Marketing Automation Metrics

Activity. Response. Efficiency. Value.

Depending on how and why you're using marketing automation, some individual metrics will be more important to you than others. But there are four basic types with which any company interested in implementing marketing automation should be concerned. These are important because marketing automation can be a significant investment in time and money (or both), but if you aren't using the software -- because it's too time-intensive, it's complicated, ramp-up takes too long, etc. -- you can't expect to see any meaningful ROI.

ACTIVITY METRICS

Keeping track of some basic activity metrics when you first implement your marketing automation solution will give you an indication of whether your investment is actually getting used.

- **Number of Emails Sent** – There's much more to effective marketing automation than just sending emails, but if you're trying to determine whether your team is making use of your new software investment, there's no simpler metric to look at. If they aren't, at the very least, sending emails through the software, it's a good indication there's a solution- or vendor-specific barrier.

- **Quality Behavioral Triggers** – If your team is sending emails actively with the software, you're still not home-free in establishing sufficient activity; they should also have quality behavioral triggers set up in the software. Often, marketers will use their marketing automation software to make simple email sending faster and easier, but it's not based on any customer or lead behaviors. And if that's all you're using the software for, you're making a gross over-investment. Look for triggers that send campaigns based on lead or customer activity, like an abandoned shopping cart email.

RESPONSE METRICS

Response metrics give you an indication of whether your automation is resonating with your audience. If you're suffering from lower open rates or click-through rates, consider some email A/B testing to improve these metrics.

- **Website Traffic** – If your emails are driving conversions, you should see an uptick in web traffic. Check your traffic sources, and see how much more traffic is being driven by email than before you implemented your marketing automation solution.

- **Reconversions** – The more times your leads convert, the more opportunities you have to confirm the lead intelligence you already have, and add more robust information to it. Your marketing automation should be a major driver in this effort. If leads aren't driven to reconvert from the offers in your automated emails, consider re-evaluating both the triggers you've set up and how you've mapped your content.

- **Unsubscribe Rate** – Your list can, and should depreciate for reasons unrelated to marketing automation. But your unsubscribe rate is a good indication of whether your recipients are responding well to your marketing automation. Your rate should stay under 1% at all times. If your unsubscribe rate is higher than 1%, or higher now than it was before implementing a marketing automation solution, it's a good indication that the content you're sending is not relevant, and you may need to do better list segmentation.

EFFICIENCY METRICS

Efficiency metrics will give you an indication of whether your marketing automation is making a dent in some of your most important SMarketing (Sales + Marketing) metrics. If you're using marketing automation effectively, you should see the following metrics positively impacted.

- **Cost Per Customer** - Without a good marketing automation system, Sales and Marketing may find they have a funnel that's very top-heavy with leads, but most are never nurtured to the point that they can convert into a customer. But if you're using marketing automation effectively -- by nurturing your leads based on their on- and off-site behaviors -- you should start to see a lower cost per customer as more of those top of the funnel leads don't get wasted, and instead get utilized by the sales team that converts them into customers.

- **MQLs Generated through Lead Nurturing** - MQLs are "marketing qualified leads," or leads that are more likely to become a customer based on their pre-close activity. If you've effectively nurtured leads through marketing automation, your number of MQLs should increase.

With more reconversions comes better lead intelligence that helps inform sales about the leads in their funnel. It also creates more educated leads that are nurtured further down the funnel, making them more likely to close from Sales' perspective. If your number of sales-accepted leads is increasing, it's a good indication your marketing automation is helping you be more efficient. If this -- or your MQL -- Sales-Accepted Leads - is low, however, you might have a lead scoring problem or a SMarketing alignment problem.

VALUE METRICS

Value metrics give you an indication of whether your marketing automation implementation is actually affecting your bottom line.

- **Close Rate on Marketing-Sourced Leads** - Marketers are consistently looking to prove their value to sales and one way to do that is showing them the revenue. If you can show sales that the leads you're providing them (since you've implemented marketing automation) are closing at a higher rate -- well, that's pretty great for a harmonious SMarketing relationship!

- **Cost of Investment versus Revenue Generated** - Now that you know how much revenue you can attribute to customers nurtured with marketing automation, how does that compare with the total cost of ownership? You may be generating more revenue with marketing automation -- but at what expense? The cost of the software and the staff running it shouldn't exceed the monetary gains you receive from it.

- **Revenue Generated** - What's a better indication of the value of a system than how much revenue is attributed to it? When looking at your revenue growth, monitor not only whether you're closing more deals, but also whether the average sale price is increasing along with it.

Contact us to learn how we can help you implement or improve your HubSpot Marketing Automation.