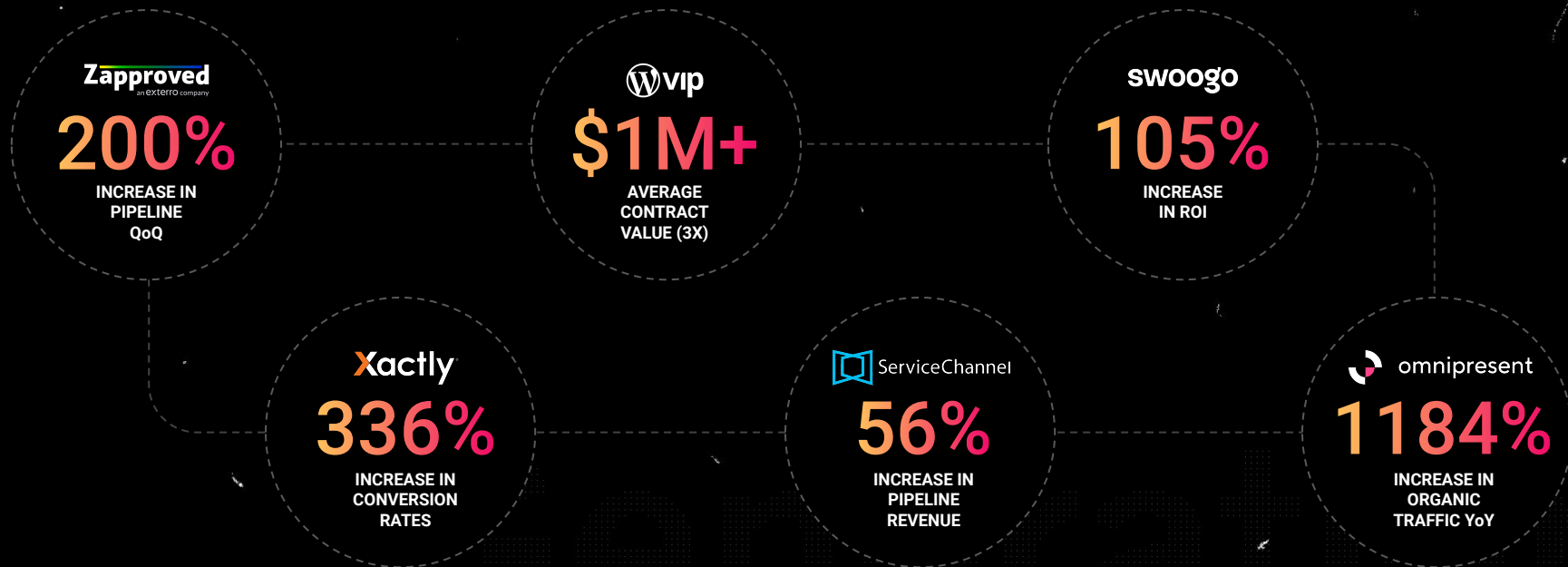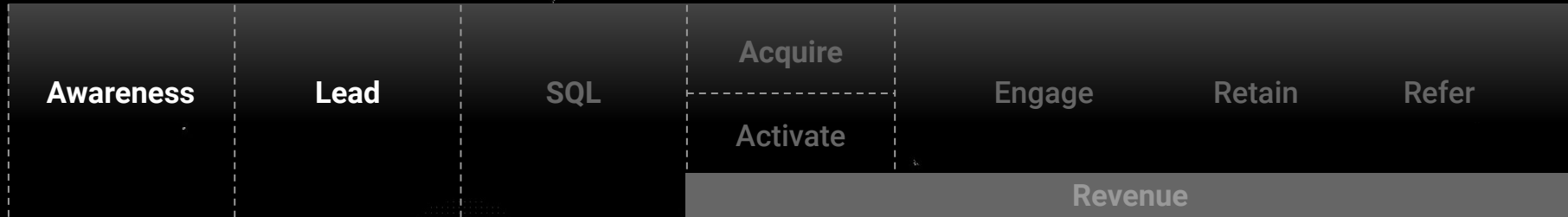Directive

Customer Generation

Delivering on the Promise Demand Gen Forgot About

We launched Customer Generation 18 months ago, based on first-hand experience that there was a better way for Tech companies to grow...

Zapproved
an exterro company

200%

INCREASE IN
PIPELINE
QoQ

Ⓦ VIP

$1M+

AVERAGE
CONTRACT
VALUE (3X)

swoogo

105%

INCREASE
IN ROI

Xactly

336%

INCREASE IN
CONVERSION
RATES

ServiceChannel

56%

INCREASE IN
PIPELINE
REVENUE

omnipresent

1184%

INCREASE IN
ORGANIC
TRAFFIC YoY

The simple reality is that Demand Generation doesn't go deep enough...

← — Demand Generation — →

Awareness	Lead	SQL	Acquire / Activate	Engage	Retain	Refer
			Revenue			

Customer Generation is the answer. It's our proprietary approach to generating the right customers across your full lifecycle

← Demand Generation →

Customer Generation							
Awareness	Lead	SQL	Acquire / Activate		Engage	Retain	Refer

Revenue

Customer Generation moves beyond 'Demand' OR 'Performance' to what marketers actually need to win

| DEMAND GENERATION	CUSTOMER GENERATION
Brand vs Performance	Brand AND performance
Channel technicians	Multi-channel strategists
Leads as NSM	CLTV & revenue as NSM
Linear funnel	Compounding growth cycle
Siloed teams	Integrated teams
Static data warehouses	1st party data put to use
Hard to measure efficiency	Financial modeling

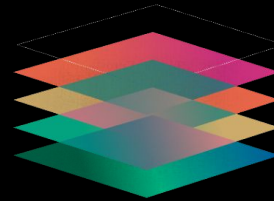**The 5 Principles of**

Customer Generation
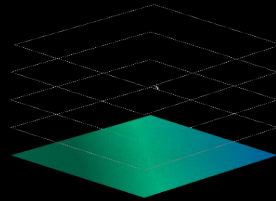
Principle 1:
1st Party Data
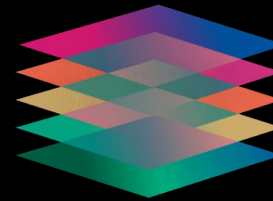Unlocks
Customer Growth
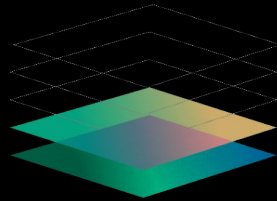
Principle 2:
Financial
Modeling is a
Need to Have
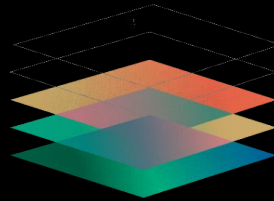
Principle 3:
NSMs Focus
Capital & Drive
Growth

Principle 4:
Brand Creates
Demand

Principle 5:
Integrated Performance
Marketing Converts
Demand

Principle 1

1st Party Data Unlocks Advertising Scale

We map your Total Addressable Market (TAM), build account lists, and aggressively scale spend.

