

April 2023

Q1 2023 Review

Powered by Search

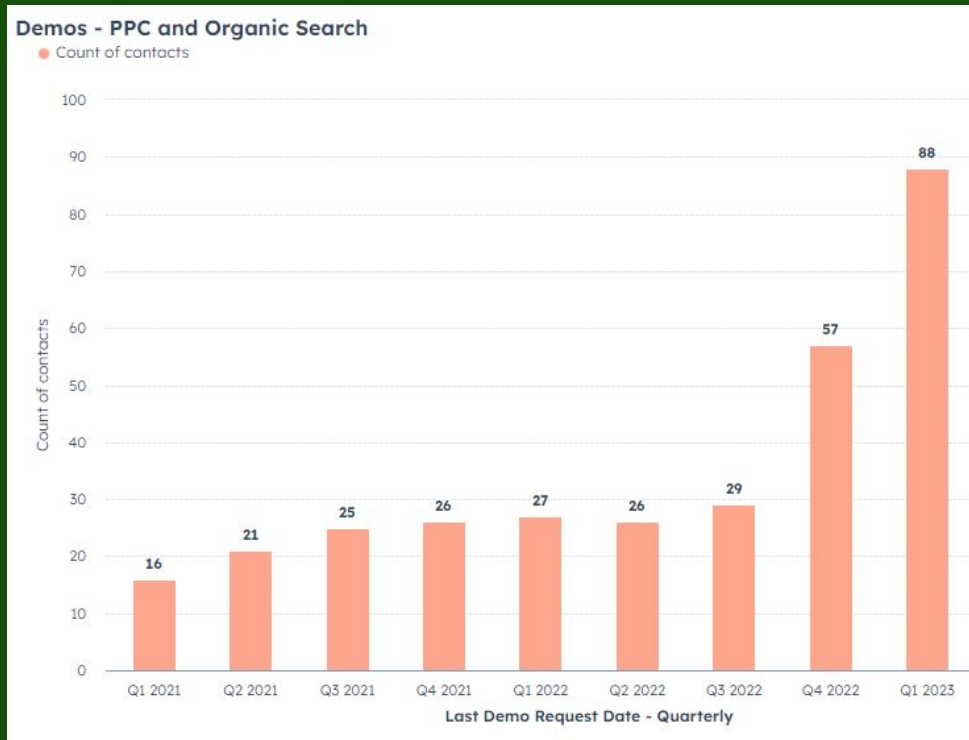


powered by search

Agenda

- 1 Executive Summary
- 2 PPC Performance
- 3 Content & SEO Performance
- 4 Demand Generation Performance

Demo Requests Trajectory



Demo Requests (PPC + Organic Search)

Executive Summary (PPC and Organic Search)

In Q1, we increased the number of demo requests through paid ads and organic search compared to Q4 2022. We achieved this by successfully optimizing our paid campaigns and making the right strategic bets to improve organic visibility.

We had **3 closed won deals** from both channels in Q1 2023.

88

Q1 Demo Requests

32

Q1 Deals Created

+54.4%

Demo Requests QoQ
(57 to 88)

+8.6%

Deals Created QoQ
(35 to 38)

+226%

Demo Requests YoY
(27 to 88)

3

Closed Won Deals in Q1

PPC Performance

Where We Are At

Q1 Targets = 35 demos; 20 deals

- Achieved **80% more demo requests** than what we **forecasted** to be our realistic Q1 targets
- **2 closed won deals** influenced by our paid ads (American Planning Association & Gousto)

63

Q1 Demo Requests

23

Q1 Deals Created

+90.9%

Demo Requests QoQ
(33 to 63)

+43.8%

Deals Created QoQ
(16 to 23)

+530.0%

Demo Requests YoY
(10 to 63)

+15.0%

Deals Created YoY
(20 to 23)

PPC Wins

Successes from the first quarter of 2023:

