



Analytics



Real marketing analytics provide visibility into how your campaigns are impacting revenue or ROI

Benefits

- o Track campaign ROI to measure your lead generation impact on company goals
- o Project future revenues with greater visibility into your sales pipeline
- o Maximize budget allocations by identifying which marketing activities are generating the most revenue
- o Continuously improve campaign effectiveness by targeting prospects that are most likely to buy

Overview of Services

- o Marketing Metrics – the first level of reporting indicates whether your campaigns are engaging your prospects. These metrics include, but are not limited to:
 - o Pages Visited, Time Spent on Page, etc.
 - o Number of Forms Filled, Form Conversion Rate, etc.
 - o Lead Sources (number of new leads being generated per campaign – online or offline)
 - o Full nurturing campaign analysis on opens, clicks, pageviews, etc.
 - o Most popular assets downloaded (case studies, whitepapers, etc.)
- o Buy Cycle Metrics – the second level of reporting focuses more on moving leads through the buying cycle. These metrics include, but are not limited to:
 - o Lead Score Movement
 - o Leads by Status/Rating
 - o Number/Percentage of Qualified Leads Sent to Sales
 - o Number/Percentage of Leads that Became Opportunities
 - o Stage in Sales Cycle
 - o Sales Cycle Time
 - o Sales Conversion Rate
 - o Campaign Revenue
 - o Campaign ROI
 - o Campaign Type analysis
 - o Social Media Effectiveness
 - o And more...
- o Analysis & Recommendations – in addition to reporting, some of our solution packages include detailed analysis from your Lead Management Specialist. We will analyze your reports and then offer specific recommendations to help you continuously improve your results.

What Our Clients Are Saying

"After working with LeadLife's marketing automation technology and lead management specialists, I was blown away by the detailed behavior I could see about my real estate prospects. It was way beyond typical opens and clicks from email programs, I could see all the pages they viewed and how long they spent there. I could quickly identify the prospects that are considering a real estate transaction. The team at LeadLife, coupled with these powerful analytics, is a winning combination."

-Beth Townsend
Vice President
McKee Properties

Additional LeadLife Services

- o Marketing Automation Technology
- o Strategy
- o Content Creation
- o Design
- o Lead Nurturing
- o Lead Process

Contact LeadLife

Interested in learning more about how LeadLife can help you with your lead management analytics?

Give us a call at 1-800-680-6292, or visit us at www.leadlife.com.