

# DEMAND ANALYTICS: Marketing Performance Management (MPM) Dashboard Service

For the vital diagnostic and marketing metrics you need to track and report on Marketing's contributions to the business, turn to the marketing technology experts at DemandGen.

## DEMONSTRATE MARKETING'S IMPACT WITH EFFECTIVE REPORTING

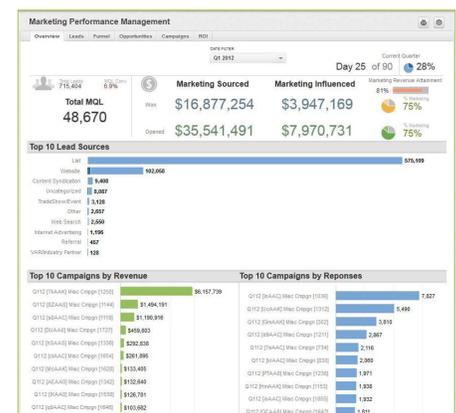
As a marketing executive, you know the important contributions that your team provides to the business. But unlike your peers in Sales, who can point to metrics around deals closed and revenue, you struggle to show how Marketing's efforts directly impact sales pipeline and revenue. DemandGen has combined its consultative, analytical, and systems integration expertise to design and deliver a complete, effective reporting solution for Marketing: the *Marketing Performance Management (MPM) Dashboard Service*.

DemandGen's MPM Dashboard links Marketing activities and results to the strategic objectives of the business, providing executives with a clear picture of Marketing's value and contributions. It includes business drivers and outcomes, positioning Marketing to make strategic recommendations to the business, as well as to assess its own performance and improve effectiveness. It arms you with answers to questions like:

- How much revenue was influenced and sourced by Marketing?
- Is Marketing generating enough demand for Sales?
- Which channels and campaigns are performing best?
- Are there bottlenecks in the demand funnel?
- How are our current programs performing against prior periods?
- Are we well positioned to meet next quarter's demand generation goals?

*A total approach to reporting for marketing:*

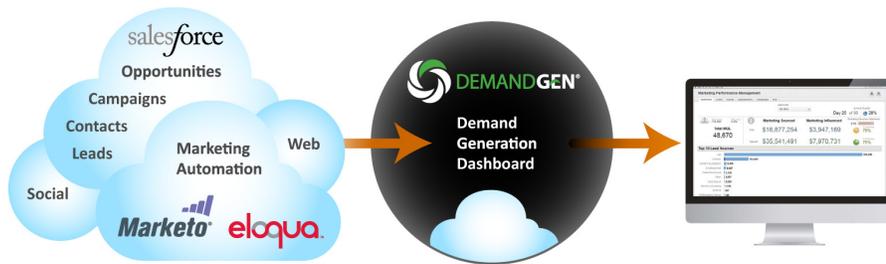
- Metrics that demonstrate Marketing's contribution to revenue and impact on the business
- Gauges to measure and improve lead management systems
- Insight into demand generation results and requirements
- Analysis of campaign performance and effectiveness



Now you can show the executive team key metrics like Marketing's influence on opportunities and revenue.

**Learn more:** Discover how DemandGen's MPM Dashboard service can help you demonstrate Marketing's contribution to revenue and business success:

[www.demandgen.com/reporting-measurement.html](http://www.demandgen.com/reporting-measurement.html) | main: 925.678.2500 | sales: 925.678.2511 | [info@demandgen.com](mailto:info@demandgen.com)



## THE DEMANDGEN MPM APPROACH

DemandGen's MPM Dashboard is the control room of your "demand generation factory," where the input, output, and performance of core systems like lead management are monitored and reported for analysis.

To build your MPM Dashboard, DemandGen leverages data collected by the core infrastructure of Sales and Marketing, uses sophisticated data modeling techniques, and displays an intuitive reporting solution that can be customized to your organization's needs. You'll be able to drill down into the reports to understand the drivers that can best help achieve your goals.

[The MPM Dashboard leverages data collected by the core Marketing and Sales systems.](#)

Capturing, publishing, and interpreting marketing performance metrics is tremendously complex. Depend on DemandGen's vast expertise in marketing technologies, solutions architecture, and data systems—collection, centralization, cleansing, standardization, filtering, merging, and aggregation—to guide you in choosing the right metrics to measure and designing an effective way to share the results with your organization.

You'll be able to choose from a broad array of fully customizable metrics such as:

- Marketing-Sourced Leads and Opportunities
- Marketing Contribution to Revenue
- Marketing's Influence on Opportunities and Revenue
- Demand Funnel Performance and Inventory
- Funnel Stage Conversion Rates and Duration
- Lead Score Distribution
- Campaign Performance

## PUT YOUR DATA TO WORK

[A hidden treasure of valuable information is waiting to be revealed.](#)

DemandGen has the unique combination of marketing, sales, technical, and analytical experience required to design and build your custom MPM Dashboard. For superior security, stability, and scalability, DemandGen's MPM Dashboard Service is a cloud-based solution that leverages highly secure, cutting-edge business intelligence tools. Our proven project methodology and streamlined implementation get your solution up and running in less than 90 days.

Move beyond counting clickthroughs. With the DemandGen MPM Dashboard Service, Marketing can finally connect the dots: measuring and communicating its value, the impact of strategic marketing activities, and how Marketing drives demand, revenue, and long-term customer value.

**Learn more:** Discover how DemandGen's MPM Dashboard service can help you demonstrate Marketing's contribution to revenue and business success:

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