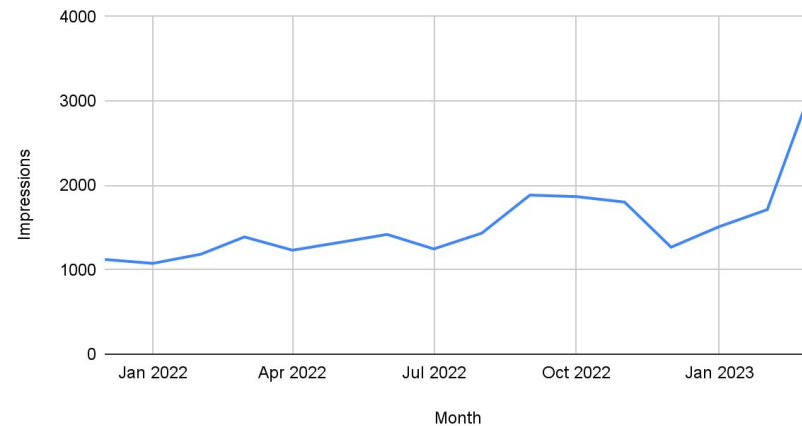
- The strategic bet that we made in Q1 to increase the number of demos through LinkedIn by targeting users who we know are already aware of the Client brand paid off as this campaign directly contributed to **12 demo requests**.
- **We improved our lead conversion rate on Google Search from 3% in Q4 2022 to 4.15% in Q1 2023.** We achieved this by making consistent keyword and bidding optimizations, and creating unique landing pages for data lineage and data catalog keywords.
- **Our LinkedIn ABM campaign led to 91 leads in Q1, at a CPL of \$38.76.** Having the right people at companies we have identified in our pipeline is ideal as this puts them in a remarketing audience, and ensures Client is top of mind when they're ready to raise their hand for a solution.

Steady growth in organic brand impressions

Two ways we can effectively measure **brand lift** is by looking at the number of organic impressions for brand terms and the amount of direct traffic to the website over a 12 to 16-month period. Effective advertising is one of several factors that contribute to improved brand awareness.

We saw a 124% increase in the number of exact term searches for "Client" in March 2023 vs. March 2022.

Impressions vs. Month



Organic searches for "Client"

PPC Learnings

Challenges from the first quarter of 2023:

- We started the quarter using the Asset A guide as our primary lead magnet on LinkedIn, and promoted it for just over a month. Our cost per lead (CPL) promoting this asset was \$135, which is 3x more than we saw promoting other assets. **We are now promoting the Asset B and are seeing a much lower CPL.**
- One initiative outlined in our roadmap for Q1 was to leverage downloadable case studies to attract players in different industries. We piloted this approach with the case study targeting data team leaders in Financial Services, and found after 1.5 weeks that the CPC was much higher than average and we had not gotten any leads. **We have since paused the LI campaign, but will apply this approach on Google by targeting high-intent KWs like *data governance in finance*.**

PPC Opportunities

Opportunities to grow and improve in the second quarter of 2023:

- **Bing Expansion:** [According to StatCounter](#), Bing has 6.6% search engine market share in the US. Our top competitors are actively advertising on Bing. **We recommend running bottom and middle-funnel campaigns on Bing in Q2**, and then assess its viability long-term.
- The ratio of demo requests from PPC to deals created in Q1 was less than 41%, which is low when we consider that discovery and demo are deal stages. this shows that at least 59% of those requests have not made it to the discovery stage. **We recommend having more AEs & BDRs include a calendar link in their intro email.** To close the gap event further, we could incorporate a scheduler directly into the booking process, [similar to this](#).

