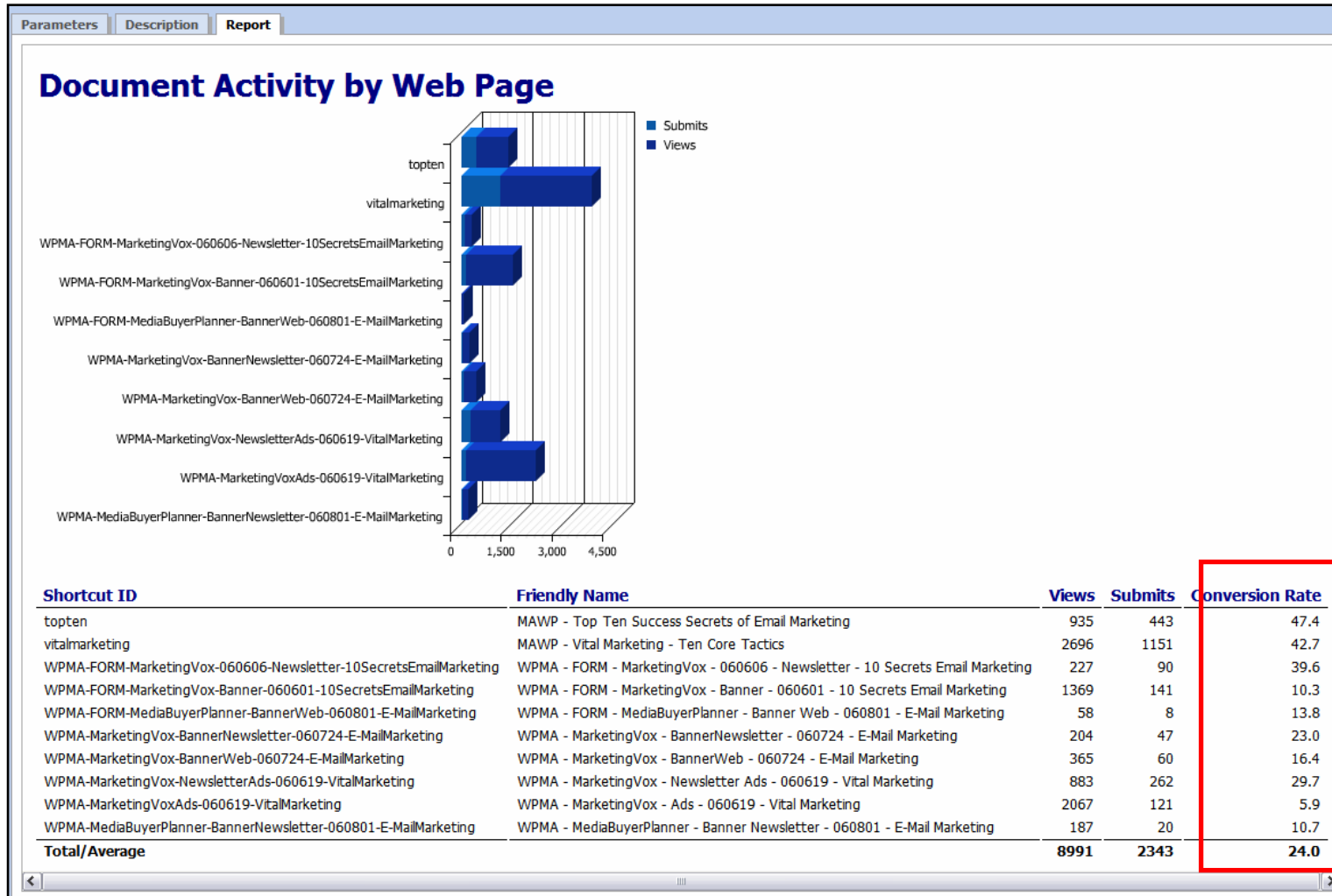
Tracked Link Activity



Key Email Marketing Metrics - Conversion

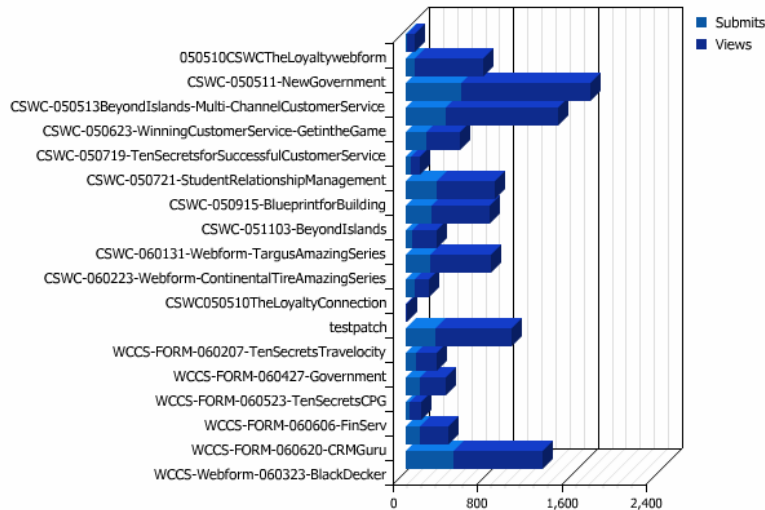


Conversion Rate by Campaign



Conversion Rate by Campaign

Document Activity by Web Page



Shortcut ID	Friendly Name	Views	Submits	Conversion Rate
050510CSWCTheLoyaltywebform	CSWC - 050510 - The Loyalty Connection	77	11	14.3
CSWC-050511-NewGovernment	CSWC - 050511 - The New Government Contact Center	644	90	14.0
CSWC-050513BeyondIslands-Multi-ChannelCustomerService	CSWC - 050513 - Beyond Islands - Multi-Channel Customer Service	1222	530	43.4
CSWC-050623-WinningCustomerService-GetintheGame	CSWC - 050623 - Winning Customer Service - Get in the Game	1060	383	36.1
CSWC-050719-TenSecretsforSuccessfulCustomerService	CSWC - 050719 - Ten Secrets for Successful Customer Service	323	190	58.8
CSWC-050721-StudentRelationshipManagement	CSWC - 050721 - Student Relationship Management	88	49	55.7
CSWC-050915-BlueprintforBuilding	CSWC - 050915 - Blueprint for Building	548	291	53.1
CSWC-051103-BeyondIslands	CSWC - 051103 - Beyond Islands	543	250	46.0
CSWC-060131-Webform-TargusAmazingSeries	CSWC - 060131 - Webform - Targus Amazing Series	228	64	28.1
