

April - June 2024

Q2 2024 Review

Powered by Search



Agenda

1. Executive Summary
2. SEO - Performance Review
3. Paid Media - Performance Review
4. Next Quarter's Targets & Roadmap

Executive Summary

In Q2 2024, we drove \$18.7M in pipeline from paid media and SEO.

\$8.8M

Pipeline Revenue from Paid Media
(119% Target Achieved)

\$9.9M

Pipeline Revenue from Organic Traffic
(+1.3% YoY)

Q2 Target: \$17.1M in Pipeline

(\$7.3M for paid media and \$9.8M for SEO)

SEO Performance

SEO Performance Overview

\$9.9M

Added pipeline*
(+1.3% YoY)

22.7k

New Org Users**

1,005

Organic Inquiries
(+24% QoQ & +9% YoY)

338

SERP Features****
(+175% QoQ)

24,701

Non-Branded
Keywords***
(+24% YoY)

771

Branded
Keywords***
(+31% YoY)

*Added ARR pipeline according to Tableau Data

**In Q2/23 we started tracking data using GA4 and filtering out all Internal Traffic (~4% of traffic)

***Keywords in search according to GSC API export comparing all keyword data for Q2/2024 and Q2/2023

****SERP Features as viewed in SEMRush comparing September/2023 to December/2023 data. Google removed the FAQ rich snippets from SERPs

How did we get here?

Q2 Wins

Our work focused on supporting organic-related activities during this quarter in addition to sharing content creation opportunities for product campaigns.

1. Exceeded Target: Grow Organic Inquiries 5% Year over Year

+13%

Organic Inquiries*
(892 vs 1,005)

2. Refreshed articles older than 2 years to increase traffic

4 Article Refreshes

+45% GSC Impressions
(360k vs 249k)

+24% URL Clicks
(10,268 vs 8,275 clicks)

3. Strategized the Data Sharing campaign to build topical authority by identifying 9 topic opportunities and creating two in-depth briefs. These have not been published yet.

4. Created optimized metadata for over 30+ resources.

5. **Ongoing consulting** on various projects including cross-linking strategy for glossary, optimization of product pages for “features and capabilities” and the website sitemap review.

What we accomplished and why

- Created 4 content update briefs for low-hanging fruit opportunities:
 - To take advantage of opportunities that didn't need PMM review for small changes and increase traffic to these pages.
- Identified 9 content topics with outlines and created two in-depth briefs to guide product campaigns:
 - To prioritize content that supports campaigns by guiding users to products and leading them to assets such as solution briefs or fact sheets, while retiring and limiting the focus on product content like ebooks.
- Reviewed and continued to support changes for CMS migration:
 - Reviewed pages that were migrated to the new CMS to confirm no technical issues were found that could impact organic traffic.
- Collaborated with internal teams on marketing efforts:
 - Ongoing recommendations on content publication to ensure metadata and internal linking were optimized for new pages.
- Led and contributed to the strategy to align priorities with critical business areas such as AI Governance and Data Reliability, aiming to become the topical authority and increase share of voice.

What's Next

2024 H2 Opportunities

- Structure content hubs to address pain points for AI Governance and Data Reliability
 - Following a blog audit, create content hubs focused on addressing pain points to increase topical authority and traffic across the website.
- Increase internal linking connectivity to improve discoverability for AI Governance and Data Reliability pages
 - In addition to helping visitors navigate the website, internal links provide search engines further information that the destination page is important, and the clickable text is the focus of the page.
- Reduce site-wide technical errors to improve user experience
 - Fixing technical errors (e.g., updating internal links pointing to pages that return a 404) helps improve both user experience and SEO by ensuring seamless navigation, reducing bounce rates, keeping visitors engaged, and increasing visibility.
- Establish robust stakeholder alignment to create SEO framework for success
 - Focus on high-impact opportunities to achieve our goals, and establish processes for low-impact tasks that can be completed internally by evaluating skills, addressing competency needs, training, assigning roles, standardizing procedures, managing resources, and strategic planning.

Paid Media Performance

Paid Media Performance Overview

\$8.8M

Pipeline Revenue
119% of Target

30

MSOs
100% of Target

902

MQLs
72% of Target

\$4.2M

MSP

3031

Inquiries
67% of Forecast

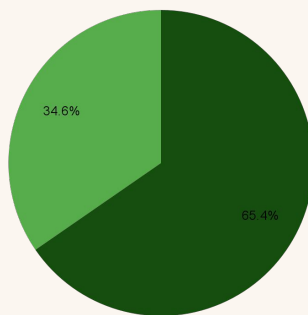
508K

Media Spend
(-19% QoQ)