Next Quarter's PPC Targets & Roadmap

PPC KPI Targets for Q2 2023

23

Demos per Month

68

Demos in Q2

25

Deals in Q2

\$1,978

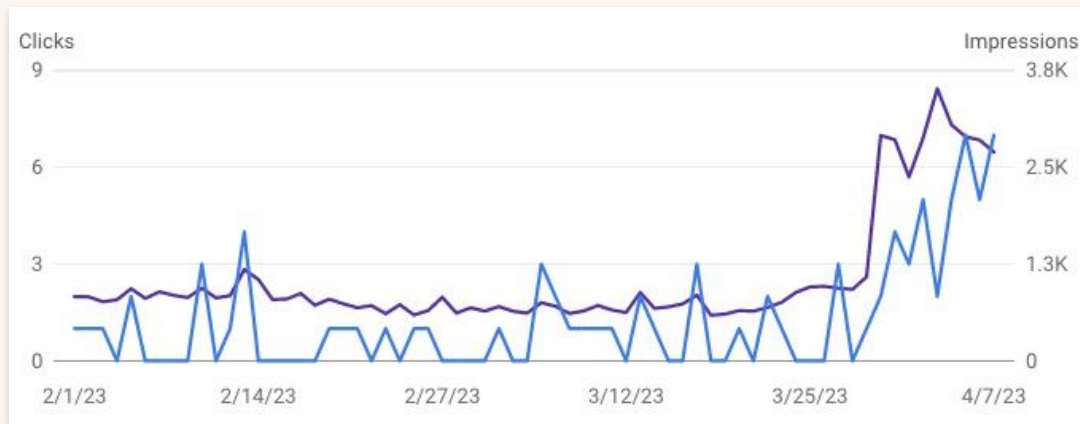
Cost per Demo

Content & SEO Performance

SEO Win: Improved Data Governance Pillar Content organic visibility

By updating and optimizing the Data Governance pillar content we increased the organic visibility of this asset and improved rankings for several terms relevant to the topic

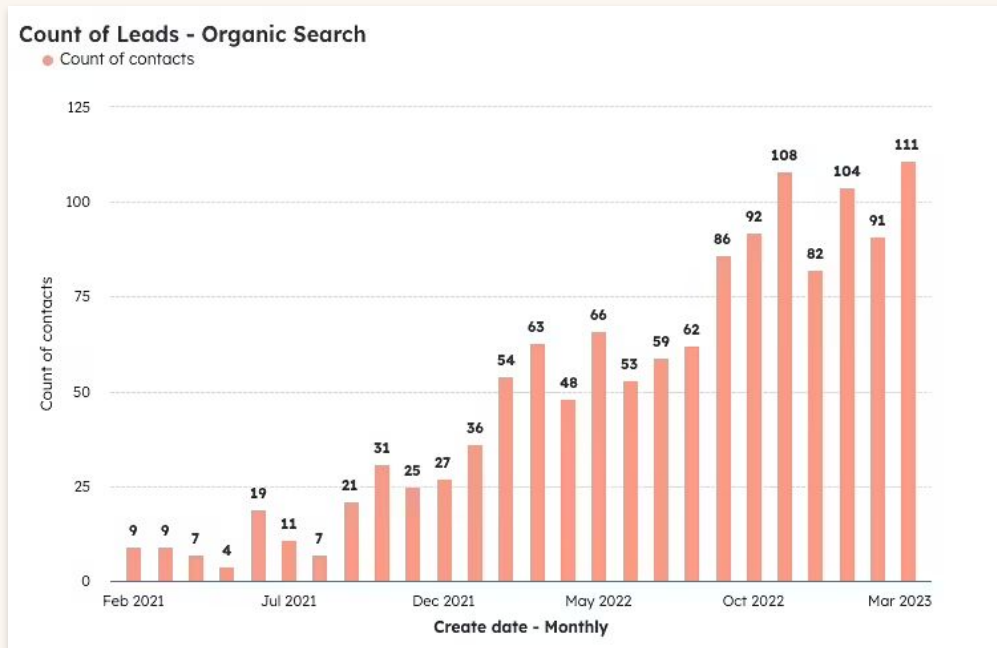
☐ Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
☐ + data governance	5	14.0K	57	23.19	33	+33	0	× → 19	New
☐ + data governance definition	3	2.3K	51	9.14	1	+1	0	39 → 25	▲14
☐ + why data governance	4	90	42	16.72	0		0	34 → 17	▲17
☐ + data governance best practices	2	450	19	34.06	0		0	36 → 25	▲11
☐ + define data governance	3	300	51	23.07	0		0	29 → 21	▲8
☐ + data governance plan	3	100	35	18.66	0		0	× → 22	New
☐ + data governance process flow	3	10	30	0.00	0		0	91 → 1	▲90
☐ + what is data governance?	3	100	51	N/A	0		0	33 → 23	▲10



SEO Win: Organic performance over the past 3 quarters

Organic Leads Growth

Over a 9-month period beginning July 2022, we deployed our content playbooks, targeted high-intent traffic, and optimized blog architecture for conversion to achieve a **189% increase in year-over-year organic leads**.