1st party data not only future proofs your campaigns; but also gives you the confidence to grow brand advertising because every impression delivered will be a future customer.
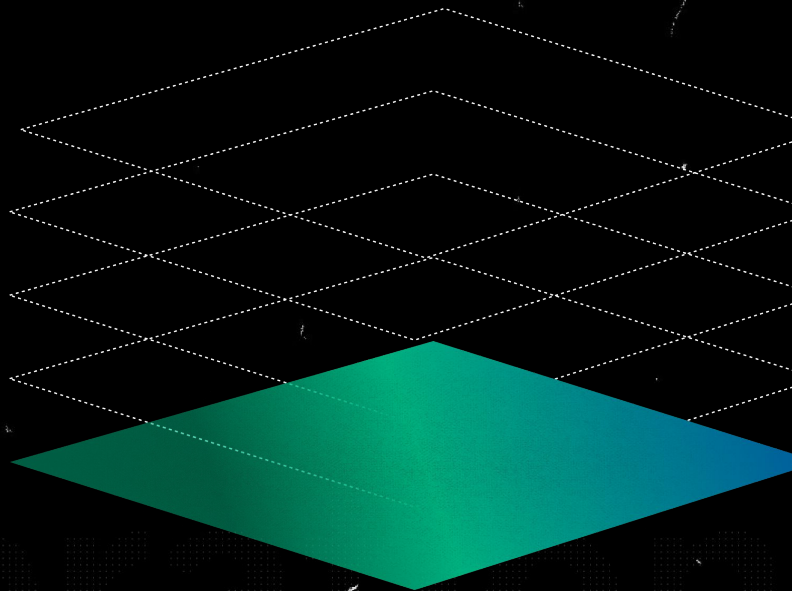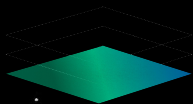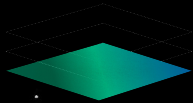
Choose Your Revenue Indicators

1st Party Data Unlocks Advertising Scale

Leverage targetable data attributes to help you understand your most profitable customers and identify similar opportunities in your TAM.

Organization Name	Closed Won Amount	BuiltWith - Active Tech Count	Company Revenue	Employee Count	CB Rank (Company)
Account 1	$500,000.00	70	$110,000,000,000.00	10001	2310
Account 2	$398,000.00	55	$420,103,000.00	5000	100004
Account 3	$250,000.00	101	$8,100,000,000.00	10001	33542
Account 4	$170,000.00	103	$2,105,000,000.00	10000	8644
Account 5	$168,000.00	81	$840,000,000.00	100	200657
Account 6	$106,526.00	50	$1,400,000,000.00	5000	267135
Account 7	$99,262.00	47	$1,614,820,000.00	10001	157823
Account 8	$98,917.00	120	$2,156,000,000.00	10001	43621
Account 9	$85,350.00	102	$422,700,000.00		287959
Account 10	$85,000.00	52	$223,400,000.00	5000	117595
Account 11	$78,641.00	135	$688,000,000.00	1000	2066
Account 12	$75,000.00	128	$7,731,190,000.00	10000	86139
Account 13	$75,000.00	37	$209,500,000.00	5000	1903
Account 14	$74,502.00	112	$175,217,850.00	1000	1312
Account 15	$70,000.00	51		250	2643
Account 16	$69,605.00	114	$5,277,000,000.00	10001	30349
Account 17	$63,465.00		$915,640,000.00		267493
Account 18	$60,000.00	94	$5,700,000,000.00	10001	89188
Account 19	$60,000.00	52	$147,000,000.00	1000	1802
Account 20					
Account 21					
Account 22					
Account 23					
Account 24					
Account 25					
Account 26					

| Segment	Contextual Data Point	Avg CARR	Filter Count	% of Total
Number of Acquisitions	1-50 Acquisitions	$126,912.16	38	17.35%
Number of Investors	11-20 Investors	$125,709.58	26	11.87%
Last Funding Type	Series A,B,C,D,E,F	118,990.08	65	29.68%
Number of Apps	1-25	$140,673.61	25	11.42%
Last Funding Amount	$1-$200,000,000	$94,833.62	94	42.92%
Last Funding Year	2016+	$88,758.74	117	53.42%
Funding Rounds	1-10	$93,585.29	126	57.53%
Funding Status	Late Stage Venture	$144,966.67	15	6.85%
G2 Total Products Active	1-150	$105,605.08	153	69.86%
IT Spend	$1 - $100,000,000	$120,297.71	38	17.35%
Builtwith Tech Count	75+	$131,313.75	42	19.18%
Revenue Range	$10,000,000 - $50,000,000	$136,783.98	29	13.24%
Employee Count	101-250	$152,392.83	35	15.98%
Monthly Website Visitors	> 1,000,000	$148,666.00	26	11.87%
Total Unfiltered		**$90,717.76**	**219**	**100%**

Don't skip on manual verification.

You can't trust 3rd party data providers 100%.

We checked every single solitary account to see if they fit our ICP. Cleaning this data is the only way to make sure you aren't wasting a dime.

Size of Our TAM Before & After Manual Verification

100K

ACCOUNTS

22k
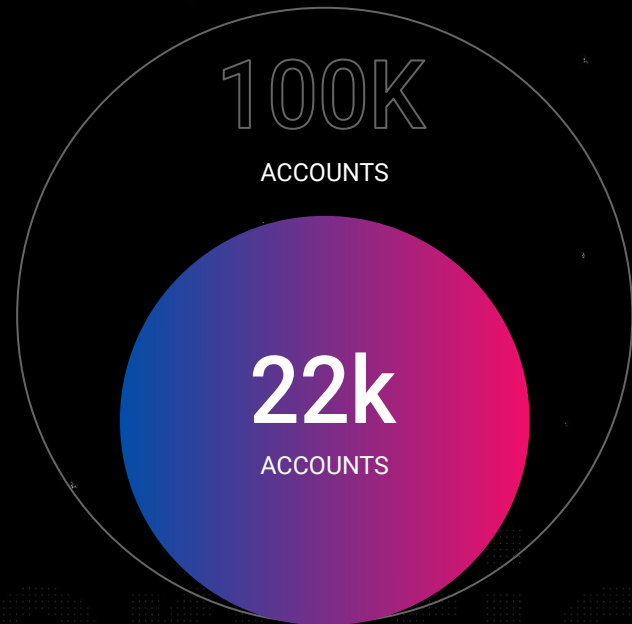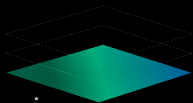
ACCOUNTS

1st Party Data Unlocks Advertising Scale

Building Your TAM

We need to integrate your TAM into Salesforce.

Imagine if you could report to the board on market share taken?

Customer

Generation

Directive

Level up your reporting! We took 44% TAM penetration/market share

TAM Penetration

9.6k
ACCOUNTS

22k
ACCOUNTS

Report: Opportunities
Directive Marketing - TAM Market Share

Edit

⚠️ This report has more results than we can show (up to 2,000 rows). Summary information is calculated from full report results.

Total Records	Total Open Opps	Total # of Opportunities
9,630	509	9,853

Record Count

Account Tier
- ●
No Tier - Non SaaS ●
Tier 0 ●
Tier 1 ●
Tier 2 ●
Tier 3 ●
Tier 4 ●
Other ●

