

# STATE OF B2B FULL-FUNNEL MEASUREMENT

## Key Strategies For A Revenue-Focused Approach To Measuring Engagement Across The Buying Journey

**DEMAND GEN**  
REPORT  
SPECIAL REPORT

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# Introduction

B2B marketers are increasingly expected to prove the impact of their initiatives. And that impact is rapidly being judged not only in the number of leads or click-throughs, but through engagement and real-world revenue. To address this reality, industry experts state that marketing teams at leading B2B companies are shifting their measurement approach to focus more specifically on factors such as channel influence, buying stage and specific account activity.

“In parallel to deployment of new systems, there has been pressure for more revenue analysis,” said David Raab, Founder and Principal of the marketing technology consultancy **Raab Associates**. “It’s a new frustration and desire from senior management.”

But despite the growing desire for deeper analysis and reporting, research shows there is still a gap in the ability to attribute marketing investments to revenue. Research from Demand Gen Report’s inaugural *Marketing*

*Measurement and Attribution Survey Report* shows that while 91% of B2B marketers say marketing measurement and reporting is a top priority for their organization, 40% say their current abilities “need improvement” or worse. Only 13% said that they rank their current measurement capabilities as “excellent.”

Research shows that moving to a more revenue-focused measurement strategy requires a reassessment of KPIs between marketing and sales that focuses on the full funnel, such as account engagement, velocity and others. That same DGR study showed that marketers are being asked to track activity by specific stages in the funnel (23%) and by the velocity and progression between those funnel stages (25%). Revenue-focused measurement also requires an audit of the technology used to ensure these metrics can be measured effectively across channels.

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- DGR Marketing Measurement and Attribution Survey Report

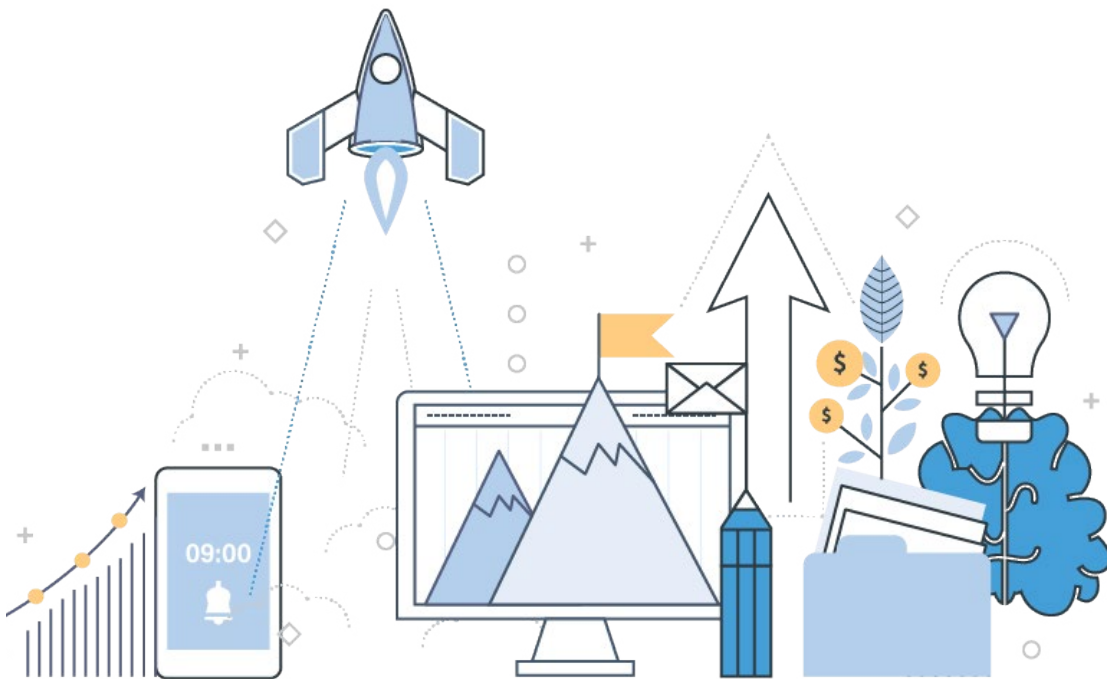
This special report will take an analytical look at how B2B organizations are moving towards enhancing their funnel measurement capabilities, including:

- How funnel-focused metrics are enabling marketers to effectively tie buyer engagement and specific campaigns to earned revenue;

- The current gaps and hurdles marketers must overcome to achieve full-funnel measurement;
- Sophisticated new strategies and tools for gaining a holistic view of a company's sales funnel; and
- How early adopters such as MongoDB have developed capabilities to measure ROI across all channels.

