

# MEASURING MARKETING SOFTWARE ROI



B2B marketers regularly use differing software solutions to boost campaign efficiency and improve results. But technical solutions carry significant investments, meaning securing a healthy return from these ventures is essential to marketing success. We'll discover how to measure marketing software ROI, ensuring your budget is continually well spent on effective solutions.



## 1 UNDERSTAND DESIRED RETURN

It's difficult to measure ROI without understanding what return and improvements you want to see, and how this result works towards your department or business goals. Know your business targets, and factor in the cost of your software solution, enabling your team to understand the precise numbers needed for success.



## 2 KNOW WHAT METRICS YOU NEED

To measure ROI, you need to understand what marketing metrics your new software will benefit, so you can track this data throughout your pipeline to better understand the return gained. Outline what channel or specific strategy your new investment aims to boost, and ask how you'll track these metric improvements. If you're investing in an email marketing solution, are you keen to improve deliverability rates or open rates? Or are you keen to boost vital pipeline metrics such as email inquiries and email leads qualified?

## 3 OUTLINE YOUR TIME-SCALE

Most organizations aim to see a return from new software investments within six months, allowing time for their team to properly adapt and maximize the solution. Set a short-term milestone for ROI gain, asking how long you will allow for initial implementation before expecting to see a return, and how this may affect your budget.



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## CREATE A LONG-TERM PLAN

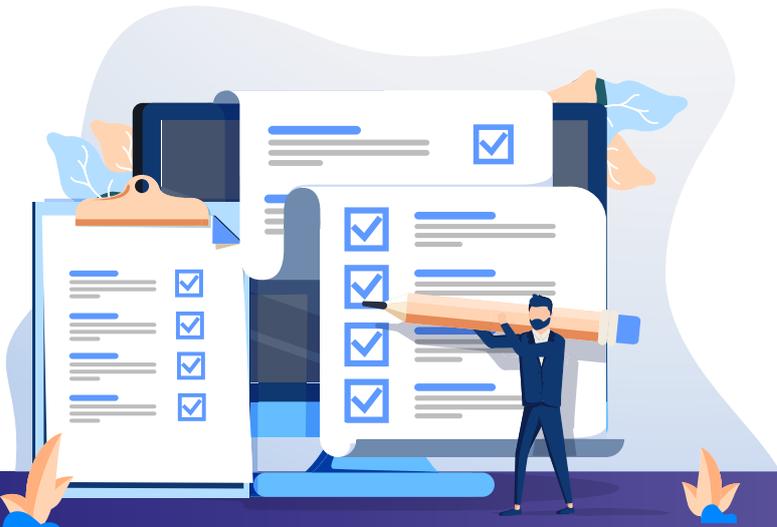
Having outlined return targets and ideal timeframe and seen a result, it's important to plan precisely how you'll use your new software to achieve these goals over the longer term. Whilst you may gain a revolutionary solution, without properly strategizing how this will sit within your pipeline, you won't gain the exceptional results you desire.



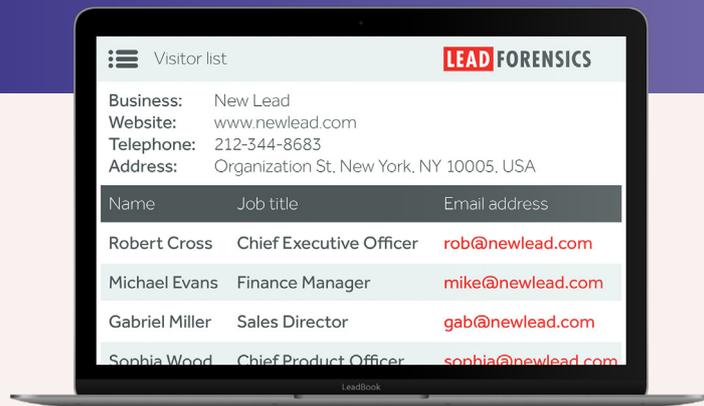
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## USE YOUR ROI RESULTS

You can measure ROI as often as you like, however, it's key to always take action on any insights gained from these results. If you're struggling to gain return due to a lack of sales, your new software may have lowered your current lead quality, so even if results seem to be improving, the proof is always in the return. By making changes based on ROI findings, you'll continue to improve future results.



Discover the Lead Forensics marketing software, identifying the businesses visiting your website and providing contact details for key decision makers, enabling instant combination for revolutionary conversion. Our clients have achieved more than 8000% ROI – kick-start your marketing success today.



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