

# Measuring your B2B marketing for outstanding ROI

In B2B marketing, we're consistently driven by data, yet over one in three teams struggle to properly measure their daily results, and a majority of CMOs confessed difficulties in understanding their ROI measurements. Evolve your marketing by discovering the world of metrics, and learning how they can be used to drive outstanding ROI.

## What is a metric?

A strictly numerical result, metrics offer marketers completely objective, unbiased recordings they can use to gain accurate analysis, identifying patterns and trends.



In marketing, there are two key types of metrics:

**Pipeline metrics** measure key points of the buyer journey, such as leads generated and sales closed, helping your team understand departmental and business success.

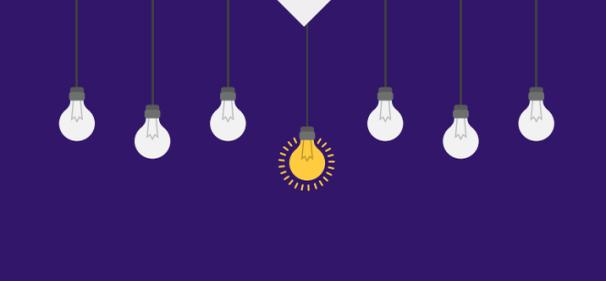
**Channel metrics** measure intricate processes specific to individual campaigns and channel strategies, such as email open rates or website traffic volumes.



## What can metrics do for your ROI?

In marketing, we're always keen to gain positive return from investments, finding ways to generate a bounty of high-quality new business opportunities without stretching budgets.

Both these metric types offer your team invaluable insight, pinpointing precise areas of everyday processes that can be improved to drive exceptional results.



By carefully gathering metrics essential to your channel strategies and thoroughly reviewing them to unearth campaign hindrances, your team can discover how to optimize marketing investments.

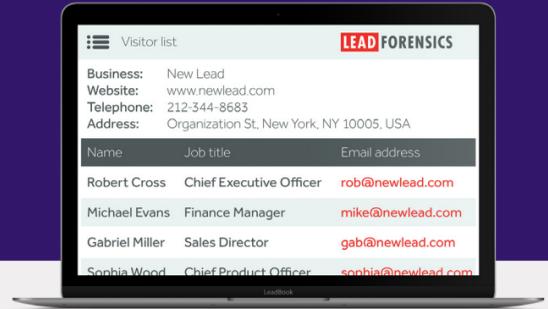
Learning where best to focus marketing efforts, you'll see a lift in campaign success, driving additional sales activity for improved revenue gain, and a boost to ROI.

Metrics also inform future strategies, helping you know when an investment isn't the right fit for your business, so you can ensure future budget is spent wisely and effectively.



Gather insightful website metrics whilst identifying the businesses visiting your website, gaining contact details for key decision makers, enabling instant and impactful follow up communications.

To start gathering essential business metrics and boost lead generation success, discover Lead Forensics – a groundbreaking B2B marketing software solution.



Revolutionize your marketing results with Lead Forensics

Find out more – book your free demonstration and no obligation trial!

**GET STARTED**