CSWC-060223-Webform-ContinentalTireAmazingSeries	CSWC - 060223 - Webform - Continental Tire Amazing Series	576	232	40.3
CSWC050510TheLoyaltyConnection	CSWC - 050510 - The Loyalty Connection	130	85	65.4
testpatch	CSWC - 050510 - The Loyalty Connection	8	6	75.0
WCCS-FORM-060207-TenSecretsTravelocity	WCCS - FORM - 060207 - Ten Secrets Travelocity	719	286	39.8
WCCS-FORM-060427-Government	WCCS - FORM - 060427 - Government	206	93	45.1
WCCS-FORM-060523-TenSecretsCPG	WCCS - FORM - 060523 - Ten Secrets CPG	252	130	51.6
WCCS-FORM-060606-FinServ	WCCS - FORM - 060606 - Fin Serv	101	41	40.6
WCCS-FORM-060620-CRMGuru	WCCS - FORM - 060620 - CRMGuru	275	134	48.7
WCCS-Webform-060323-BlackDecker	WCCS - Webform - 060323 - Black Decker	856	447	52.2
Total/Average		7856	3312	44.9



Pulling Everything Together - Test Cells

The screenshot displays a software interface with a table and configuration panels. The table, titled 'Delivery', compares two versions of a newsletter. The 'Insider short version' shows a significantly higher click-through rate (8%) compared to the 'Insider long version' (4%). A red box highlights the 'Clicked' and '(%)' columns for both rows. Below the table, configuration fields for the selected 'Insider short version' are visible, including subject, mailbox, and address information.

