# Marketing Analytics

**FARSIGHT SECURITY**

## The Challenge

Farsight utilized a number of marketing tactics to drive engagement and deliver leads to the sales team. The question was whether the tactics were cost effective and capable of generating leads in the quantity and quality required to meet company goals. When contracted, there were no analytical processes or reporting in place.

## The Solution

**Step 1:** Audit available reporting tools (Salesforce.com, Google Analytics, Alexa.com, Hubspot); identifying strengths, synergies, and potential reporting gaps.

**Step 2:** Meet with key team members to determine needs and gain agreement on reporting requirements.

**Step 3:** Resolve reporting gaps with new reports in Hubspot and Salesforce.com, ensure asset tracking in place, and audit results.

**Step 4:** Create tracking spreadsheets, establish performance baselines, develop a forecast model, and KPI dashboard.

**Step 5:** Apply analytics to track marketing performance and solve marketing problems.

## The Result

Farsight is able to monitor marketing and sales progress against budget and goals. Marketing is able to provide reliable reporting on campaign performance including:

- response rates,
- performance against goal,
- cost per lead, and
- Lead value (revenue) per lead source.

Key marketing programs have been audited and re-tuned to be more cost-effective. Underperforming programs have been discontinued.

## The Customer

Founded in 2013 by Internet pioneer, Dr. Paul Vixie, Farsight Security, Inc. provides real-time DNS network security solutions that deliver critical contextual data to significantly increase the value of Internet threat intelligence.

### Leads

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New Leads
**494** (-30%)
vs. 705

| Lead Source | YTD | Monthly goal | April | March |
|---|---|---|---|---|
| Direct | 304 | 78 | 104 | 67 |
| Organic search | 99 | 30 | 28 | 23 |
| Site referral | 55 | 15 | 4 | 12 |
| Email | 120 | 30 | 40 | 31 |
| Social | 220 | 25 | 26 | 30 |
| Inside sales | 115 | 25 | 50 | |
| Events | 539 | NA | 139 | |
| Third party | 1,729 | 193 | 94 | 531 |
| Offline import | 575 | 60 | 73 | 52 |
| **Total** | **3,756** | **456** | **494** | **704** |

- Switching lead sources had large impact on third party leads production
- Inside Sales leads now reported
- Trade event mid-April

Note: Stoplight keyed to performance to goal, not month/month

### Sales Funnel

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- Leads
- MQL
- SQL
- Opportunity
- Close

| Leads | YTD | April | % Change | March |
|---|---|---|---|---|
| New leads | 3,150 | 489 | -30% | 704 |
| MQL (score >=50) | 820 | 171 | +10% | 155 |
| SQL (4 Q's) | 415 | 75 | +25% | 60 |
| Opportunities | 93 | 90 | -10% | 100 |
| Close/won | 103 | 20 | +18% | 17 |