SEO Win: Organic performance over the past 3 quarters

Non-Branded Organic Performance

We increased non-branded organic visibility (+55.4%) and traffic (+91.9%), by optimizing existing content as well as creating new pain point content.

Non-Branded Keywords	Clicks ▼	% Δ	Impressions	% Δ
data maturity model	721	53.4% ↑	13,821	32.5% ↑
data governance maturity model	668	36.0% ↑	6,141	17.2% ↑
data governance framework	258	5,060.0% ↑	62,681	41.9% ↑
data governance use cases	232	908.7% ↑	3,421	52.9% ↑
data maturity assessment	192	15.7% ↑	7,278	57.5% ↑
business glossary data governance	163	19.0% ↑	930	-6.3% ↓
data access management	148	-	4,315	1,291.9% ↑
Grand total	8,576	91.9% ↑	2,090,565	55.4% ↑

1 - 20 / 14355 < >

SEO Win: Organic performance over the past 3 quarters

Organic Leads Growth

We increased organic traffic for Data Governance keywords by 142.2% and Data Catalog Keywords by 105.5%, by optimizing existing content as well as creating new pain point content

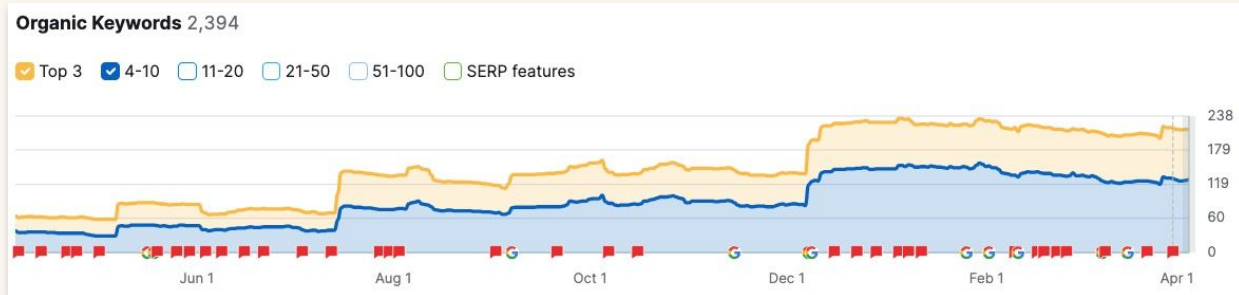
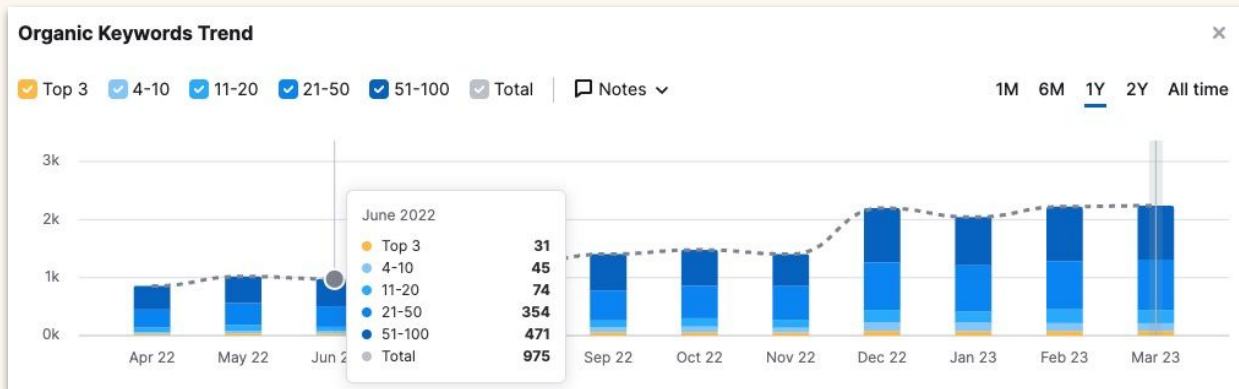
Data Governance Keywords	Clicks ▾	% Δ
data governance maturity model	679	44.2% ↑
data governance framework	268	6,600.0% ↑
data governance use cases	234	1,014.3% ↑
business glossary data governance	165	27.9% ↑
data governance roadmap	146	7,200.0% ↑
Grand total	3,975	142.2% ↑
1 - 5 / 1832 < >		