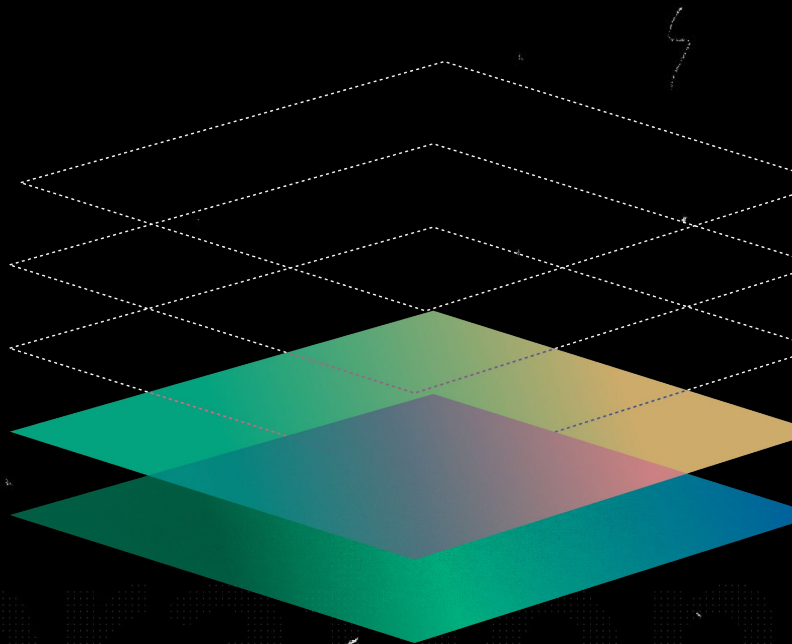440
1.1k
1.9k
1.2k
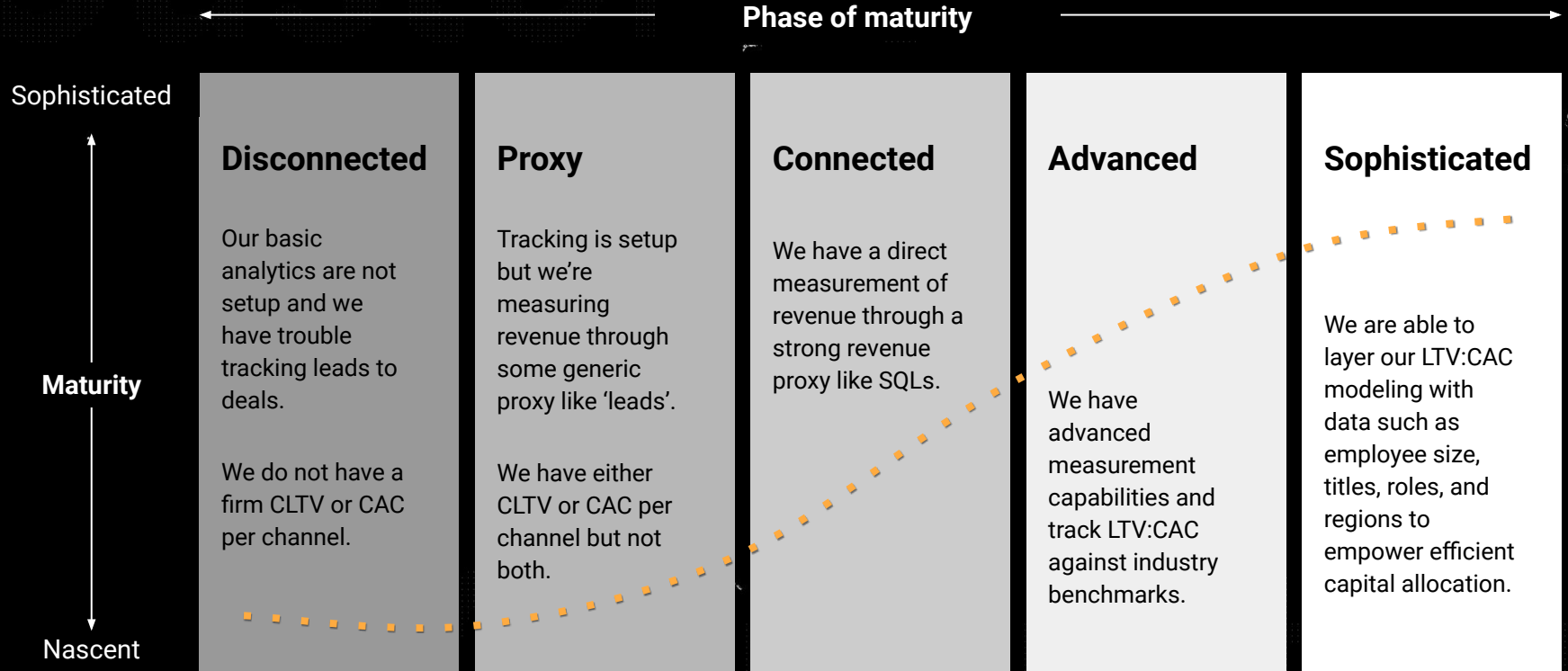1.2k
906
2.7k
9.6k
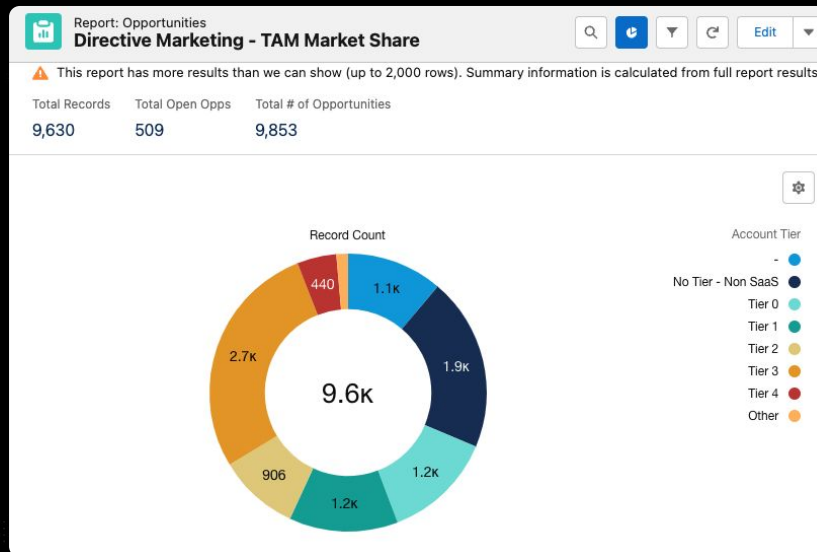
Principle 2
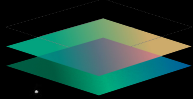
Financial Modeling is a Need to Have

Scale without financial modeling is a pipe dream.

We partner with you to identify your most impactful levers for growth, while giving you the tools needed to improve your capital allocation.

Directive

Financials & Measurement Maturity Model: *Where are you?*

Phase of maturity

Sophisticated

Maturity

Nascent

Disconnected

Our basic analytics are not setup and we have trouble tracking leads to deals.

We do not have a firm CLTV or CAC per channel.

Proxy

Tracking is setup but we're measuring revenue through some generic proxy like 'leads'.

We have either CLTV or CAC per channel but not both.

Connected

We have a direct measurement of revenue through a strong revenue proxy like SQLs.

Advanced

We have advanced measurement capabilities and track LTV:CAC against industry benchmarks.

Sophisticated

We are able to layer our LTV:CAC modeling with data such as employee size, titles, roles, and regions to empower efficient capital allocation.

Directive,

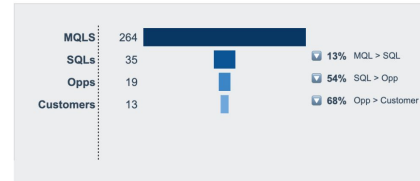**Financial Modeling
is a Need to Have**

LTV:CAC

Financial modeling and capital allocation are some of our largest drivers of growth and have a massive impact on revenue performance.

Current Quarter Summary

Lifetime Value (LTV)	
Gross Margin (%)	70%
Lifespan of Customer (months)	12
Monthly Avg. Order Value	$5,000
Lifetime Value (LTV)	$42,000

Total Spend $220,000
Total Est. Revenue $546,000

MQLS	264	13%	MQL > SQL
SQLs	35	54%	SQL > Opp
Opps	19	68%	Opp > Customer
Customers	13		

LTV:CAC Ratio	2.48
Net Return	$326,000

					terra	Bing
					1.05	1.40
Total Spend	$330,000	$100,000	$120,000	$80,000	$30,000
MQLS	301	100	164	17	20
SQLs	50	17	18	8	7
Opps	27	9	10	5	3
Customers	16	7	6	2	1
Lifetime Value (LTV)	$42,000	$42,000	$42,000	$42,000	$42,000
Total Est. Revenue	$672,000	$294,000	$252,000	$84,000	$42,000
Net Return	$342,000	$194,000	$132,000	$4,000	$12,000
Cost-per-MQL	$1,096	$1,000	$732	$4,706	$1,500
Cost-per-SQL	$6,600	$5,882	$6,667	$10,000	$4,286
Cost-per-Opp	$12,222	$11,111	$12,000	$16,000	$10,000
Cost-per-Customer	$20,625	$14,286	$20,000	$40,000	$30,000
MQL > SQL	17%	17%	11%	47%	35%
SQL > Opp	54%	53%	56%	63%	43%
Opp > Customer	59%	78%	60%	40%	33%
MQL > Customer	5%	7%	4%	12%	5%
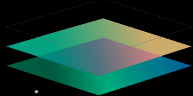
Financial Modeling is a Need to Have

Proprietary Insights

We maintain a library of thousands of data points across 250+ Tech clients to inform strategy and tactics.