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- David Raab,  
Raab Associates



# Full-Funnel Measurement Requires Channel, Account Perspectives

Industry experts state that, traditionally, metrics are gathered from marketing automation and CRM systems. However, those have been primarily activity-based and don't provide the insights marketers and executives are looking for around budget spend, pipeline velocity and attributed revenue to marketing efforts.

"MQLs and SQLs are crucial, but they don't provide the holistic view that marketers need to truly understand the buyer and their path to purchase," said Terry Flaherty, Senior Research Director for Demand Creation Strategies at **SiriusDecisions**. "The reason [buyers] are coming together is because they have a business need they are trying to resolve."

"There are often multiple demand units in B2B companies," said Flaherty. "But the key is that we are looking holistically at this group of people, instead of solely on the individuals."

For MongoDB, the open-source and cross-platform database company,

the best approach was to develop hybrid funnel and attribution models to create an encompassing view of all its marketing initiatives—from an account, channel and buyer stage level. Since its implementation, this approach has enabled the company to attribute roughly 60% of its new deals to marketing efforts.

The company initially adopted SiriusDecisions' traditional Demand Generation Waterfall, but the constantly changing buyer landscape created gaps and pain points that had to be alleviated for both sales and marketing to work effectively.

"We have really strong alignment between our marketing and sales teams—from the executives down throughout the organization," said Ryan Schwartz, Senior Director of Marketing Technology and Strategy at MongoDB. "That made it easy for us to identify where our pain points were and where there were gaps in our funnel."

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SiriusDecisions

The company also developed three separate attribution models designed to be layered on top of one another to provide deeper insight into marketing efforts. The models include:

- The traditional contact attribution models provided within the company's Salesforce CRM;
- A campaign influence model that identifies how campaigns impact individual lead engagement; and
- An account model to help validate how campaigns are influencing account engagement vs. individual engagement.

Schwartz added that having these three models together helps “make content and campaign optimization more refined by offering [the marketing team] different lenses for the entire sales funnel.”

At the end of every quarter, Schwartz's team can complete a full campaign analysis leveraging insight from all its models.

“We look at budget spent on campaigns and compare campaigns with one another,” said Schwartz.

“With that, we make decisions—this works, this is what we can do for optimization.”

“[Alignment] made it easy for us to identify where our pain points were and where there were gaps in our funnel.”

- Ryan Schwartz,  
MongoDB



# Expand Technology & Skills For Better Revenue Performance Analysis

Understanding and positioning your marketing team to effectively measure the entire sales funnel—and customer journey—has its challenges:

- **Blind spots in the funnel.**

With marketing automation and a CRM, “A lot of the data was activity-based, so it makes sense that people would be looking to answer the attribution problem since none of those metrics easily attribute effort to bottom-line results,” said Raab. “There is new frustration and desire from senior management for revenue analysis.”

- **Process and KPI alignment.**

“Historically there has been that line of demarcation between marketing and sales,” said Brian Hansford, VP of the B2B Demand Generation and Marketing Technology practice at [Heinz Marketing](#). “The problem is that it disconnects data flow and accountability.”

To address these concerns, experts point out that there is a need to grow skills and expand technology stacks to analyze budget performance and where programs are working—and not working—at all stages of the funnel. “More advanced companies use more than one solution to measure overall revenue importance,” said Hansford.

MongoDB has more than 20 different point solutions within its tech stack and uses a handful of solutions specifically for funnel measurement and attribution. These solutions helped alleviate some of the company’s challenges caused by how its specific buyers behaved.

Schwartz noted that it was difficult early on for his team to analyze multiple trips within the funnel from the same buyer without overwriting insights from the contact’s previous trips down the funnel. He leveraged Full Circle Insights—which was built

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[Heinz Marketing](#)

on top of the company's Salesforce CRM— to effectively measure a prospective buyer's journey through the sales funnel while preventing confusion. It also helped clearly define how leads are sourced, allowing for no engagement data to be missed.

"Regardless of what created the lead, the campaign that led them into the funnel is considered our funnel source," Schwartz said.