Name	Status	Send Date/Time	Sent	Delivered	Opened	(%)	Clicked	(%)	Replied
Insider short version	Complete	06/12/2006 09:39 AM	1934	1818	514	(28%)	160	(8%)	3
Insider long version	Complete	06/12/2006 09:41 AM	1934	1822	546	(29%)	79	(4%)	8

Configuration details for 'Insider short version':

- Name: Insider short version
- Status: Complete
- Cell Type: Final
- Quantity: 50
- Document: Insider - MAIL - 060608
- Subject: RightNow Insider June 2006
- Mailbox: mkt_outbound
- Proof List: MKT - Proof - Jeff Scurlock
- Message: FIRST PROOF - Please Doub
- Send Proof on Save:
- Proof Results: [Button]

- Tested click-through difference between short and long copy versions of monthly newsletter
- 100% difference in click-through rates



Outbound Email Summary

Parameters	Description	Report		
<h2>Outbound Email Summary</h2> <h3>Categories</h3>				
Category	Sent	Bounced	Delivered	Opened
Hosting Mailings	2324	107	2217	949
Marketing Mailings	2335170	309044	2026126	480060
Marketing Test	63	1	62	36
PS Mailings	38	3	35	21
TS Mailings	6659	286	6373	2770
TS Test	14	3	11	4
Total	2344268	309444	2034824	483840



Lead Generation Campaigns

- Lead generation campaigns – common measures
 - Click-through rates
 - Landing page views
 - Landing page submits
 - Leads created
 - Sales opportunities created
 - Revenue generated



Lead Generation

- RightNow Marketing lets you create and track your lead generation efforts
 - Create landing page
 - Captures click-throughs
 - Calculates form submission percentage
 - Capture lead information
 - Collect prospective customer information
 - Follow-up messages
 - Event-triggered communications
 - Sales opportunity captured
 - Integrates with RightNow Sales™
 - Calculates campaign effectiveness
 - Revenue by campaign
 - Provides campaign ROI statistics



Campaign Console Dashboard

- ROI Calculator built into the Campaign Console
 - Integrated data with RightNow Sales
 - Real-time campaign reporting

Objectives		
Summary	Lead Generation Efforts - August Whitepaper.	
Budget	\$ 14,500.00	
	Expected	Actual
Cost	\$ 13,500.00	\$ 12,950.00
Sales	\$ 82,500.00	\$ 112,485.00
Leads	112	127
Opportunities	35	66
Cost Per Lead	\$ 120.54	\$ 101.97
Cost Per Opportunity	\$ 385.71	\$ 196.21
Net Profit	\$ 69,000.00	\$ 99,535.00
ROI	611%	869%



Active Opportunities by Campaign

The screenshot shows a web-based analytics interface. On the left is a navigation tree with categories like 'Marketing', 'Sales', and 'Service'. The main area displays a report with a table of data. The report title is 'Active Opportunities by Campaign'. The table has three columns: 'Campaign', 'Opportunities', and 'Manager Value'. The data shows one campaign, 'WorldConex Lead Generation', with 2 opportunities and a value of \$ 709,999.00. A 'Total' row is also present.

Campaign	Opportunities	Manager Value
WorldConex Lead Generation	2	\$ 709,999.00
Total	2	\$ 709,999.00



Conclusion

- Start measuring
 - 1) Focus on what's important to your organization
 - 2) Identify the measures you can metric over time
 - 3) Start capturing the data
 - 4) Utilize the reports you need to measure results
- Measurement should lead to iterative improvements
 - Don't measure just to measure—measure to learn and improve
- Never miss an opportunity to target more effectively



Resources

- User Conference Breakout Sessions
 - RightNow Marketing 8: A First Look
 - RightNow Feedback: Listening to Your Customers
 - Marketing Metrics That Matter
 - Tips and Tricks from RightNow's Marketing Team
- Analytics Training Courses
 - Rightnow.custhelp.com – ID # 1949
- Analytics Creation and Support Services
 - Rightnow.custhelp.com – ID # 1731
- Tutorials
 - http://www.rightnow.com/rntdocs/tutorials/7.5/ma/ma_user/user_links.php
- Web Resources
 - www.marketingsherpa.com

