

DG Reporting

Please note, these are not real numbers used by Cognism and are intended for demonstration purposes.

Big Picture

Month 1

UK SMB	Target	Actual	Percentage of target
Spend	\$9000	\$8131	85%
Leads	100	95	95%
MB's	80	100	125%
MA's	60	60	100%
SQO's	40	39	98%
Deals	10	10	100%
MRR	\$10,000	\$9750	98%

Month 2

UK SMB	Target	Actual	Percentage of target
Spend	\$10,000	\$10,150	102%
Leads	150	155	106%
MB's	85	85	100%
MA's	65	63	98%
SQO's	45	44	99%
Deals	15	16	107%
MRR	\$13,000	\$16,770	129%

Split the funnel

Analysis

- Looking at the CW from Month 1 through to Month 3, we actually see the number of CW Inbounds increase nominally and as percentage of CW for the month.
- Paid also shows a trend increase nominally and as a percentage share, from Month 1 to Month 3. However, it's inconsistent with a dip in October.
- Content we see remain fairly flat. But this is expected behaviour.

This demonstrates, we're making movements towards replacing content deals with inbound ones. If we can make paid more consistent this will help significantly increasing revenue.

Month 1		
Inbound	18	53.85%
Paid	5	15.38%
Content	8	23.08%
Product	3	7.69%
Total	34	
Month 2		
Inbound	29	64.71%
Paid	14	29.41%
Content	2	5.88%
Total	45	
Month 3		
Inbound	33	66.67%
Paid	10	22.22%
Content	4	11.11%
Total	47	

Inbound Velocity

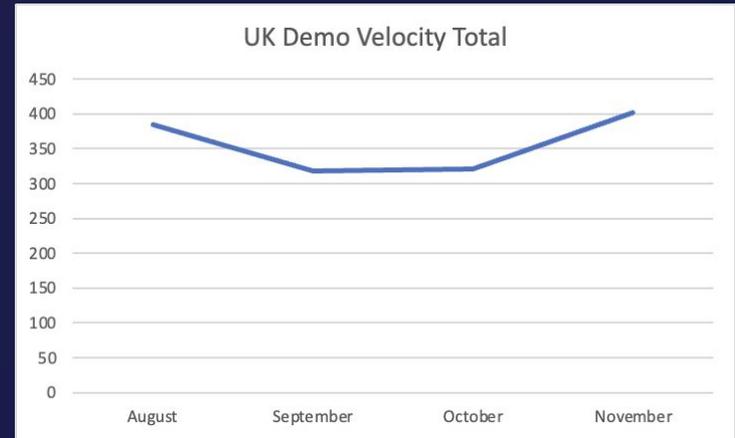
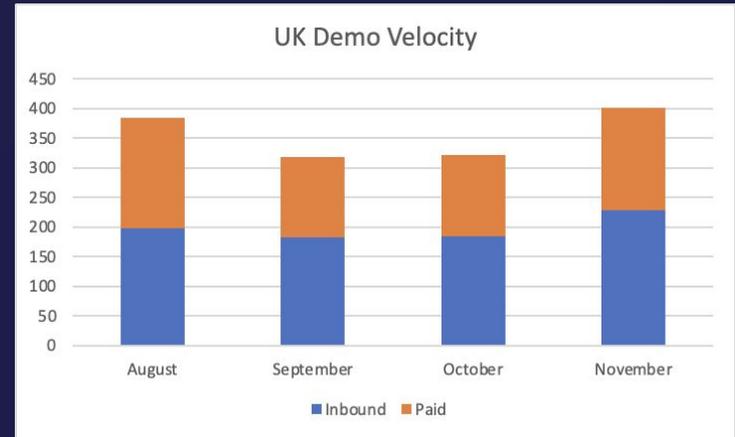
Analysis

In the last 4 months, November has had the highest number of demo requests. This equates to a month on month, increase of 25%.

However, it was only a 4% increase on August, our second biggest month.

Looking further back at the data, August does appear to have been an outlier and had a particularly strong performance from paid channels.

On average there inbound makes up 55% demo request and paid 45%



Sales Cycle

Analysis

The below line graph shows the average sales cycle from September. We can see from the graph, that the sales cycle on CW opps has been getting quicker.

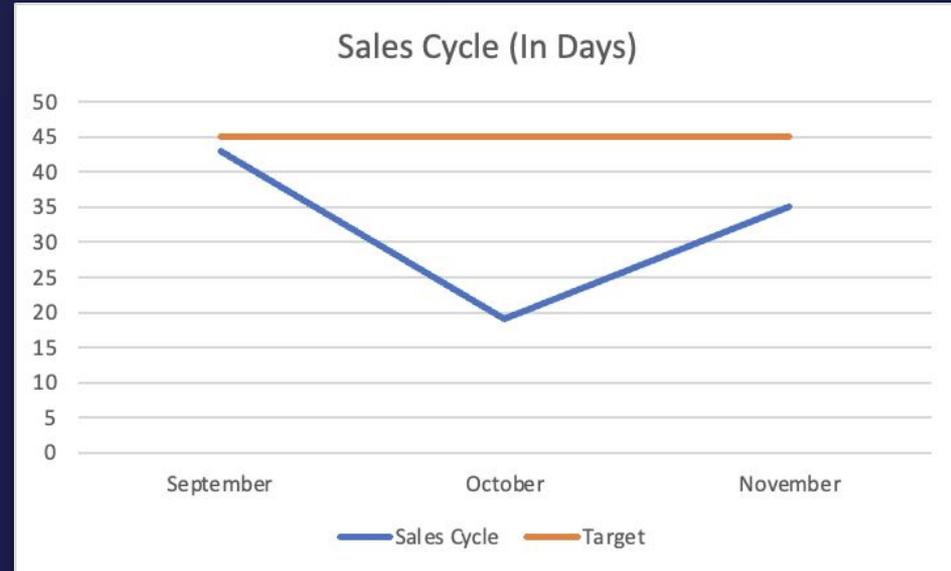
Not only has it been trending downwards, it has also been consistently below target. We can make an effort with lifecycle campaigns to drive this down further.