MongoDB also uses Bizible as its tool for channel attribution. For specific

campaigns or products, for example, the solution helps Schwartz's team identify what channels are driving registrations and how many touchpoints it takes for contacts to enter the funnel.

"It was very difficult to identify the effectiveness of channels such as organic search," said Schwartz. "The potential for more effective optimization is much greater with insight into specific channels. We can now measure, in dollars, which channels sourced revenue."

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# Marketers Use Sales Funnel And Buyer Stages Jointly To Identify Gaps

Another common—and potentially hindering—misconception is the idea that the sales funnel and buyer’s journey are one in the same.

“We always caution that the buyer’s journey and the sales funnel are not synchronized,” said SiriusDecisions’ Flaherty. “We can look at data and metrics to try and diagnose how engaging we are in the buying process, then we start to make educated assumptions of the buying journey. It’s a mistake to only look at one or the other.”

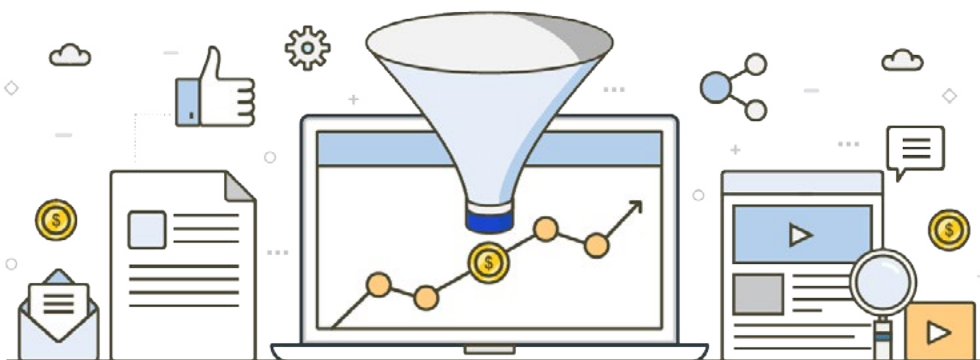
Ross Graber, Marketing Operations Research Director at SiriusDecisions,

said that marketers can be more precise aligning their buyer stages with their funnel, enabling for quicker troubleshooting during campaigns.

“If I can tell that I’m having a hard time at set points in the funnel, it’s going to allow me to focus on the part of the buying journey associated with that,” said Graber. “Let’s say I consistently catch the attention of multiple people within a buying group but can’t get them to move on to the next part of the process with sales. If I can identify that, I can work to create content and messaging that helps strengthen that particular area.”

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# Conclusion

Ultimately, experts say that the funnel isn't a "funnel" anymore and B2B marketers must have fluid strategies to engage prospective customers no matter where they are in the buying journey.

"There's no clean, straight path from the beginning to the end of the funnel," said Heinz Marketing's Hansford.

"The path, the buying journey, winds and twists all over the place. It's not like the Indy 500 where there's a start line and finish line. There's all types of entry points and exit points, and it's important for marketing and sales to understand that."

Demand Gen Report's *Marketing Measurement and Attribution Survey Report* shows that 91% of respondents agree that marketing measurement and reporting is a top priority for their organizations. Also, 72% of respondents want deeper metrics to show impact on pipeline and revenue.

However, a majority (70%) measure via the reporting capabilities of their CRM or continue to manually report marketing results via Excel spreadsheets (51%). Industry thought leaders note that a mixture of reporting technology—and clear interdepartmental alignment—can position marketing teams to gain a holistic view of their sales funnel based on channel, buying stage and accounts.

"Most progressive companies have gotten good at measuring the demand creation process," said Ross. "Now portfolio leaders or marketing ops leaders [see] they have to do a better job linking together to plan an approach to show how to measure progress. That way they can show how the totality of their marketing efforts pays off."

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# Interested in learning more?



Full Circle Insights delivers marketing and sales performance management solutions to optimize a company's marketing mix and drive more revenue. The company offers multi-touch attribution, comprehensive funnel metrics and lead management technology. Built 100% on the Salesforce App Cloud, Full Circle Insights' products complement leading marketing automation solutions.

Founded by former Salesforce executives, CRM implementation veterans and marketing automation specialists, the Full Circle Insights industry pioneers are seasoned in creating marketing measurement foundations to grow revenue. Learn more at [www.fullcircleinsights.com](http://www.fullcircleinsights.com).

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*Demand Gen Report* is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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