

January - March 2025

Q1 2025 QBR



Agenda

1. Q1 2025 Performance Summary
2. Paid Media
3. Q2 2025 Priorities

Q1 2025 Performance Summary

Executive Summary

- Exceeded our "" goal by 2x and overshot "" goal by nearly the same (169% of inbound + paid goal)
- Across all marketing channels, we still almost hit 2x for "" (1.8x) but "" were out of the park at 2.5x
- Looking at blended, significant increase in cost/per across KPIs due to larger social awareness component in Q1

117

Demos

\$3,944 Blended Cost/Demo
+25% QoQ

128

MQLs

\$3,605 Blended Cost/MQL
+48% QoQ

343

207% of Goal

""

\$1,345 Blended Cost/""
+48% QoQ

72

169% of Goal

""

\$6,409 Blended Cost/""
+28% QoQ

Performance Summary - Q1 2025

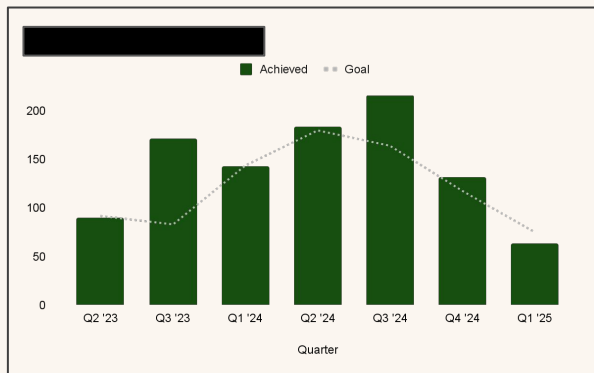
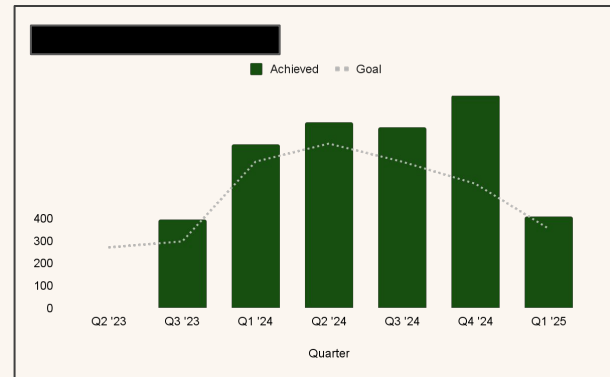
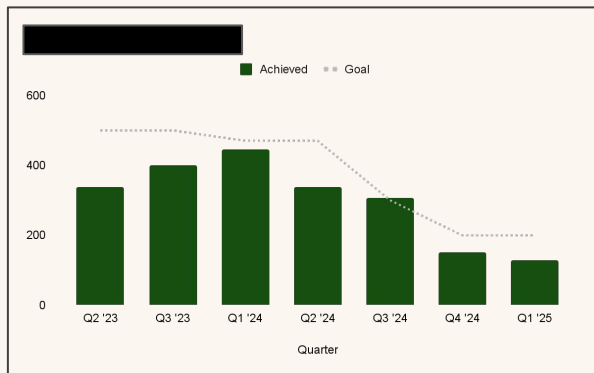
Highlights:

Inbound:

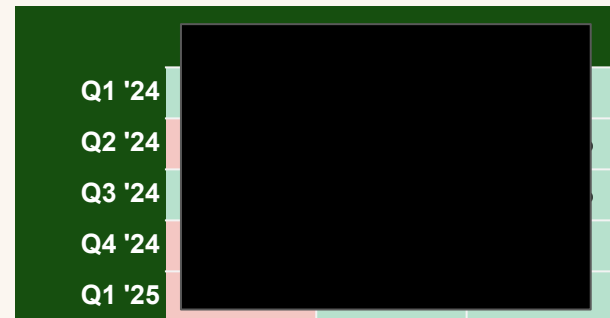
- 162% to "" goal - Achieved
- 156% to "" goal - Achieved

Paid:

- 133% to "" goal - Achieved
- 120% to "" goal - Achieved



Goal Attainment

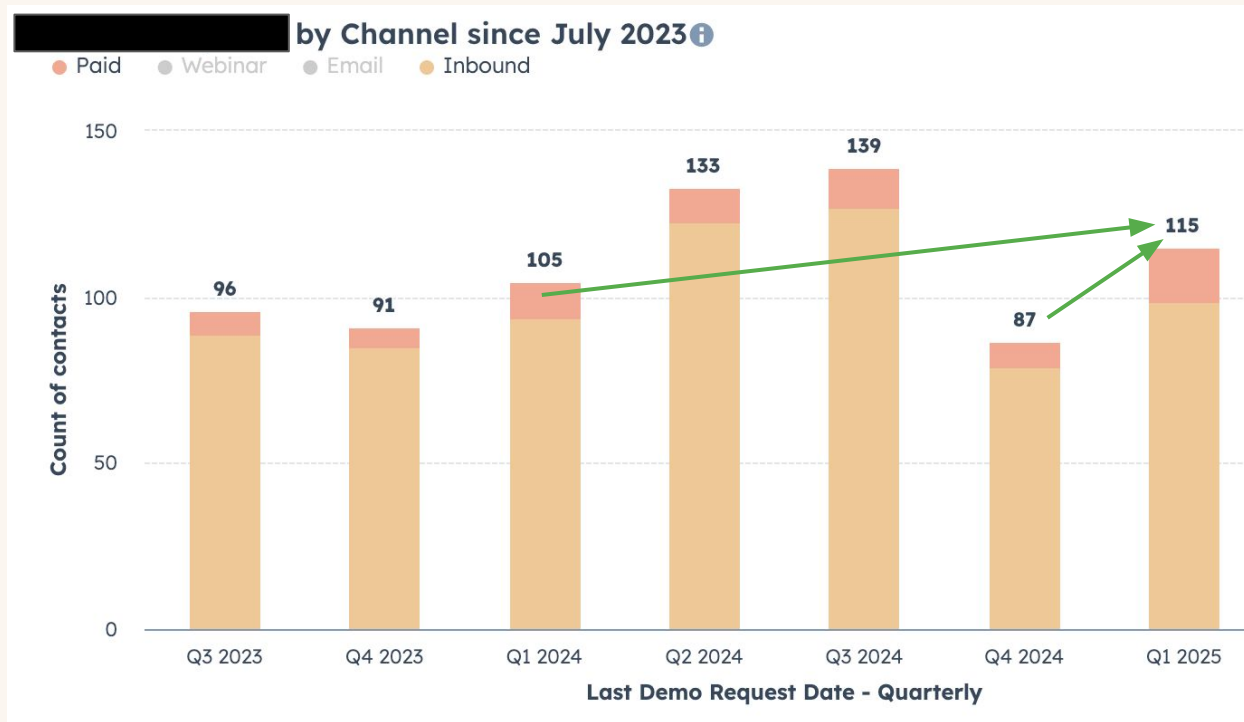


*Includes all Top-Level Sources except Offline

Paid Media

Wins

- **Demos up 10% YoY, 32% QoQ**
 - 193% on "" goal
 - 155% on "" goal
- **Paid demos were up 45% YoY, 100% QoQ**



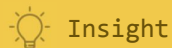
Learning: Keyword Insights - Search

Best performing KWs in Q1:

Non-brand contribution has improved in Q1, now making up ~77% of all form fill engagement, up from 45% in Q4

- "" and "" are still the best performers, looking to test more solutions + assessment copy again in Q
 - Continuing to ensure consistent spend against "" & "" in Q1 even as "" becomes the focus
 - Breaking out brand and non-brand searches into new ad groups as needed, cybersecurity being a good example

Keyword	CTR	Avg. CPC	Cost	Clicks	↓ Conve	Cost / conv.
	12.50%	\$14.96	\$14.96	1	3.00	\$4.99
	1.80%	\$8.80	\$35.22	4	3.00	\$11.74
	8.06%	\$9.78	\$48.90	5	2.50	\$19.56
	50.00%	\$8.51	\$8.51	1	2.00	\$4.25
	4.76%	\$25.76	\$25.76	1	2.00	\$12.88
	6.67%	\$30.79	\$369.47	12	2.00	\$184.74
	10.77%	\$8.53	\$59.74	7	2.00	\$29.87
	33.33%	\$32.72	\$32.72	1	2.00	\$16.36



Insight

Learning: Competitor Insights - Brand

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
You	47.06%	—	—	81.65%	63.49%
	< 10%	8.86%	59.63%	81.36%	53.51%
	< 10%	8.27%	22.62%	75.07%	12.18%
	< 10%	8.63%	30.04%	86.53%	29.04%

- Significant decline in competitors in late Q1; marketing budgets have been curtailed for the short term at least
- The only ones sticking around, with significant bids and the budget to stick around is "" now
- It's even more a ghost town in EMEA, with only "" occasionally popping up



Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
You	83.44%	—	—	95.33%	94.80%
	< 10%	9.17%	0.00%	78.85%	0.00%



Wins

Social:

We spent 134% more on social QoQ

- We saw 1.2x more leads (116)

- CPL only up 8% against significant increases in spend and tactics utilized (spotlight ads, video, text)