Filters

Select Industry: ALL (79)

Date Selection Data refreshed every 24hrs

Year: 2023 ☑ 2022 ☑ 2021 ☑ 2020 ☐
Quarter: Quarter 1 ☐ Quarter 2 ☐ Quarter 3 ☐ Quarter 4 ☐

Summary Benchmarks

Post-Conversion Metrics

	Median	Low Range	High Range	# Clients
Cost / Lead	$431	$321	$1.5K	19
Cost / MQL	$852	$624	$1.7K	25
Cost / SAL	$2.0K	$1.3K	$2.7K	11
Cost / SQL	$7.2K	$4.0K	$11.3K	24
Cost / Opp	$7.8K	$4.1K	$22.6K	24
Cost / Customer	$29.0K	$20.6K	$43.7K	20
Lead > MQL	38.62%	24%	66%	16
MQL > SQL	14.29%	9%	28%	22
SQL > Opp	92.79%	22%	100%	17
Opp > Closed Won	21.65%	6%	33%	21

Pre-Conversion Metrics

	Median	Low Range	High Range	# Clients
CPC	$4.22	$2.54	$5.59	79
CTR	1.35%	0.89%	2.27%	78
CPM	$56	$25	$92	78
Cost / Conv.	$246	$121	$406	78
Click > Conv.	1.55%	1.03%	2.34%	78
Cost / Open	$27	$9	$54	41
Open Rate	49.71%	42.20%	59.88%	41
Cost / Video View	$2	$1	$6	62
View Rate	1.06%	0.37%	3.82%	62

Platform Breakdown

Top 5 Platforms by Spend

	Google	LinkedIn	Facebook	Bing	Capterra
Total Spend	$20.6M	$7.1M	$1.5M	$1.1M	$430.3K
Post-Conversion					
Cost / Lead	$463	$873	$176	$267	$1.8K
Cost / MQL	$1.0K	$1.9K	$1.3K	$706	$2.5K
Cost / SAL	$1.9K	$12.1K	$4.7K	$1.6K	$3.9K
Cost / SQL	$7.8K	$5.0K	$11.4K	$11.6K	$15.3K
Cost / Opp	$5.8K	$5.5K	$9.1K	$10.7K	$31.0K
Cost / Customer	$21.4K	$53.4K	$41.3K	$110.7K	-
Lead > MQL	69%	27%	25%	59%	78%
MQL > SQL	22%	30%	7%	6%	17%
SQL > Opp	95%	93%	100%	100%	100%
Opp > Closed Won	29%	50%	31%	30%	13%
Pre-Conversion					
CPC	$3.95	$5.75	$2.65	$2.72	$18.73
CTR	2.11%	0.63%	0.60%	2.11%	-
CPM	$84	$62	$21	$51	-
Cost / Conv.	$245	$519	$176	$116	$775
Click > Conv.	1.76%	1.27%	1.80%	2.18%	3.85%
Cost / Open	-	$7	-	-	-
Open Rate	-	49.71%	-	-	-
Cost / Video View	$4	$1	$0	-	-
View Rate	0.82%	2.72%	2.91%	-	-

Detailed Drill-down

Select Platform: LinkedIn

	Median	Low Range	High Range	# Clients
Cost / Lead	$873	$482	$3.0K	16
Cost / MQL	$1.9K	$652	$10.0K	18
Cost / SAL	$12.1K	$4.5K	$17.5K	5
Cost / SQL	$5.0K	$2.5K	$16.5K	12
Cost / Opp	$5.5K	$4.5K	$35.0K	13
Cost / Customer	$53.4K	$30.0K	$71.7K	4
Lead > MQL	27%	16%	53%	11
MQL > SQL	30%	13%	48%	10
SQL > Opp	93%	63%	100%	8
Opp > Closed Won	50%	33%	50%	3
	Median	Low Range	High Range	# Clients
CPC	$5.75	$4.31	$10.40	58
CTR	0.63%	0.63%	0.63%	57
CPM	$62	$34	$112	59
Cost / Conv.	$519	$242	$776	52
Click > Conv.	1.27%	0.76%	2.47%	53
Cost / Open	$7	$5	$17	36
Open Rate	49.71%	42.20%	59.88%	39
Cost / Video View	$1	$1	$3	40
View Rate	2.72%	0.86%	10.99%	44

Principle 3

NSMs Focus Capital Allocation & Growth

The best in Tech galvanize around one North Star Metric (NSM) to focus their decision making around go to market strategy as well as capital allocation.
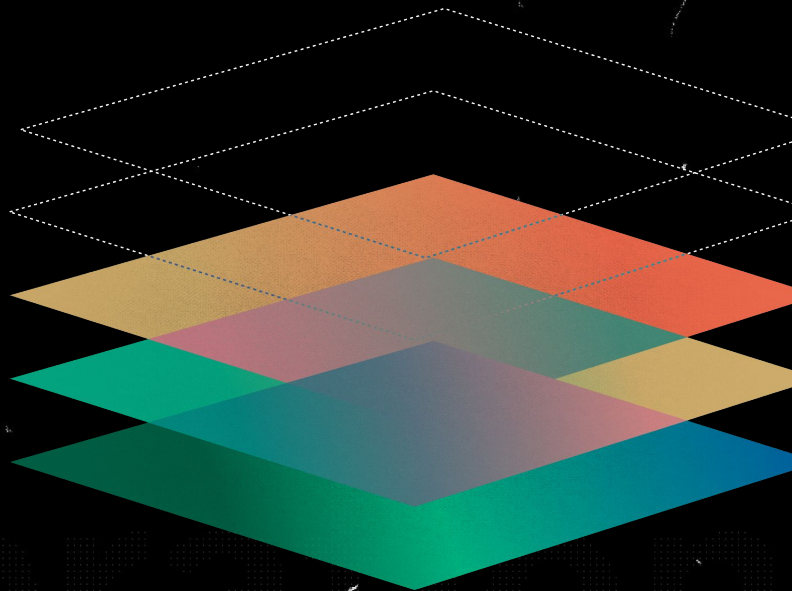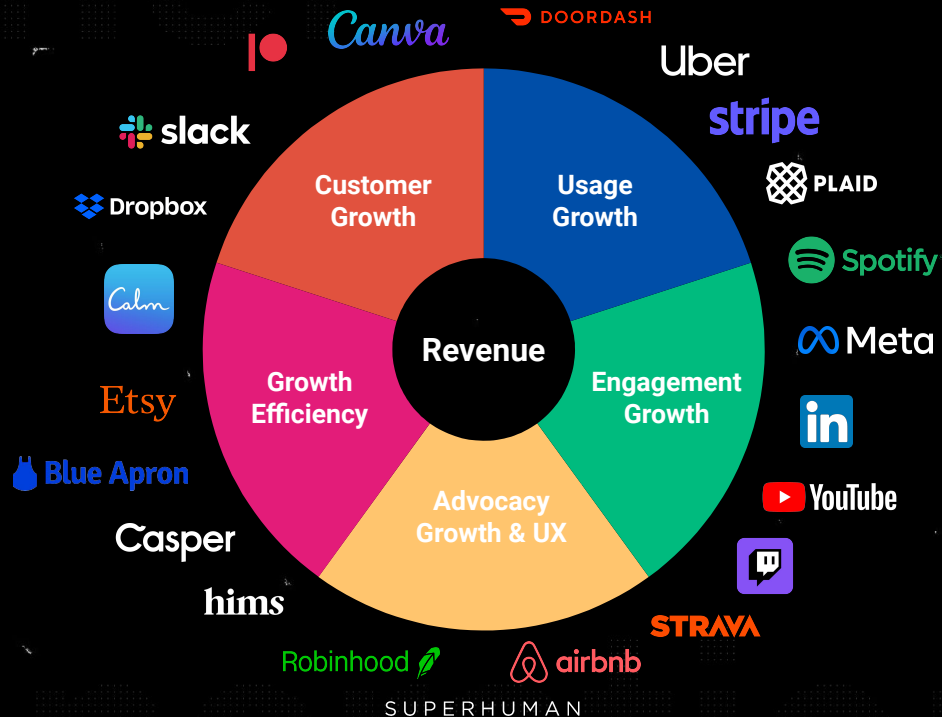
NSMs Focus Capital Allocation & Growth

Name your NSM

Every business is unique in its monetization strategy. Here's a few for inspiration!