Data Catalog Keywords	Clicks ▾	% Δ
how to build a data catalog	121	27.4% ↑
how to create a data catalog	87	64.2% ↑
how to create data catalog	60	87.5% ↑
data catalog example	58	286.7% ↑
data catalog	41	127.8% ↑
Grand total	863	105.5% ↑
1 - 5 / 592 < >		

SEO Win: Organic performance over the past 3 quarters

Organic Search Footprint

We increased Organic Search footprint by **97%**, compared to the 2022 average (2394 vs 1216).



What we did and why

- Optimized existing Commercial Pages and Blog posts
 - **Increase website topical authority and Improve indexation**
- Published net new content based on editorial calendar
 - **Increase website topical authority and bring more right-fit traffic**
- Created Internal Links to new and updated Commercial Pages and Blog Posts
 - **Improve indexation and overall conversion rating**
- Implemented PBS' Blog Optimization Playbook
 - **Improve indexation and overall conversion rating**
- Optimized Content Assets for Featured Snippets
 - **Increase website topical authority and Improve indexation**

Competitors Comparative Data

By focusing our efforts mainly on BOFU search intent, we are beating our main competitors for relevant terms such as ***business glossary software*** and ***data governance use cases***

Keyword	Intent				Volume	KD%	CPC
building a data catalog >>	I	1	17	52	30	25 ●	29.53
business glossary software >>	C I	2	21	5	110	32 ●	7.96
data governance business case >>	C	2	57	3	30	13 ●	18.68
data governance business case examples >>	I	2	21	4	20	11 ●	19.91
data governance use cases >>	C	2	71	6	110	24 ●	17.26
business glossary tools >>	I	3	12	9	50	31 ●	5.94
data governance dashboard >>	C	3	30	8	20	1 ●	20.66
data governance assessment >>	C I	4	33	26	50	25 ●	19.24
data governance dashboard examples >>	I	4	13	5	20	3 ●	12.94

Competitors Comparative Data

Some other examples of relevant keywords where we are outranking our main competitors

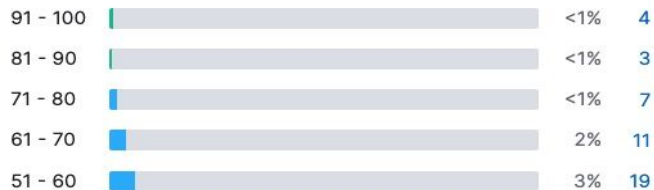
Keyword	Intent				Volume	KD%	CPC
⊕ business glossary data governance >>	I	1	9	4	20	37 ●	12.85
⊕ data governance and metadata management >>	I	1	30	4	20	24 ●	19.15
⊕ data governance and stewardship >>	I	1	13	56	30	29 ●	12.45
⊕ data governance business glossary example >>	C I	1	4	7	30	33 ●	16.07
⊕ data governance capabilities >>	I	1	40	14	40	36 ●	13.28
⊕ data governance metadata >>	I	1	30	5	40	23 ●	12.36
⊕ data governance use case examples >>	C	1	23	5	20	14 ●	15.47
⊕ data quality vs data governance >>	C	1	19	2	50	32 ●	24.31
⊕ Is data quality part of data governance >>	I	1	73	2	20	31 ●	14.20
⊕ stewardship data governance >>	I	1	10	43	30	28 ●	10.05
⊕ data governance and data stewardship >>	C	2	12	60	20	31 ●	19.64

