

April 2023

# Q1 2023 Review

## Powered by Search



powered by search

# Agenda

1. Performance Summary
2. Insights & Opportunities
3. Next Quarter's Targets & Roadmap

## Where We Are At

Q1 Goal\*: 74 MQLs; 11 Opportunities;  
3 Customers

- Achieved **165.67% growth QoQ** in the number of MQLs
- **Reduced** the **cost/MQL** by **55.17% QoQ**
- Drove **14 opportunities** and **4 customers** with an increase of **27% and 33% QoQ** respectively.

178

MQLs  
+165.67% QoQ

14

Opportunities  
+27.27% QoQ

4

Customers  
+33.33% QoQ

\$1,141

Cost/MQL  
-55.17% QoQ

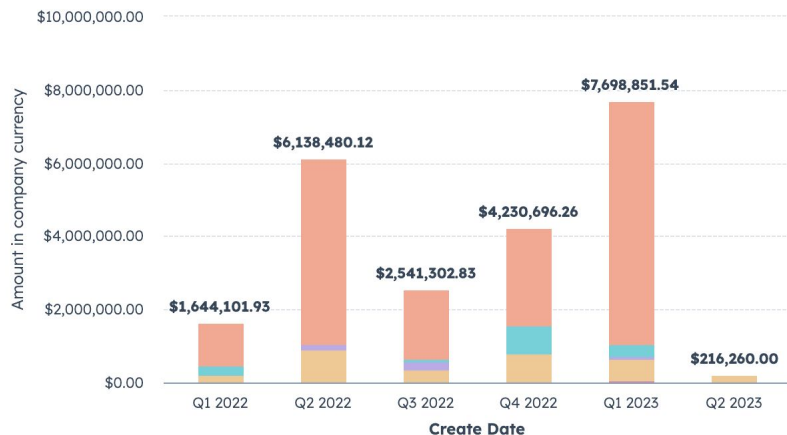
# Growth Trajectory

Q1 was the best quarter for us - drove **51 deals (70% increase QoQ)** and **\$7.7M (83% increase QoQ)** in potential pipeline revenue from digital sources