Customer Growth

Usage Growth

Engagement Growth

Advocacy Growth & UX

Growth Efficiency

Revenue

@gmehrguth   linkedin.com/in/garrettmehrguth/

Source: Finmark

Directive

Customer Generation provides <u>growth personalization</u> for every unique Tech business model, NSM & growth plan

SUBSCRIPTION MODEL

- Blended Tiers
- Usage-Based
- Per-Seat
- Feature-Based
- Freemium

BUSINESS NSM

- Qualified Pipeline
- Growth Efficiency

GROWTH OPPORTUNITY

- Market Penetration
- New Product
- New TAM/ICP
- Up-Market
- International Expansion

What is your North Star Metric (NSM)?

Growth Efficiency Levers that increase your efficiency	CAC	LTV	Payback period
	Return on ad spend (ROAS)	Unit economics	New signups to activation milestone percentage
Qualified Pipeline Levers that accelerate high-value SQLs & Opps	Demos booked	Total SQLs	Average order value
	Free trial signups	LTV:CAC	Win rate

Directive

Principle 4

Brand Creates Demand

Only 5% of buyers in the average B2B category are in-market and ready to buy at any given time.

Brand campaigns ensures that the other 95% knows who you are. When they enter the buying journey, your product is their first stop.
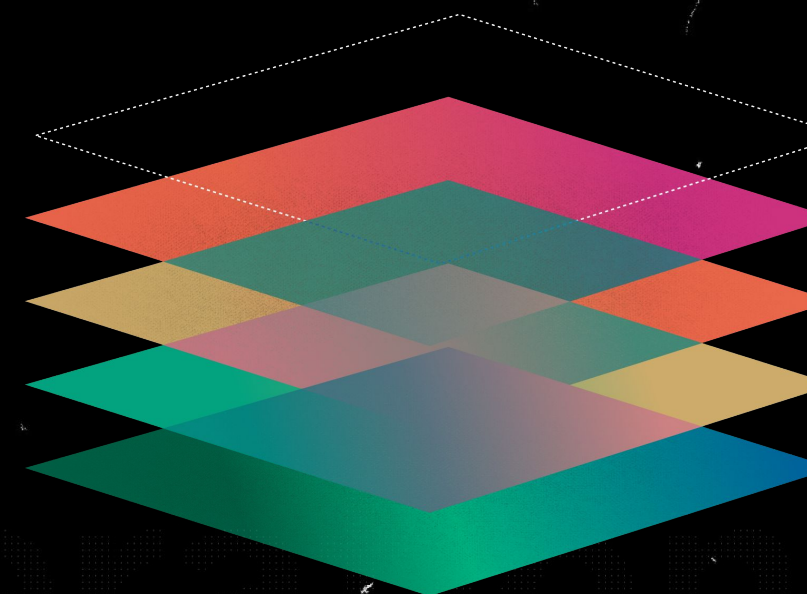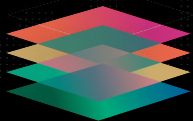
Brand Creates Demand

Strong Brands Consistently Outperform the Market

"The market performance of strong brands is enduring proof that investment in long-term brand-building enables businesses to thrive over time and survive market volatility" - Interbrand

Interbrand's Best Global Brands vs S&P 500

— S&P 500
— BGB 100

445%

250%

Total Shareholder Return

450
400
350
300
250
200
150
100
50

Year

2000   2002   2004   2006   2008   2010   2012   2014   2016

Source: Global Brand Works

ignytebrands.com

🐦 @gmehrguth   in linkedin.com/in/garrettmehrguth/

Directive
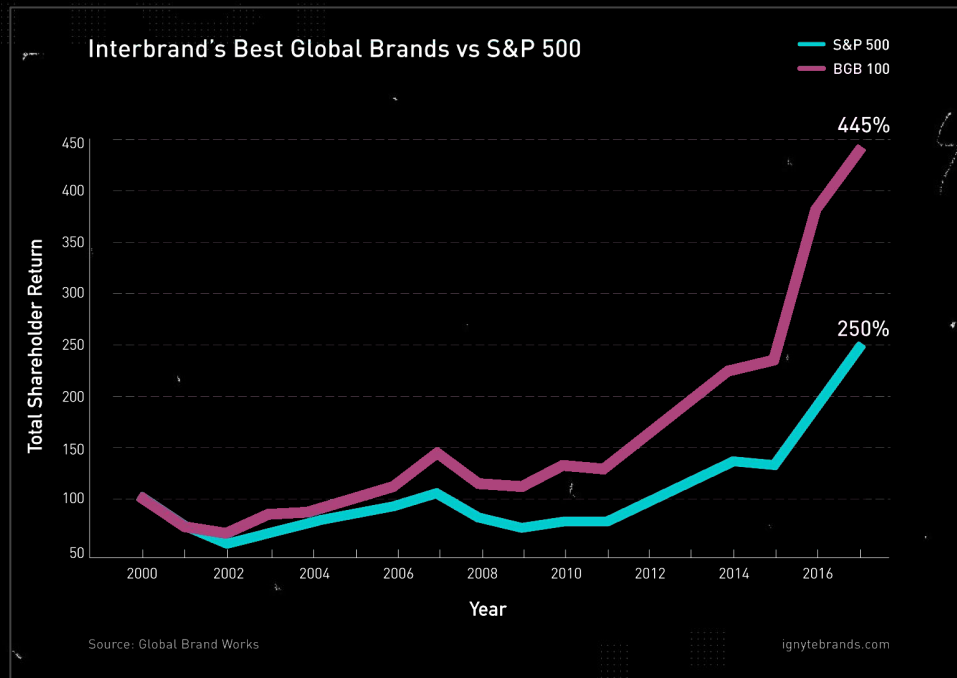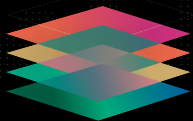
Brand Creates Demand

Brand-building and marketing activation win across different, complementary timelines

Legend: ■ Marketing activation / Short-term sales uplifts   ■ Brand building / Long term sales uplifts

Sales uplift over base

Short-term effects dominate - 6 months

Time
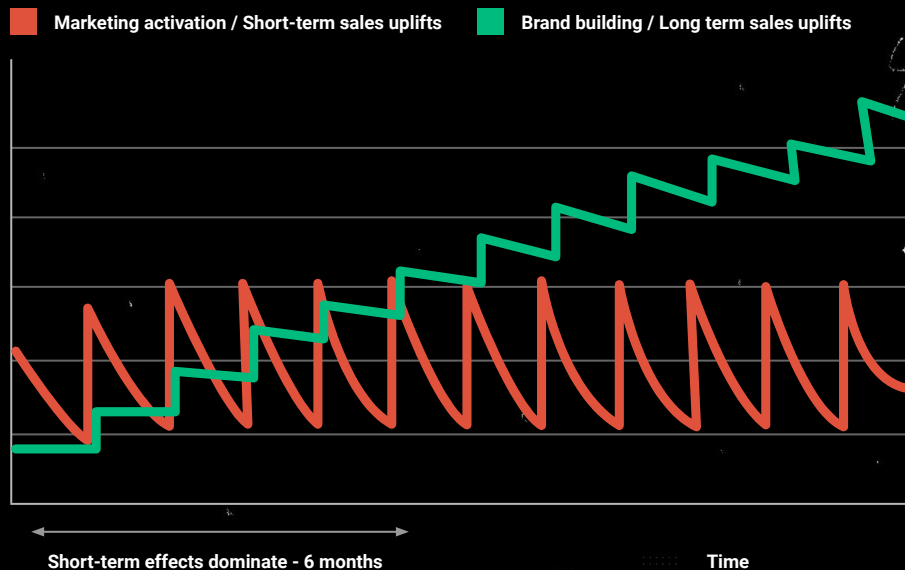
Brand Creates Demand

Identify your **brand** goals

I want ____ Brand Awareness _____

Scale Brand Awareness	Disruptor Positioning	Dictate Pricing Power
Competitive Differentiation	Build a Community	Attract The Best Talent
Win Share of Voice	Market Leadership	Boost Brand Sentiment

DIRECTIVE

Emotion Mapping

Brand marketing creates a bridge between your ICP's desires and your value proposition.