Target: 45 Days

Month 1: 43 Days

Month 2: 19 Days

Month 3: 35 Days



Measuring Awareness Ads

Campaign - Video	Platform?	Status		Daily Budget	Monthly Spend	Cost (\$)	75% views	100% views	Happy?	Boost?
202111 DG EMEA SMB Cold Calling Video Campaign	LI	ON	TOFU			2.2	5.93%	4.84%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202111 DG EMEA SMB Demand Marketing Videos	LI	ON	TOFU			5.14	3.84%	3.03%	<input type="checkbox"/>	<input type="checkbox"/>
202111 DG EMEA SMB BOFU Video Campaign	LI	ON	BOFU			3.74	4.67%	3.89%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202112 DG EMEA SMB Lifecycle Awareness Campaign - Videos	LI	ON	BOFU			5.18	4.26%	3.63%	<input checked="" type="checkbox"/>	<input type="checkbox"/>
202111 DG EMEA SMB BOFU Awareness Videos	FB	ON	BOFU			1.77	72.08%	61.30%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202110 DG EMEA SMB Cold Calling Awareness Videos	FB	ON	TOFU			24.4	13.15%	9.39%	<input type="checkbox"/>	<input type="checkbox"/>
202111 DG EMEA SMB Demand Marketing Awareness Videos	FB	ON	TOFU			4.99	2.54%	1.89%	<input type="checkbox"/>	<input type="checkbox"/>
Campaign - Static		Status				Cost (\$)	Engagement rate		Happy?	Boost?
202111 DG EMEA SMB Cold Calling Static	LI	ON	TOFU			3.08	1.42%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202111 DG EMEA SMB Demand Marketing Static	LI	ON	TOFU			3.46	1.59%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202111 DG EMEA Sales SMB BOFU Static Awareness Campaign	LI	ON	BOFU			5.99	0.79%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202112 DG EMEA SMB Lifecycle Awareness Campaign - Static Ads	LI	ON	BOFU			6.04	0.83%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202201 DG EMEA SMB Closed Lost Opps Awareness Campaign - Static Ads	LI	ON	BOFU			6.64	0.68%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202111 DG EMEA SMB Cold Calling Awareness Static / Carousels	FB	ON	TOFU			1.34	0.22%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
202111 DG EMEA SMB Demand Marketing Awareness Static / Carousels	FB	ON	TOFU			5.99	0.20%		<input type="checkbox"/>	<input type="checkbox"/>
202111 DG EMEA SMB BOFU Awareness Static Ads & Carousels	FB	ON	BOFU			0.44	0.10%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaign - Carousel		Status				Cost (\$)	Engagement rate		Happy?	Boost?
202111 DG EMEA SMB BOFU Carousels	LI	ON	BOFU			8.09	0.65%		<input checked="" type="checkbox"/>	<input type="checkbox"/>
202112 DG EMEA SMB Lifecycle Awareness Campaign - Carousels	LI	ON	BOFU			10.44	0.52%		<input type="checkbox"/>	<input type="checkbox"/>
202111 DG EMEA SMB Cold Calling Carousels	LI	ON	TOFU			4.34	1.40%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
20211 DG EMEA SMB Demand Marketing Carousels	LI	ON	TOFU			4.92	1.81%		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Performance Ads

Feb-March 2022

Audience	Live	Region	Channel	Format	Assets	Budget	Notes	Test	CPR	Spend	Frequency	CTR	Results
AMER													
Retargetting (General)	Yes	AMER	LinkedIn	Static Image	https://www.linkedin.com/car			13/02	\$108.78		3.313	0.57%	13 Conversions
Video Retargetting Sales	Yes	AMER	LinkedIn	BOFU Video	https://www.linkedin.com/car			13/02	\$272.43		4.167	0.33%	5 Conversions
InMail Free Leads - Cold Audience	Yes	AMER	LinkedIn	InMail	https://www.linkedin.com/car			13/02	\$165.97		1	52.14%	8 Conversions
InMail Free Leads - Retargeting	Yes	AMER	LinkedIn	InMail	https://www.linkedin.com/car			13/02	\$52.82		1.16	69.64%	17 Conversions
EMEA													
Free Leads Static - Retargeting	Yes	EMEA	LinkedIn	Static Image	https://www.linkedin.com/car			13/02	\$68.61		10.809	0.52%	26 conversions
InMail Free Leads - Cold Audience	Yes	EMEA	LinkedIn	InMail	https://www.linkedin.com/car			07/03	\$56.46		1.016	53.88%	12 conversions
InMail Free Leads - Web & Demo Retargeting	Yes	EMEA	LinkedIn	InMail	https://www.linkedin.com/car			07/03	\$64.60		1.226	65.42%	2 conversions
Web & Demo Page Retargeting	Yes	EMEA	LinkedIn	Static	https://www.linkedin.com/car			07/03	\$39.21		2.201	0.35%	2 conversions

“Human Attribution”