Competitors Comparative Data

Although we have a huge difference in the amount of Backlinks compared to Competitor A, it is possible to compete with Competitor B in this sense, through a **Link Building Strategy focused on relevance and domains with high Authority Score**

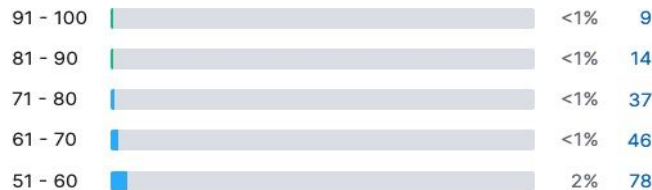
Domain/URL	Authority Score	Referring Domains	Backlinks	Referring IPs	Monthly Visits	Keywords
[REDACTED]	31	716	3.8K	787	7.5K	4.7K ✓
[REDACTED]	42	4.6K	55.6K	4.6K	116K	31.1K ✓
[REDACTED]	39	4.3K	153K	4.9K	308K	30.4K ✓

Referring Domains by Authority Score ⓘ



Client

Referring Domains by Authority Score ⓘ



Competitor B

Organic Challenges

- Website redesign and URL structure changes for commercial pages required us to pay **extra attention to not lose existing rankings**, and at the same time map and optimize for the relevant search terms and intent for the new pages.
- Being a **constantly evolving market**, our main pillar content assets had to be updated or revamped to keep up with the SERPs, as example:
 - What is Data Governance
 - Data Quality Management
- **Competing for organic positions with other bigger players in the market, with older and more authoritative domains**

Organic Opportunities

- **Publish and Optimize new and existing content** based on [Editorial Calendar](#) and [Competitor Content Gap](#)
- Optimize for **Long-Tail & FAQ**
- Review and **optimize new Commercial Pages structure** to match content to search intent (also to avoid cannibalization)
- Review and **optimize Blog Posts CTAs to deliver links that are more relevant to the user's intent/journey** (we have new case studies and lead magnets)
- Evaluate Current Status of **Competitor Backlink Gap**, Common Competitor Links, Lost Links, and Unlinked Brand Mentions

Demand Generation Performance

Demand Generation Win: Lead-to-Revenue Reporting

By analysing the performance of Client all the way from lead to revenue, we are able to make better recommendations with greater insight.

2023 Funnel Efficiency		Benchmarks
Spend		
Leads		
MQLs		
CPMQL		
Lead:MQL Rate		
Opportunities		
CPOpp		
MQL:Opp Rate		
Deals		
CPDeal		
Pipeline		
Avg. Deal Size		
Customers		
Win Rate		
Won Revenue		
Avg. Deal Size		
CAC		
Time to Close (Days)		
Payback Period (months)		
MQL-to-Close rate		

Demand Generation Win: Stronger coordination with Sales

By aligning closer with the sales team, we are able to shape our strategy so it's inline with the requirements of the sales program

CRM Audit



Andrew Allsop · Jan 9 · Notified 9 people



TL;DR

I've recommended 3 changes to Hubspot that would allow us to create better insight, easier management & more effective workflows. 2 of these require your collaboration/sign-off/ongoing management, 1 of them I can begin implementing right now.

We had a few conversations last year where you highlighted a gap in the insight. We have also discussed extending the workflow and automation work. Central to both of these is how you set up and use Hubspot.