Customer Desires	How We Target Emotion
🏆 Successful	Visualize customer success and NSMs attained
👍 Popular	Visualize industry attention and social proof
😎 Confident	Visualize and validate the customer's vision of themselves
⛰️ Free	Visualize a life free of restriction or limitations
🤝 Included	Visualize community and shared values
💛 Conscientious	Visualize commitments to bettering ourselves and the world
🔒 Secure	Visualize certainty and roadmaps to success for the customer
⏰ FOMO	Visualize what the customer is in danger of missing out on
🌟 Unique	Visualize a world where the customer stands above and apart
🌴 Relaxed	Visualize a stress-free state or balanced life

Brand Creates Demand

Define brand perception, now and next

Execute perceptual research to pinpoint how customers feel about your brand now, and where it needs to be to achieve your goals.

Identify the 1-2 key attributes that are most impactful to your ICP and plot them in relation to your current positioning, and competitor positioning.

High Trust

Your Brand Next

Competitor 9

Competitor 4

Low Cost

Competitor 1

Your Brand Now

Premium Cost

Competitor 3

Competitor 6

Competitor 5

Competitor 2

Competitor 7

Competitor 8

Low Trust

@gmehrguth   linkedin.com/in/garrettmehrguth/

Directive
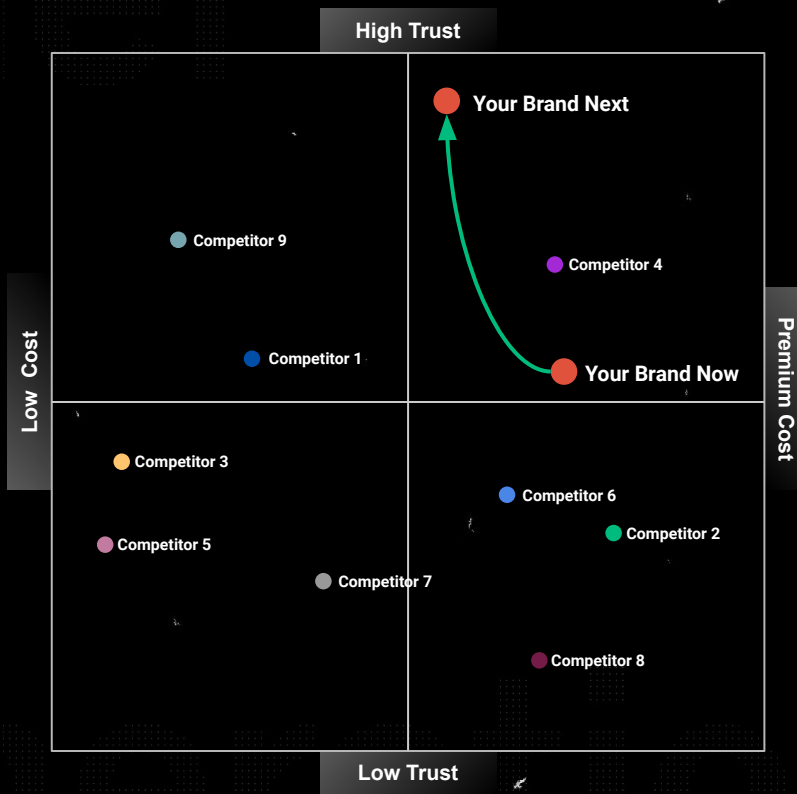
Create Your Brand Story

Brand marketing weaves your story with the stories of your customers. To make a lasting brand imprint, we infuse your narrative arc with all the ingredients of powerful storytelling.

Intro

Rising Action + Climax

Resolution

PAYOFF

Deliver real value aligned with the target key attributes. Surprise and delight.

PROBLEM

Great stories have a challenge or an enemy.

SO WHAT

Set the stakes. This is why it matters.

OBJECTIVE

Define the hero of this story and the question that will be answered.

NOW WHAT

Follow up CTA. More story for those who want it.

THE HOOK

Captivate viewers in the first 3 seconds and maximize View-thru-Rate.

THE BIG IDEA

The ONE idea our audience should remember

Brand Creates Demand

Better Content **+** Strategic Distribution Wins

In a world of content overload, more content is not the answer.

One bold brand idea, deployed across multiple assets & channels.

Full-Length Brand Video (1:00-2:00)								
Sizzle/Trailer (:30-60)					Sizzle/Trailer (:30-60)			
Key Insights (.45)			Landing Page			Key Insights (.45)		
Social (.15 -.30)	Social (.15 -.30)	Social (.15 -.30)	Social (.15 -.30)	Social (.15 -.30)	Social (.15 -.30)	Social (.15 -.30)	Social (.15 -.30)	Social (.15 -.30)
Programmatic	Programmatic	Programmatic	Programmatic	Programmatic	Programmatic	Programmatic	Programmatic	Programmatic
Behind The Scenes (1:00-2:00)								

@gmehrguth   linkedin.com/in/garrettmehrguth/

Directive

Brand content is leveraged in lead gen campaigns to support pipeline growth

01 Awareness Ads

Prospect clicks into a video in their LinkedIn feed.
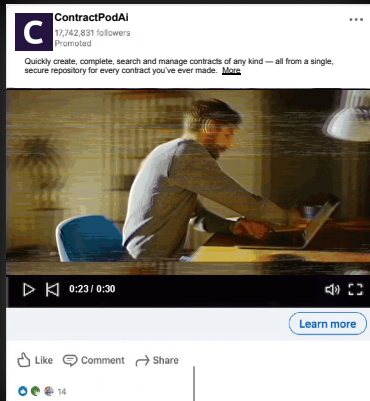
Build Retargeting Audience List

02 Interest Nurture

Retarget Audience with Video content that validates your product and increases brand consideration.
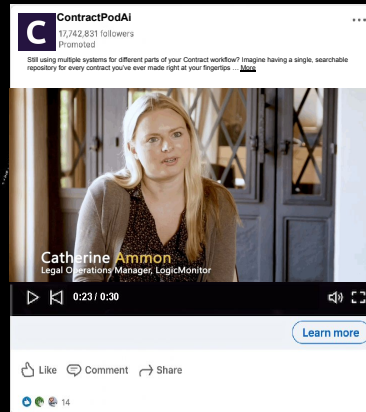
Continue to retarget ICP.
Repeat until ICP converts.

03 Demo & Consideration

Drive new lead to website to learn more and request a demo.
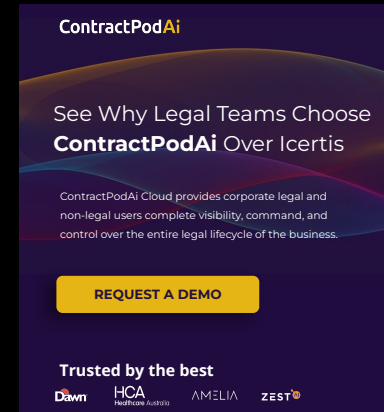
04 Customer Generation

Fills out contact form and speaks with sales.