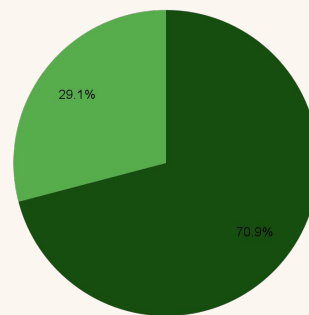
Regional Performance



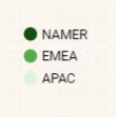
KPIs	Q2 Actuals	Target	% Difference Target
NAM INQ	1439	1912	-25%
NAM MQL	573	700	-18%
NAM Pipeline Revenue	\$6.3M	\$5.7M	11%
EMEA INQ	868	1488	-42%
EMEA MQL	329	542	-39%
EMEA Pipeline Revenue	\$2.5M	\$1.6M	53%



Form Fills



Spend



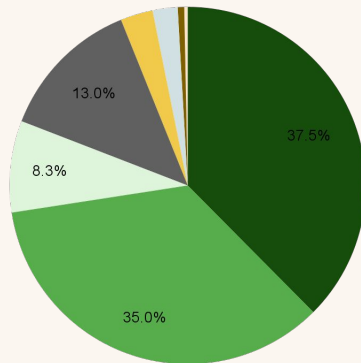
Region	CPFF
NAMER	\$128.18
EMEA	\$99.32

Cost Per Form Fill

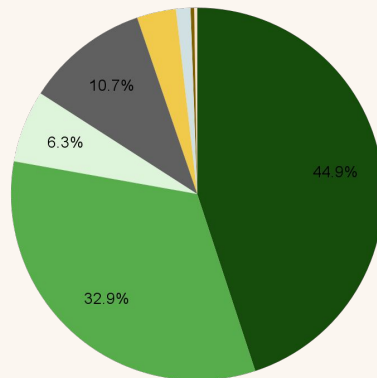
Product Performance



Form Fills



Spend



CPFF

Product	Cost/Form Fill
	\$118.11
	\$92.54
	\$74.61
	\$80.92
	\$114.09
	\$54.72
	\$52.17
	\$83.19

Platform Performance



14.52x Paid Search ROAS*

22.25x Paid Social ROAS*

\$4.7M Paid Search Pipeline
Revenue

\$4.1M Paid Social Pipeline
Revenue

\$2.7M Paid Search MSP

\$1.5M Paid Social MSP

16 Paid Search MSOs

14 Paid Social MSOs

569 Paid Search MQLs

331 Paid Social MQLs

1419 Paid Search Inquiries

884 Paid Social Inquiries

How did we get here?

Wins - Paid Search

- Against a reduced budget (~20%), Google + Bing still hit all their goals for MSOs and NBPA
- Data Governance prospecting continues to surge, even after budget reductions.
 - While we cut budget 6% for DG prospecting by the end of the quarter, we still saw 4% more form fills and CPFF drop 10% by the end of Q2
- AI Governance continues to see an upswing and we will be recommending more budget in Q3.
 - Maintained 50 form fills, even while optimizing to a lower CPFF, which improved 32% QoQ.
 - Moving to ~\$75 CPFF goal for Q3 and assessing against region-specific performance

Wins - Paid Social

- In Q2 2024, Paid Social significantly outperformed expectations,
 - Drove 14 MSOs resulting in an 133% increase QoQ and exceeding targets for this channel.
 - Paid Social ROAS also increased by 31% quarter-over-quarter, from 16.29x in Q1 to 22.25x in Q2.
- Additionally, we launched Product Tour ads in Q2 as part of our remarketing campaign, which proved successful.
 - In North America, these ads achieved a stable cost per product tour sign up of \$212.45

Paid Social Tests

Category	Test Variable	Hypothesis	Status	Results/Notes
Pre-Click				
Targeting	Targeting MQLs	We hypothesize that by targeting existing MQLs via Conversation Ads. We can encourage them to book a demo	Failure	test. Not sufficient audience size. Opprtuni
Messaging	Conversation Ads	We hypothesise that by using Conversation ads we can increase our lead volume	In Progress	Moved to Q3 to get access to key leaders profile access for conversation ads
	Product Tour Ads	We hypothesise that we can drive website conversions by using product tour ads	Success	

Paid Search Tests

Category	Test Variable	Hypothesis	Status	Results/Notes
Messaging	AI Governance Ad Copy + Targeting	Getting in early on this emerging trend and measure possibility to merge with other high performing product areas (DG, DQ)	In Progress ▾	
	Alternative ad copy pinning methodology	Ensuring messaging is 100% coherent every time and still allowing for multiple headlines (2, up to 3) to serve in entirety without being cut off, same goes for descriptions; either unpinned and more general copy that can work together as rotated or 2-3 main descriptions with a fourth that serve as more of an addendum/CTA stuffer	Success ▾	No significant decline in CTR from stricter pinning strategy and improvement in combinations served in terms of cohesive messaging
	Brand impression share testing	Adjusting thresholds for brand to ensure greater awareness and improve CTR + clickshare as a side-effect	In Progress ▾	