## New Logo Deal Amount from Digital Sources

Date range: After 1/1/2022 | Frequency: Quarterly

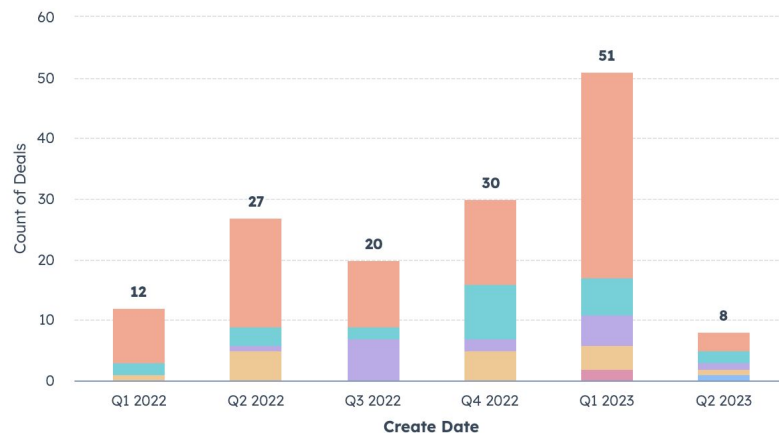
NA UK/I MEA DACH Nordics Benelux



## # of New Logo Deals Created from Digital

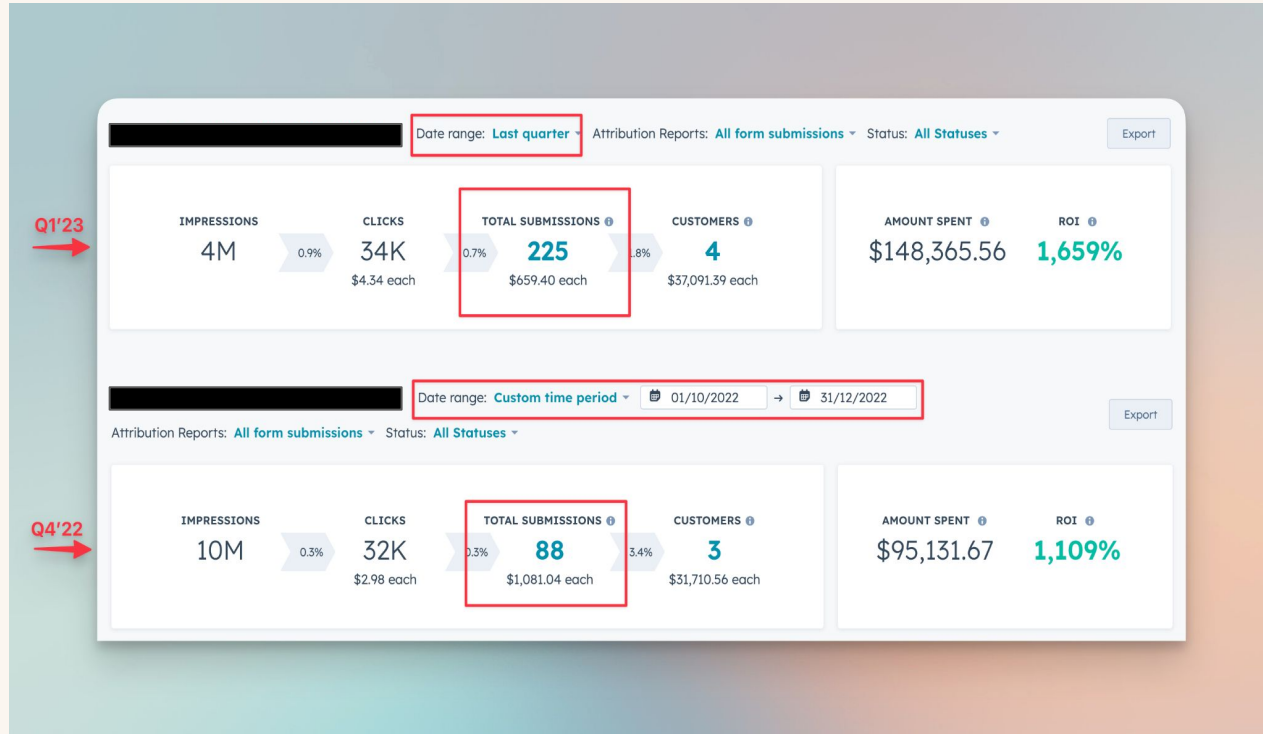
Date range: After 1/1/2022 | Frequency: Quarterly

NA UK/I MEA DACH Nordics Benelux



## Q1 Wins - Google

- Achieved **189.09% increase** in the number of total **MQL's** (159 in Q1'23 vs 55 in Q4'22) while increasing the pipeline quality.

