INQ-MQL Conversion Tactics

Opportunity	Expected Outcome	Status	Next Steps

Promote IMC webinars to Net New prospects through re-targeting campaign	↑ Net New Volume	• Test Terminus campaign ran in March
		  • Only live for 4 days
		  • Received 419 Impressions and 1 click
			• Research outside paid media effort
			• Produce and publish re-targeted ads on on-going basis as part of standard webinar asset production
			• Dependent on replacement of re-targeting tool

BAO Project - Accelerate A4 lead conversion and validate lead scoring model	↑ MQL Conversions	• Survey of 625 A4 prospects complete • 328 leads passed to DG for call-down	• DG completion of call-down campaign • Top tier leads (~200) included in upcoming Meeting Maker campaign list
Q3 Meeting Maker – Reprint/Rebrand of Sea Monkeys campaign	↑ Net New Volume ↑ MQL Conversions	• Contact list build in progress from supplied account list (BAO, Target Accounts, Dead Lost) • Assets at printer	• Mailed to 1300 contacts 8/12 • Hits desk 8/17
CMO Roundtable Email - "What's keeping your CMO up at night?"	↑ Net New Volume	• All assets completed • Campaign build and asset publication underway	• Direct Mail to Director level scheduled to hit desk 7/29 • Email to CMO level scheduled to drop week of 8/1, pending resource availability
Competitive Nurture - Drop-in and Proactive nurture for competitive take-away	↑ Net New Volume ↑ MQL Conversions	• Nurture assets received • Campaign being built	• Nurture launch planned for week of 8/8, pending resource availability • Proactive push through "competitor of the week" (dependent upon re-targeting tool)

INQ – MQL Conversion Analysis

Opportunity Area	Hypothesis	Progress	Next Steps
GLP Demo Program Lead Quality	GLP Demo program leads not ready for auto-MQL; Should go through nurture program first	• Reviewed demo experience in 7/7 Rev Ops • Obtained agreement that demo leads should be MQL • Confirmed that program processes are working correctly	• DG to provide messaging resources for review (sampling of recorded calls and email messages sent0 • Review and revamp of DG messaging to GLP Demo leads
GLP Multi Asset Program Lead Quality	Some GLP Multi Asset leads should qualify as auto MQLs	• Added timeframe for purchase decision question to GLP download form • DG began testing the leads with <3 month purchase window as auto-MQL	• Assess results of DG test and make any indicated adjustments to program
Decrease in Website Leads	Website lead volume has decreased due to gaps in PPC/SEO program; Google leads down significantly since 2015	• PPC efforts have been re-prioritized with new resource 29on team • Ogilvy performing account audit and restructures across all IBM marketing programs to end internal bidding competition • Keyword governance being developed for Commerce	• SEO efforts revived with Ogilvy • Monitor and adjust PPC process
INQ-MQL Velocity	INQ – MQL conversion velocity has slowed; It takes longer for an INQ to convert to MQL than it did when conversion rates were higher	• Initial analysis shows that the % of MQLs that are converted within 24 hours of INQ creation has decreased significantly, but the velocity of the remaining leads hasn't changed	• Further analysis is needed to pinpoint which tactics had the decrease in auto-MQLs and to identify additional auto-MQL tactics
High Value Assets	The use of High Value Assets has been responsible for increased INQ-MQL conversion rates in the past; The absence of a High Value Asset has contributed to the decrease in conversion rate	• Publication of 2016 Email Benchmark study • Crawford will develop analysis by Friday, July 29	• Identify which High Value Assets historically produced highest MQL-OPP conversions • Identify which characteristics of these assets made them High Value • Develop plan for increase in High Value asset development
Nurture Programs	Nurture programs have lost effectiveness and aren't converting INQ to MQL at an efficient rate	• Analysis of Nurture Program conversions over time started	• Complete review of Pre-MQL and Post-Pre-MQL Nurture volumes and develop refresh plan if indicated

Q3 2016 Digital Acceleration Initiative

Description	Cost	Impact
• Engage BAO to pre-qualify 420 pre-MQL prospects with high propensity to buy	$224,000	25 Opportunities; $1.0m pipeline
• Re-print Sea Monkey Meeting Maker Direct Mail and push to 1,400 higher propensity prospects	$120,400	50 Opportunities; $2.0m pipeline
• Re-print CMO Roundtable Follow-up Direct Mail campaign and push to 4,600 Lower Propensity and Unidentified Propensity prospects	$110,400	115 MQLs; 12 Opportunities; $480k pipeline
Total	**$454,800**	**115 MQLs, 87 Opportunities; $3,480,00 pipeline**

*Outcome dependent on investment in Predictive Marketing capability, which will require an additional $150k in incremental Marketing Operations spend

Q3 Incremental Spend Proposal

Total DM Spend = $454.8K
Pipeline Fcst = $3.48m

Target
6,000 non-MQL prospects from IMC database

BAO
Beginning with list of 6,000, survey 1,400 prospects to find 420 with high propensity to buy; Pass to DG to call out

$160/completed contact = $224k total spend

Expected Outcome: 25 Opps, $1m pipeline

Segment non-MQL prospect list into Higher and Lower Propensity groups, based on activity level, etc.

Meeting Maker Direct Mail
Add 1,400 Higher Propensity prospects to Meeting Maker campaign

$85/campaign member = $120.4k total spend

Expected Outcome: 50 Opps, $2m pipeline

CMO Roundtable Debrief Direct Mail
Add 4,600 Lower Propensity and Unidentified Propensity prospects to CMO Roundtable Debrief campaign

$24/campaign member = $110.4k total spend

Expected Outcome: 115 MQLs, 12 Opps, $480k pipeline