Learnings - Paid Search

- **Budget Allocation**
 - While the reduction in budget will not affect Paid Search to the extent it will Paid Social, it also means Google & Bing will need to compensate for any drop in social performance by identifying and prioritizing winners earlier and restructuring campaigns and product focuses around top-performing regions from a purely volume and sales-qualified % of leads
- **Product Tour Performance**
 - Q2 saw especially poor performance compared against demo request ads
 - Re-evaluating product tour ad copy to eliminate poorest performing combinations
- **Seasonality**
 - Historically, July into mid-August is the weakest performing period of the year.
 - We will have to ensure that we hit the peak for late summer as aggressively as possible to take advantage of the renewed focus from organizations on locking in budgets

Learnings - Paid Social

- **MSP Value per MSO**
 - We've observed an improvement in MSOs from paid social after adjustments were made to the lead scoring criteria compared to previous quarters.
 - Despite this improvement, the MSP per MSO from paid social remains lower than that from other paid search channels (\$90K vs. \$160K).
 - Consequently, we have decided to reduce the paid social budget more significantly than the paid search budget for Q3 and Q4.
- **Migration**
 - The Migration campaign, which launched in Q2, has shown underwhelming performance with a high cost per lead (CPL) of \$2053
 - To enhance our CPL for this product category, we are implementing several strategies:
 - Layering our targeting with Demandbase audience.
 - Launching new variations of the creative.
 - Testing new resources to optimize performance.

What's Next

Q3 Paid Search Opportunities

- **Demand Gen Prospecting + Remarketing Tests**
 - Over time Demand Gen has become a more dependable inquiry generator over Display
 - We will be looking at it especially closely for usage to push Product Tour engagement
- **Offline Conversion Import for All Lifecycle Stages**
 - Will allow us to get the most accurate data possible, as quickly as possible. We will be better able to optimize to multiple stages simultaneously
- **Product Category → Use Case Restructuring**
 - Over time, re-organizing both LinkedIn & Google towards more use-case oriented structure, vs. the individualized pipelines as they exist now (DC, DG, DQ...)

Q3 Paid Social Opportunities

- **Industry Specific Content**
 - We have tested industry-specific resources with limited success.
 - By utilizing the content coming out of Event, we can better capture the attention of high-priority sectors.
- **Launch of Product Tour for Prospecting**
 - With the launch of this new feature, we will be testing sending users directly to the website.
- **Conversation Ads for Lead Generation**
 - Conversation Ads on LinkedIn enable personalized, one-on-one interactions with prospects.
 - We hypothesize that this could help improve the cost per lead.
- **Use of testimonials in ad creative**
 - Featuring testimonials from customers can significantly enhance the credibility of our ads.
 - Using this style of creative for our product ads can help further enhance the performance of this campaign.

Next Quarter's Targets

Q3 2024 Paid Media Goals and Forecast

Targets

Pipeline

in MSP

Realistic Approach							
Channel	NAMER			EMEA			Total
	Google	Bing	LinkedIn	Google	Bing	LinkedIn	
Spend							
Inquiries							
Inquiry CPA							
MQLs							
MQL CPA							
MSO							
MSO CPA							
New Business Attributed Pipeline							
MSP							
ROAS							

Q3 SEO Goals & Targets

*Organic Inquiries are determined using the weighted percentage of organic and direct inquiries in Tableau.

**With the change in tracking code for GA4, the forecasted traffic considers the average decrease from Q2 2023 to Q2 2024, and divided Q3 2023 organic traffic with the average decrease of 4.07 to forecast Q3 2024.

Goals:

- Increase organic inquiries by 5% Year over Year:
 - Q3/2024: 937 Organic Inquires from Tableau*

New Organic Users and Added Pipeline forecast**:

Monthly Forecast	New Organic Users	Lead Goals	Inquiry CRM	Added Pipeline CRM
July/2024				
August/2024				
September/2024				
Total				
*The forecast is based				

KPIs:

- Tableau Inquiries, MQLs, and SALs
- GA Lead Goals and Event Goals
- Added Pipeline Revenue based on Tableau SAL

Q3 Roadmap

Paid Media Milestones

- ➡ Milestone 1: Drive 3400 Inquiries
- ➡ Milestone 2: Drive 1242 MQLS
- ➡ Milestone 3: Maintain brand impression share at 85%
- ➡ Milestone 4: Support Brand Initiatives for Paid Social

SEO Milestones

Goal: Drive 937 Organic Inquiries

- ➡ Milestone 1: Build topical authority and increase organic traffic for AI Governance and Data Reliability
 - Creation of briefs for 6 net new articles
- ➡ Milestone 2: Share content topics and outlines for two product/use case campaign blog series
- Milestone 3: Establish robust stakeholder alignment to create SEO framework for success

Thank You