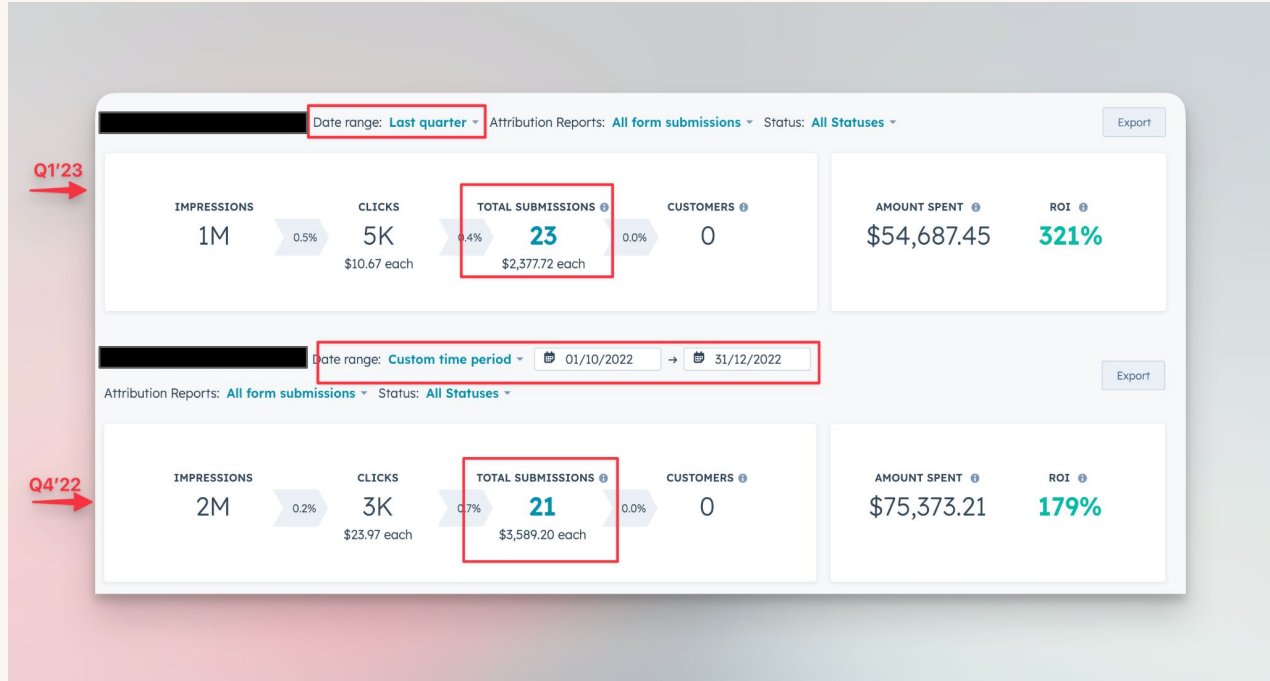


## Q1 Wins - Google

- **Increased** the number of **opportunities by 30%** from the total MQL's (13 in Q1'23 vs 10 in Q4'22)
- Generated **4 customers** in Q1'23 (vs 3 in Q4'22)
- We **reduced** the **cost/MQL by 46.05%** and **increased** the **CTR by 200%** on Google.
- The **Gartner campaign for the UKI region** was our best performing campaign with **37 MQLs**.
- The key highlight was the momentum built for predictable growth after the budget fluctuations previous quarter.
- The improvement in performance is a result of the **proactive optimizations** we made on the platform (e.g. paused the non-performing campaigns, optimised budgets and bids, added irrelevant terms as negatives, irrelevant placements as exclusions, etc)

## Q1 Wins - LinkedIn

- Achieved **58.33% increase** in the number of total **MQL's** (19 in Q1'23 vs 12 in Q4'22)
- Generated **1 opportunity** from the total MQL's



## Q1 Wins - LinkedIn

- Improved the performance while **spending 27.44% less** than the previous quarter:
  - We **reduced** the **cost/MQL** on LinkedIn by **54.17% QoQ**. This was accomplished by implementing new campaigns, targeting the right audience and continuously optimizing the account.
  - The key ad metrics saw an improvement QoQ with **55.36% decrease** in **CPCs** and **130% increase** in **CTR**.
  - Our best performing campaign were the **Analyst Report campaigns for DACH and UKI** regions where we generated **11 and 10 MQLs** respectively.

## Q1 Learnings

- The performance on Google Ads was impacted during the last month because of the changes made to the Gartner campaigns. We [pushed back](#) on them, recommended alternatives and were able to somehow limit the impact by making appropriate changes.
- We noticed that the landing pages being targeted through paid ads gets a few modifications without the heads up (e.g. Gartner LPs, the top bar on the home page, CTAs of the resource downloads, etc). This makes it tough to keep track of them as we have ads with certain messaging that should be changed with every LP update. How can we streamline the LP changes moving forward?
  - One possible solution is to keep a track of every LP URL prompted in a Google sheet and updating the comments section with every change.