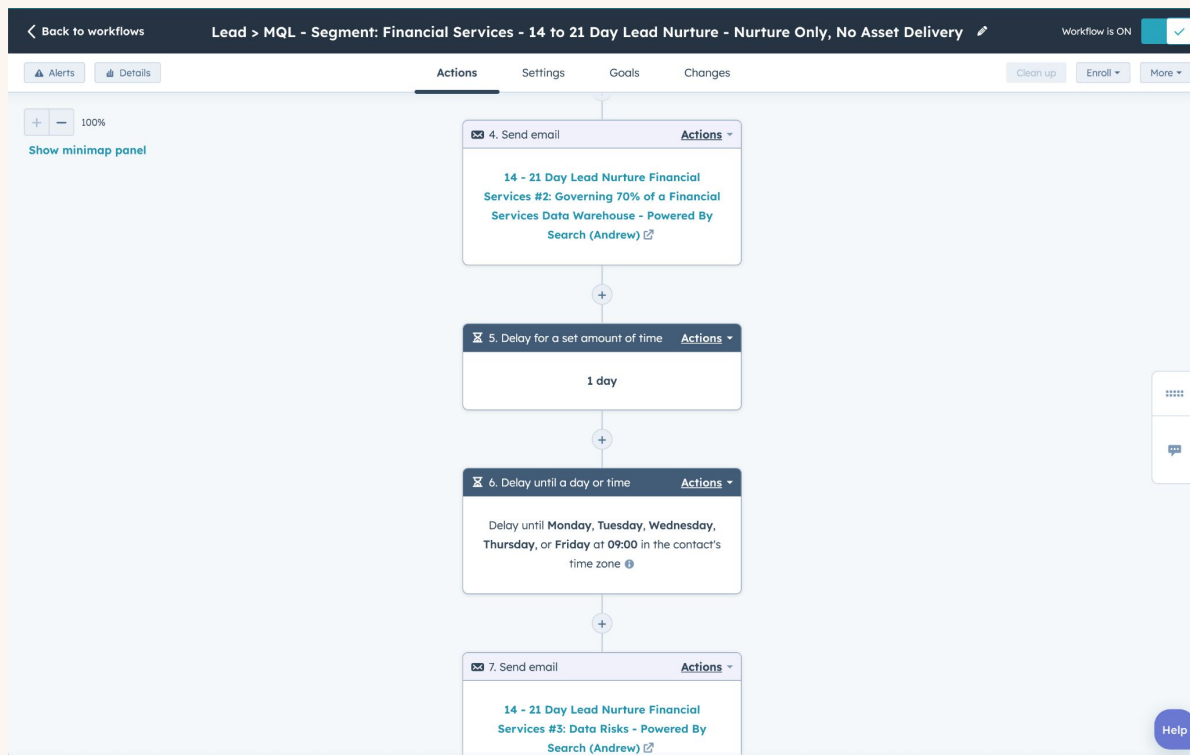
I took a look at your current setup of Hubspot and documented some recommendations [here](#), which I will continue to manage on an ongoing basis as we adapt & evolve.

These are the changes I would recommend making as a priority:

1. Use Lifecycle Stages

Demand Generation Win: Segmented Nurtures

By creating segment-specific lead nurtures, we are able to deliver a more personalized customer experience to high-value prospects



Demand Generation Learnings

- **Not enough data** - We only have 1 quarter of reliable full-funnel data, and there's a lot of variance between each month.
- **There are still some misalignments in reporting** - there's been overlap in how we understand and interpret the data.
- **A solid direction for demand gen** - Unlike the Content & PPC portions of the engagement, we don't have a solid direction in terms of goals and desired outcomes

Demand Generation Opportunities

- **Each new point of data gives us a new area of focus or optimization** - it allows us to highlight bottlenecks and opportunities we wouldn't have seen otherwise
- **We are growing a deeper, revenue-aligned understanding of Client** - this allows us to make recommendations that are more aligned with the outcomes you want to see
- As we better understand the economics of your business, we can better advise how to increase volume without compromising the financial
- **Creating segmented demand generation campaigns** - we have a stronger marketing operations infrastructure now. We can do more than segmented lead nurtures.

Partnership Opportunities

PPC

- **Increase our reach** by replicating Google Ads middle and bottom-funnel campaigns on Bing Ads
- Run an **ongoing awareness campaign** to ensure Client enters and remains in the consideration set for CDOs
- **Increase brand exposure** by targeting relevant low-intent keywords.

SEO

- **Increase the amount of net new content**, focusing on Competitor Content Gap
- Create **Hub & Spoke Architecture**
- **Start a Link Building program**, seeking to accelerate growth and rankings for competitive SERPs

Demand Generation

- **Expand the scope of our execution**, consulting on how to improve each initiative across your revenue function
- Expand **marketing operations and analytics program** to create better alignment & insights
- Start segment-specific demand generation campaigns to drive high-value prospects