

Reporting and Analytics

TURN ACTIONS INTO DATA AND DATA INTO INSIGHTS.

For years business trends have paid special tribute to the role of data in forging the future for some of the biggest brands in the world and even the smallest ones. Statistics have shown that every second the volume of data points increases by 10 fold. That has big value for marketers. Marketing however has been viewed as a cost center focused on pretty collateral. The ability for marketing to generate their own data to drive insightful decisions has become mainstream and leveraging Marketo Engage data is the perfect place to start.



Many organizations set Marketo Engage up as the center roll up point for data capture, storage, and analysis making platform choice one of the most important decisions of marketers today. And it's not just about the data that Marketo Engage captures but it's open API architecture gives marketers the opportunity to integrate several points of data exchange so there is a holistic view of engagement for every lead in the database - showing not only what email they opened but website visits, social media activity, online event attendance and more. The ability to process information quickly without the support of advanced analytics teams has changed the way marketing can pivot to support business goals.

Standard reporting

Within the Reporting and Analytics dashboard there are a set of reports that are available to all Marketo Engage users that are helpful in setting baseline metrics and making decisions based on KPIs that indicate success. The standard reporting features require initial configuring to ensure data is populated and the report is format based on a customer's data sets. Schedules can also be set to push the reports to provide ongoing visibility and transparency. Favorites include:

- ✓ Email Performance
- ✓ Landing Page Performance
- ✓ Web Page Performance
- ✓ Lead Status

Advanced report builder

Once clients have used the standard reports the idea of what data is important evolves and more detailed, specific reports can be created based on unique requirements. This level of reporting is often seen once clients have used automation for some time and have enough data across channel to need a more detailed accounting of lead engagement. These features are available as an add on cost with Marketo Engage based on their ability to bridge the gap between basic reporting requirements and corporate reporting systems.

SPECIAL REPORTING FEATURES

Revenue cycle analytics

Revenue cycle analytics is more advanced reporting that helps track pipeline velocity.

Revenue explorer

An add on service that slices and dices data even more granularly (custom metrics for opportunity analysis, etc).

A marketer's ability to utilize data to drive insightful strategic demand gen plans is a relatively new concept. Leveraging the power of Marketo Engage, marketer's turn their teams into revenue seeking powerhouses versus cost centers. Helping marketers get a seat at the table through a mindset of data driven alignment with marketing plans, sales, and executive management is our speciality. Let Leadous teach you how to leverage your data to make decisions, improve performance, and get results.

ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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