Principle 5

Integrated Performance Marketing Converts Demand

When your customers are ready to research, compare, and purchase (as a result of brand initiatives), integrated performance marketing ensures their experience is omni-channel, consistent, and personalized.

This is how we convert convert demand into Customer Generation.

Directive
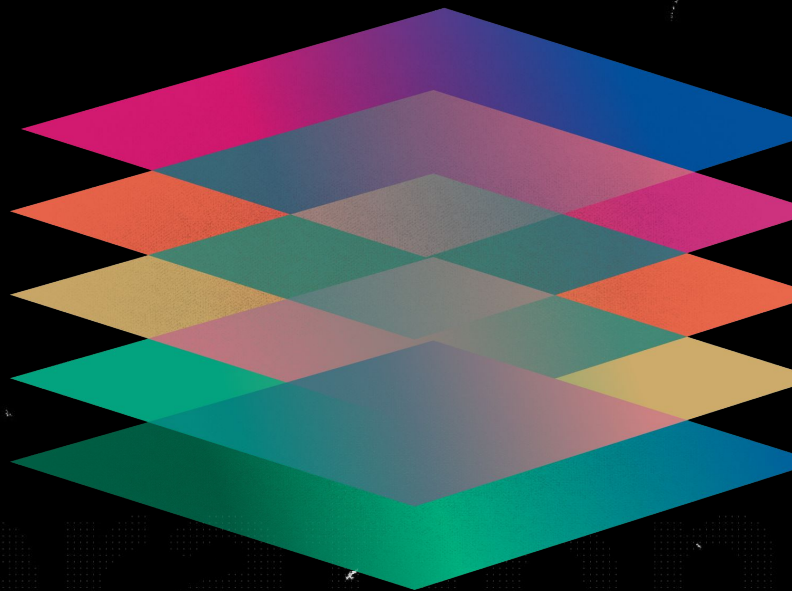
Integrated Performance Marketing Converts Demand

Performance Levers Compound Growth

Each of our marketing disciplines is designed to achieve specific performance goals. Integrated campaigns supercharge their impact across business KPIs such as: average contract value, trial conversion rate, lifetime value, customer acquisition cost and more.

Directive
Performance Solutions

Direct Reach & Instant Pipeline Generation — PAID MEDIA

CONTENT & SEO — **Discoverability & Long-term Pipeline Generation**

Capitol Allocation & Revenue Forecasting — INTEGRATED STRATEGY

LIFECYCLE MARKETING — **Capital Optimization & Lifecycle Stages Efficiency**

Brand Affinity & Conversion Rate Efficiency — CREATIVE

VIDEO — **Brand Affinity & Conversion Rate Efficiency**

@gmehrguth   linkedin.com/in/garrettmehrguth/

Directive

Integrated Performance Marketing Converts Demand

Align NSMs with Performance Metrics

We set business NSMs that drive top-line growth.

In order to achieve these goals, we identify the specific KPIs per each channel that will build our stairway to success. This includes SQLs, cost efficiency targets, conversion rates, rankings, and more,

WVIP

3X Total Contract Value, Average $1M+

7X Opportunities at -$41K CPO

SEO **#1 Ranking** Position

Paid Search **-10% CPC**

Paid Social **+56% CTR**

Creative **49% CR**

Integrated Campaign Strategy WVIP

Legend:
- 🔵 Paid media
- 🟢 SEO Content & Design
- 🟡 Conversion Event
- 🔴 Sales Contact

Demand Creation

- Review Site & Directories
- Search & Programmatic Ads
- Performs Search/ Direct Traffic
- Clicks via Social Media Post
- Social Media Lead Gen
- Landing Page/ Core Page/ Blog Post
- ICP-specific Offer/Guide/ Webinar
- CTA-gated: "Download/Join Now"
- CTA-Gift Card Offer
- Clicks Remarketing Ad
- Email Capture
- Contact Conversion

Does not convert
Signs Up
Submits Info

Demand Nurture

- CTA: "Sign up for a Demo"
- Receives 2nd email with invitation to free webinar
- Receives 3rd email with video content
- Receives 1st email with educational resources
- Visits landing page with testimonial
- CTA: "Sign up for a free demo"
- Signs up for Demo
- Receives 4th email with case study

Doesn't open
Doesn't open
Opens
Opens
Continues
Doesn't Continue

Demand Conversion

- Signals intent to purchase
- CTA: "Get a quote"
- Contacted by salesperson
- Contacted by salesperson

PQL

@gmehrguth   linkedin.com/in/garrettmehrguth/

Directive

Integrated Performance Marketing Converts Demand

Refining TAM & ICP Targeting

With our strategy targeting enterprise growth, we layered on filters for revenue threshold and excluded any companies that fell under $10 million in revenue.

We worked with the sales & product teams to identity the features that attracted current enterprise customers, for building social-proof, content, and landing pages.

Company name	Engagement level	Members targeted	Campaigns	Impressions	Ad engagement
3,155 companies	-	-	-	-	-
JPMorgan Chase & Co.	Medium	2,643	21	17,634	175
Fidelity Investments	High	1,298	22	17,414	233
Citi	Medium	2,043	21	13,905	152
Bank of America	Medium	2,559	22	13,900	120
T-Mobile	Medium	1,083	21	12,971	115
AT&T	Low	3,341	22	12,338	129
Wells Fargo	Medium	2,637	21	12,338	139
Salesforce	Medium	1,889	21	10,783	118
Microsoft	Low	3,118	22	10,648	103
UnitedHealth Group	Medium	1,295	19	10,197	137

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions	Cost Per Conversion
13 campaign groups	-	$132,482.37	599,355	10,422	1.74%	-	$221.04	$12.71	461	$252.07
DC	Marketer	SPM	Conversation	Tier 2 CID: 622750114	Paused	$52,998.55	12,164	6,058	49.8%	-	$4,357.00	$8.75	45	$1,118.88
DC	Marketer	SPC	Image	Tier 2 CID: 621970844	Active Running	$27,435.03	163,946	690	0.42%	-	$167.34	$39.76	73	$357.27
DC	IT	SPC	Image	Tier 2 CID: 621970854	Active Running	$14,123.57	160,147	502	0.31%	-	$88.19	$28.13	6	$999.60
Website & CRM Retargeting - US/CA CID: 612066536	Active Running	$13,482.46	146,874	738	0.5%	-	$91.80	$18.27	253	$53.29
DC	Marketer	SPC	Video	Tier 2 CID: 624768153	Active Running	$12,536.33	94,279	314	0.33%	-	$132.97	$39.92	49	$234.56
DC	IT	SPM	Conversation	Tier 2 CID: 624329394	Paused	$6,861.59	2,848	1,524	53.51%	-	$2,409.27	$4.50	13	$288.73
Account targeting - US/CA CID: 612023036	Paused	$2,862.54	724	515	71.13%	-	$3,953.78	$5.56	7	$408.93
Website & CRM Retargeting - EMEA CID: 612035126	Paused	$1,591.78	13,855	64	0.46%	-	$114.89	$24.87	1	$1,591.78
DC	General	SPC	Image	Tier 2 CID: 624769034	Active Running	$590.52	4,518	17	0.38%	-	$130.70	$34.74	14	$42.18

**Integrated Performance
Marketing Converts Demand**

Optimize Paid Media Budget Allocation

Marketing budget allocation by platform and funnel stages is a major influence on overall marketing performance.

For Wordpress VIP, we focused on a blend of our historically top-performing channels and ad types, over-indexing for Opportunities (our NSM). Real-time campaign data informs future adjustments as needed.

