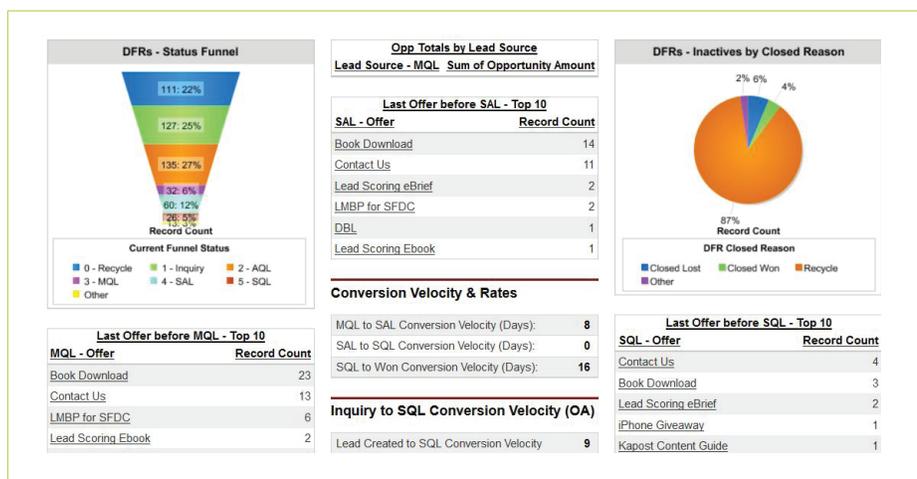


Demand Funnel Reporting

True closed-loop reporting, integrated with Salesforce.com, that gives you deep visibility into sales and marketing performance for greater marketing ROI.

The modern marketer runs a complex “factory” to drive leads throughout the demand funnel—not just drop them in at the top. To get the most out of your demand funnel, and to effectively manage all the processes of demand generation, you need accurate, actionable data on every lead from click to close. Yet the leading CRMs don’t include that kind of reporting, and most marketing teams don’t have the complex technical expertise in-house to develop an effective demand funnel reporting solution.

DemandGen’s innovative Demand Funnel Reporting (DFR) solution is true closed-loop reporting that gives you deep visibility into sales and marketing performance. DemandGen DFR integrates with your Salesforce.com implementation to tell you how, when, and why a lead enters the funnel and moves from one stage to the next—as well as its current stage at any given time. Metrics aligned to your organization’s unique business processes are continually updated in real time and rolled up into a carefully designed consolidated reporting format. This sophisticated solution provides extensive insight into the dynamics of your demand funnel and the effectiveness of your marketing efforts—helping you drive greater return on your marketing investments.



Demand Funnel Reporting (DFR) transforms your organization’s ability to base decisions on facts rather than on guesswork.

GET THE MOST FROM YOUR DEMAND FUNNEL

If you don’t have easy access to accurate, well-defined metrics on leads cycling through the funnel, you’re not getting true benefits from all the time and effort you put into developing that funnel. The DemandGen DFR solution automates tracking of demand funnel volume, velocity, conversion, and value: critical information about every lead’s lifecycle that will help you improve your marketing and sales efforts.

Make the right decisions.

DFR transforms your organization’s ability to base decisions on facts rather than on guesswork. Using DFR, you can track the entire history of a lead and pull it forward to see how the opportunity was influenced. For example, you can examine what may have caused a lead to advance from Inquiry to Marketing Qualified status, such as the last web page visited or last asset downloaded: extremely valuable information for content development, campaign planning, and budget allocation. Moreover, the ability to

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aggregate and report on large amounts of historical data enables you to recognize meaningful trends around opportunity creation, which otherwise might appear coincidental or insignificant.

Improve program effectiveness.

The ability to improve performance of your marketing programs stems from understanding cause and effect. In other words, when you can see hard data on the events and programs that are delivering the highest yield and those that fall short, it's easy to identify areas for improvement. Analyzing results allows you to efficiently apply highly targeted enhancements to lower-performing programs.

Demonstrate marketing ROI and value.

At last you can demonstrate the true value of marketing programs to executive management. Because every deal is attributed to the right campaign, you can confidently report marketing ROI, and show how the marketing organization is influencing revenue. The key is DemandGen's unique consolidated reporting format that effectively communicates the value created by your lead sources, channels, and offers. Comparing different channels helps you assess and refine marketing spend.

DEMANDGEN MAKES IT HAPPEN

During your Demand Funnel Reporting engagement, your DemandGen consulting team will:

- Assess your demand funnel process, business infrastructure, and marketing challenges, as well as perform a system readiness Salesforce audit, in order to make the most effective recommendations
- Create a custom object, the Demand Funnel Record, in your Salesforce instance, that allows easy comparison of data without having to cross-reference objects within Salesforce
- Develop custom formulas and fields to track recency and latency between statuses and stages, to align with your organization's current business process
- Generate multiple triggers to coordinate and link Lead, Contact, Account and Opportunity changes and updates, providing funnel movement tracking
- Use best-practice design methodologies to construct a consolidated dashboard layout that effectively presents up to 20 reports
- Perform object testing prior to soft launch
- Provide sales documentation and deployment support for your new solution

KEY PERFORMANCE METRICS AND REPORTING VARIABLES

Choose from recommended best-practice Key Performance Metrics that enable insight into demand generation effectiveness, funnel health and velocity, and opportunity conversion, such as:

- **Volume:** net new names, records by funnel stage, opportunities created/won/lost, funnel stage entry/exit over time
- **Conversion:** percentage funnel stage-to-stage, opportunities to closed won/lost
- **Velocity:** average time stage-to-stage, in sales cycle, to opportunity close
- **Leading Indicators:** needed demand (names in funnel to support later demand), growth of marketing database over time
- **Contribution:** percentage and value of pipeline contribution by Sales, percentage and value of pipeline contribution by Marketing
- **Campaign Performance:** by leads, opportunities, ROI

Reports can include such variables as time (week/month/quarter), trend over time, vertical, market segment, region, lead source, and actuals versus goals/benchmarks.

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