## Bing, Competitor pages & YT campaigns

- Test Bing (if not doing so) as its app downloads increased 8x with the recent chat GPT integration. This can help supplement our growth from the existing traffic sources.
- Test Google discovery ads campaign for SAP (was meant to be completed end of March)
- Explore the opportunity for creating solution-specific videos ads like [these](#) and test them in YouTube campaigns with specific content targeting. We have seen improvements in key metrics for other clients with its implementation.
- Optimize product listing on Capterra and gather few reviews that would provide us an opportunity to test advertising on the platform

## Trends - Competition & Industry

- Competitors outbidding when entering auction at the same time. We recommend implementing a non-SAP version of competitor use-case pages and drive problem and solution aware users to these pages while bidding aggressively on their keywords.

Auction insights ⓘ

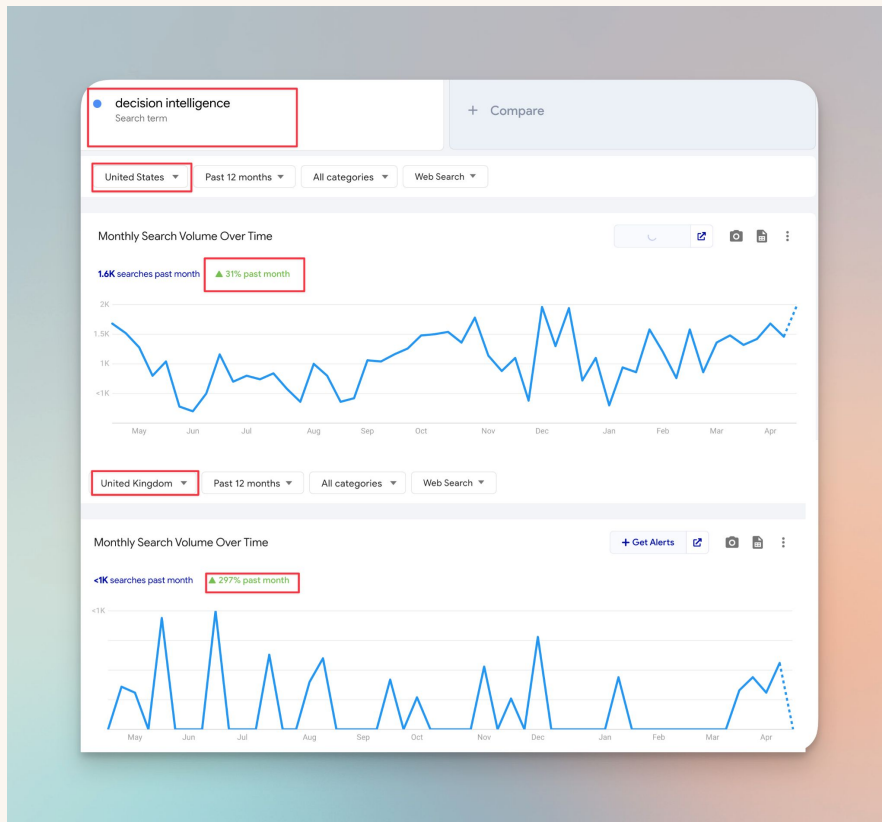
Custom Jan 1 – Mar 31, 2023 < > Show last 30 days

▼ Add filter Search Segment Columns Download Expand

| Display URL domain                                                                | Impression share | ↑ Overlap rate | Position above rate | Top of page rate | Abs. Top of page rate | Outranking share |
|-----------------------------------------------------------------------------------|------------------|----------------|---------------------|------------------|-----------------------|------------------|
| You                                                                               | 18.48%           | —              | —                   | 82.35%           | 34.87%                | —                |
|  | < 10%            | 4.73%          | 54.32%              | 89.62%           | 35.07%                | 18.00%           |
|  | < 10%            | 6.98%          | 62.99%              | 82.92%           | 36.65%                | 17.66%           |

## Trends - Competition & Industry

- The search volume for 'decision intelligence' is increasing when looking at our key regions - US and UK. We shall design the roadmap for next quarter to take advantage of it and also help us improve the traffic volume for supplementary keywords.



**Thank You**