PLATFORM		OBJECTIVE		FUNNEL STAGE
Google	50%	Awareness	8%	Top
LinkedIn	42%	Engagement	12%	Middle
RollWorks	5%	Opportunities	80%	Bottom
Capterra	3%			
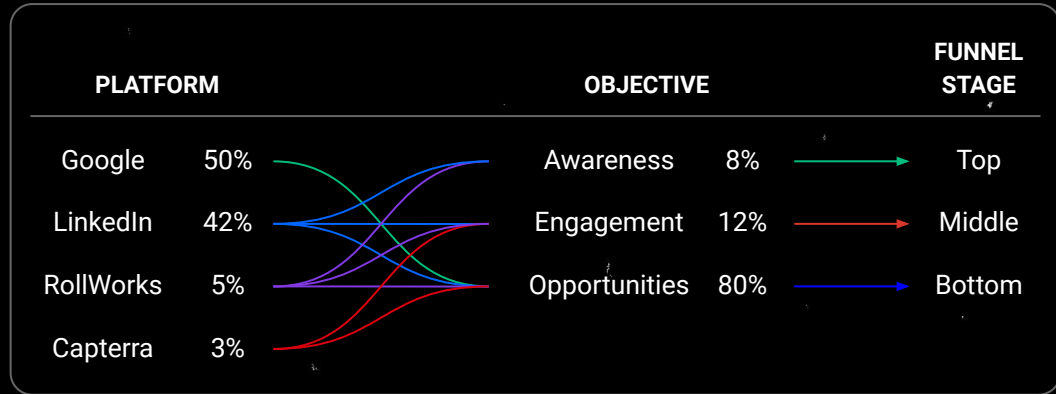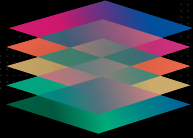
Integrated Performance Marketing Converts Demand

Quick Win: Removing Ad Spend Waste

The following keywords had high spending with no conversions. We cut the phrase matches to bring down costs on Google, while our SEO team integrated these keywords into site content to maintain coverage.

Over **$50K of ad spend** waste was quickly redirected towards higher-performing advertising campaigns, and **CPC improved by 10% on Google channels.**

Over **$50K** saved in Ad waste

Integrated Performance Marketing Converts Demand

Gift Card Campaign

Paid Social offers firmographic targeting but not search intent. Gift card campaigns provides the incentive - learning about your product/service is the value offering.

Conversation ads targeting 2 seperate personas running off of company lists led to a **+200% increase in opportunities** and a **$300,000 Closed Won deal** for W.K. Kellogg Foundation!

Directive research on optimal gift card pricing ✎

	COST/FORM FILL	COST/LEAD (incl. GC)
$250	$79	$329
$100	$72	$172
$50	$280	$330

Integrated Performance Marketing Converts Demand

Identity your Top-Performing Ads

We deployed different ad types within LinkedIn, offering direct sales opportunities (gift cards) or deeper education and comparison content (webinars & guides).

Paid Social CTRs improved by 56% QoQ.

Opportunity

Engagement

Engagement

Awareness

🐦 @gmehrguth   in linkedin.com/in/garrettmehrguth/

Directive

Display **Native** **CTV** **Video** **Audio**

Retargeting with Programmatic Ads

We leveraged programmatic and display ads for brand awareness, and for fast-testing messaging and offers against CTR and Conversion Rates.

Remarketing campaigns regularly rank as our highest performance campaigns.

Martech Trends 2022 Report

36%

of content marketers who use the most popular analytics tools are unclear how their content is performing

Parse.ly | Content Matters   Get report →

Content analytics you don't need a PhD to understand.

Parse.ly   Learn more →

Parse.ly

How content teams are driving growth, measuring what works, and thinking about the future.

Parse.ly

Open

Content analytics you don't need a PhD to understand.

Parse.ly   Learn more →

Get a Demo of Parse.ly

Parse.ly   Open →

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Integrated Performance Marketing Converts Demand

Engage Best-Fit Accounts with ABM

For a dedicated account-based marketing (ABM) campaign through Rollworks, we created a playbook detailing campaigns for each stage of the funnel.

In one quarter, enterprise accounts reached by Rollworks ads accounted for **$1,072,001 in ROI attribution.**

RollWorks Company Attributes

↳ Company Size =
　Medium-Large (500 - 999 Employees)　or
　Large (1,000 - 4,999 Employees)　or

AND

RollWorks Intent Data

↳ Intent Level　=　Medium to Very High

↳ Intent Signal Recency　=　Last 90 days

↳ Intent Topics　=
　WordPress VIP　or　Headless CMS　or　Web Content　or
　Content Management System (CMS)

AND

Salesforce Account

↳ Account Status (Formula)　=
　Active Opportunity　or　Actively Working

Build a customized CMS architecture with single-stack or headless models from WordPress VIP.

W VIP

Learn more →

The Only WordPress Enterprise Platform With FedRAMP ATO

W VIP

Learn more →

Capgemini Published 20,000+ Pages in 10+ Languages Across 38 Individual Sites

W VIP

See how →

@gmehrguth　linkedin.com/in/garrettmehrguth/

Directive

Integrated Performance
Marketing Converts Demand

Share of SERP

We calculated how much market share
Wordpress VIP could own on a single
SERP for branded keywords, out of the
possible organic positions.

Paid Media campaigns generated quick
data and results for gauging keyword
performance, helping to optimize our
site and content strategy.

WordPress VIP

What does WordPress VIP do?
- Should I pay for WordPress pro?
- Do professionals use WordPress?
- What is the highest role in WordPress?
- Why do I have to pay for WordPress?
- Is managed WordPress worth it?

Is WordPress VIP open source?
- Do professional companies use WordPress?
- Do professional website builders use WordPress?
- Do government websites use WordPress?
- Does anyone use WordPress anymore?

What is the difference between WordPress VIP and Kinsta?
- Is WordPress VIP owned by WordPress?
- What is the highest level in WordPress?
- Which builder is best for WordPress?
- What is the difference between WordPress VIP and WordPress?
- Is WordPress better for SEO than squarespace?
- Which WordPress does GoDaddy use?

How do I install WordPress VIP?
- Is WordPress VIP headless?
- Who is the CEO of WordPress VIP?
- How do I grant access to my WordPress site?
- How do I activate WordPress for free?
- How do I install a premium WordPress theme for free?

Directive

Integrated Performance Marketing Converts Demand

Organize for Customers, not Products

We launched new Solutions and Glossary pages, structuring around WP VIP's customer segments and customer needs, not their product categories.

The glossary alone **increased clicks by 465%.**

Integrated Performance Marketing Converts Demand

Landing Page Conversion

Customer-Led LP designs and UX, paired with ongoing A/B testing and iterative design. This is how we achieve conversion goals, drive pipeline, and fulfill the potential of every campaign.

Our highest-performing LP for WP VIP earned a **49.34% CR** with **790 conversions.**

Instant value offering and punchy UVPs

Short-form with clear CTA, followed by trust-building social proof

Highly digestible platform overview info for deep-dive visitors

The end result is worth it.

A BETTER CUSTOMER EXPERIENCE

"Your ABM is killing it!"

BLUEBEAM
A NEMETSCHEK COMPANY

"A great LinkedIn sponsored conversation - shoutout to the [Directive] paid social team!"

JELLYFISH

"My reason for coming to you was that I was really impressed with your marketing, so congratulations on that. If you can impress a marketer you know that's a pretty good sign."

Cirrus Insight

STRONGER PARTNERSHIPS

"I love working with Directive, we consider you part of our own team."

EASYVISTA

"They are amazing partners... and amazing at spreading the word about our products."

CHILI PIPER

"I love our collaboration with Directive, every piece of work is of the highest quality and the teams' organisation is fantastic."

deputy

MUTUAL GROWTH

"Directive has been instrumental to the growth we've seen during the last year and a half."

VYOND

"We've seen serious results since working with Directive."

ARCTIC WOLF

"This is the best Q4 we have ever had... the best, literally."

Invicti

Directive

Thank You
Thank You
Thank You

Customer Generation Customer Generation Customer

Directive