- Lead CVR was up again 27%

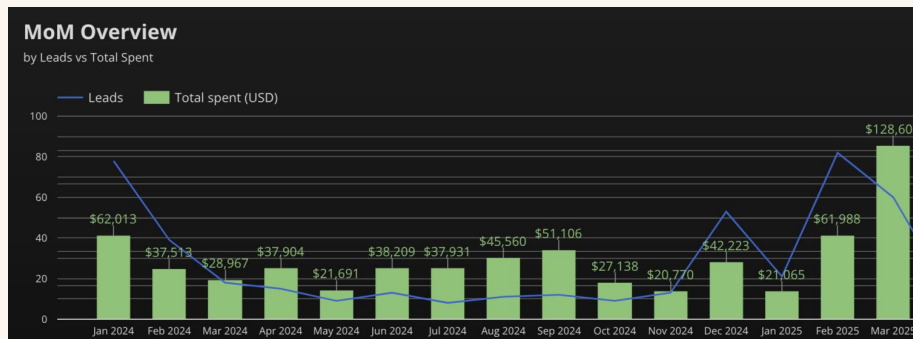
- CPL efficiency peaked in February, driven entirely by contributions from our MofU (57% of leads) & Conversation Ad targeting (43% of leads)

- Otherwise we saw strong results from our "" sponsored post with 35 conversions off the site for just \$123/each



Year & month	Impressions	Clicks	CTR	CPC	Conversions	CVR	CPA	Leads	CVR	CPL	Total spent	CPM
Mar 2025	1,801,998	9,020	0.5%	\$14.26	15	0.17%	\$8,574	60	0.67%	\$2,143		\$71
Feb 2025	809,652	3,952	0.49%	\$15.69	25	0.63%	\$2,480	82	2.07%	\$756		\$77
Jan 2025	332,668	907	0.27%	\$23.23	24	2.65%	\$878	21	2.32%	\$1,003		\$63
Dec 2024	442,323	1,238	0.28%	\$34.11	6	0.48%	\$7,037	53	4.28%	\$797		\$95
Nov 2024	310,966	639	0.21%	\$32.50	0	0%	0	13	2.03%	\$1,598		\$67
Oct 2024	310,015	1,078	0.35%	\$25.17	8	0.74%	\$3,392	9	0.83%	\$3,015		\$88

LinkedIn Comparison - Q4 2024 vs Q1 2025



LinkedIn Performance for 2024



Insights

Social:

- Looking at conversation ads, it was all about C-Level as far as lead generation (41 of 67)
- They were most likely to have an IT-specific title (CTO)
- They were likely to be within a strict IT department
 - Would be worth breaking these out and targeting separately for a test
- While leads were largely spread out, there was a significantly higher interest in the NYC area along w/ Toronto
 - That said, if we look at this by impressions served to DMAs, the Chapel Hill area was by far served the most, followed by NYC, GTA, GCA and Houston in that order
 - Definitely an opportunity to reassess our location targeting

Name	Impressions	Lead Form Opens	Open Rate	Leads	Lead Form Completion Rate
Chief Information Officer	Below reporting minimum	13 (10.57%)	-	4 (9.76%)	30.77%
Project Manager	Below reporting minimum	7 (5.69%)	-	Below reporting minimum	-

Name	Impressions	Lead Form Opens	Open Rate	Leads	Lead Form Completion Rate
Information Technology	Below reporting minimum	40 (32.52%)	-	17 (41.46%)	42.5%
Marketing	Below reporting minimum	14 (11.38%)	-	6 (14.63%)	42.86%
Engineering	Below reporting minimum	13 (10.57%)	-	6 (14.63%)	46.15%

Name	Impressions	Lead Form Opens	Open Rate	Leads	Lead Form Completion Rate
New York City Metropolitan Area	Below reporting minimum	9 (7.32%)	-	6 (14.63%)	66.67%
Raleigh-Durham-Chapel Hill Area	Below reporting minimum	17 (13.82%)	-	3 (7.32%)	17.65%
Greater Toronto Area, Canada	Below reporting minimum	10 (8.13%)	-	3 (7.32%)	30%

Q2 2025 Priorities

Q2 North Star Metrics + Forecasting

191 [REDACTED] -> 153 Inbound, 38 Paid

47 [REDACTED] -> 38 Inbound, 9 Paid

	Media Spend	Clicks	Avg CPC	Leads	Conv. Rate	CPL	NPMs	Cost/NPM	NPM Rate	Evals
Conservative	[REDACTED]									
Realistic										
Optimistic										

Realistic Approach			
Paid Media			
Channel	Google	LinkedIn	Total
Spend	[REDACTED]		
CTR			
Clicks			
Avg CPC			
Leads			
Conv. Rate			
CPL			
NPMs			
Cost/NPM			
NPM Rate			
Evals			



1. **We Recommend shifting spend away from Display remarketing**
 - New Demand Gen beta lets us go after segments individually now (Gmail, YT with or without shorts, Display network)
 - This lets us utilize the Display network while cutting out a lot of the usual chaff sites
2. **We will use Salesforce Target Lists to refine LI targeting**
 - We can configure this for remarketing + LaL test on LinkedIn Ads
3. **We will launch new Product-Focused Campaigns**
 - Focusing on "" above all else
4. **We will re-evaluate & re-price MQL, Opportunity & Customer Stages imported from Hubspot (Google Ads)**
 - We are well positioned now to start testing some value-based bidding strategies and get more aggressive for top performers

Thank You