INFLU2: MEASURING SALES ACCELERATION
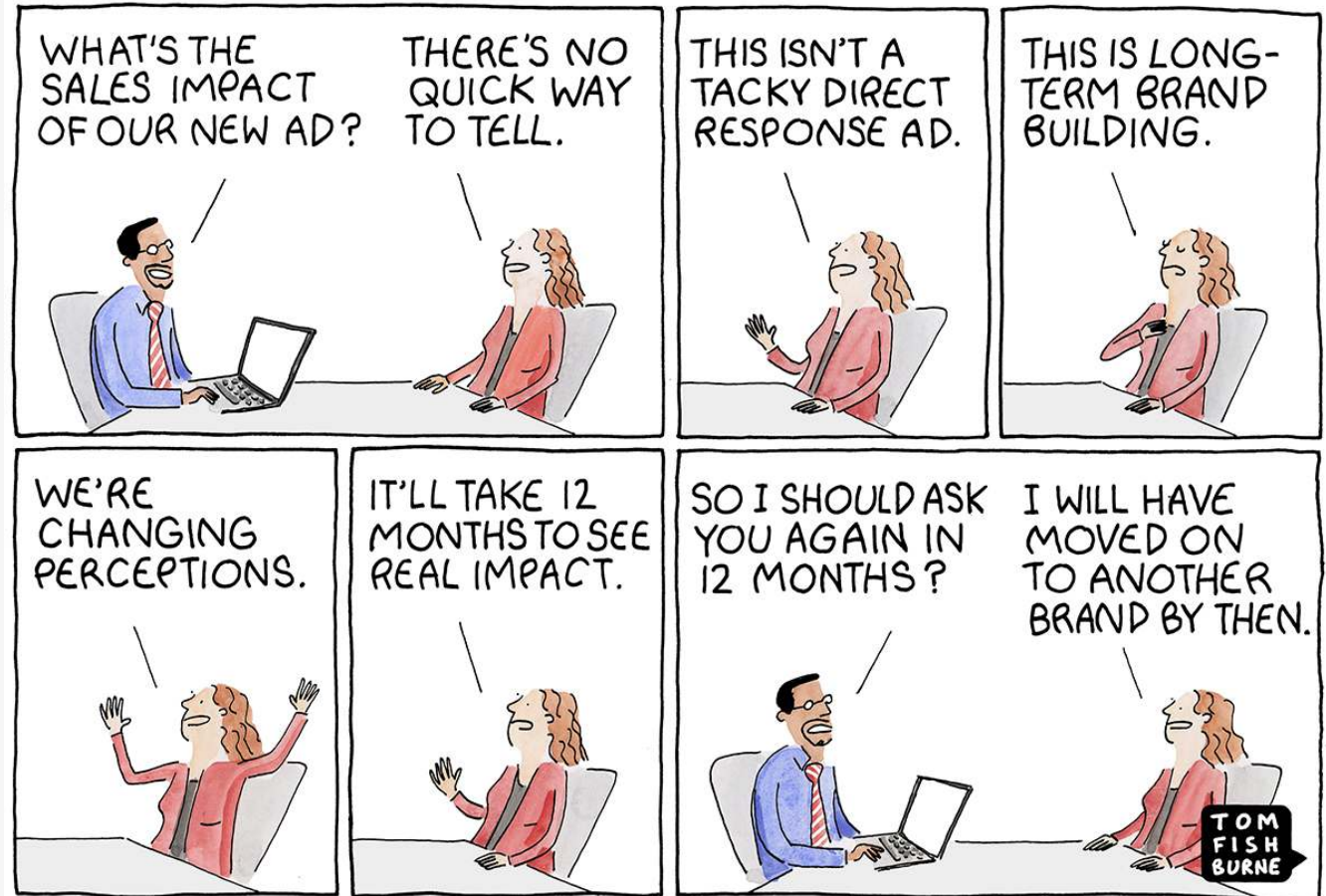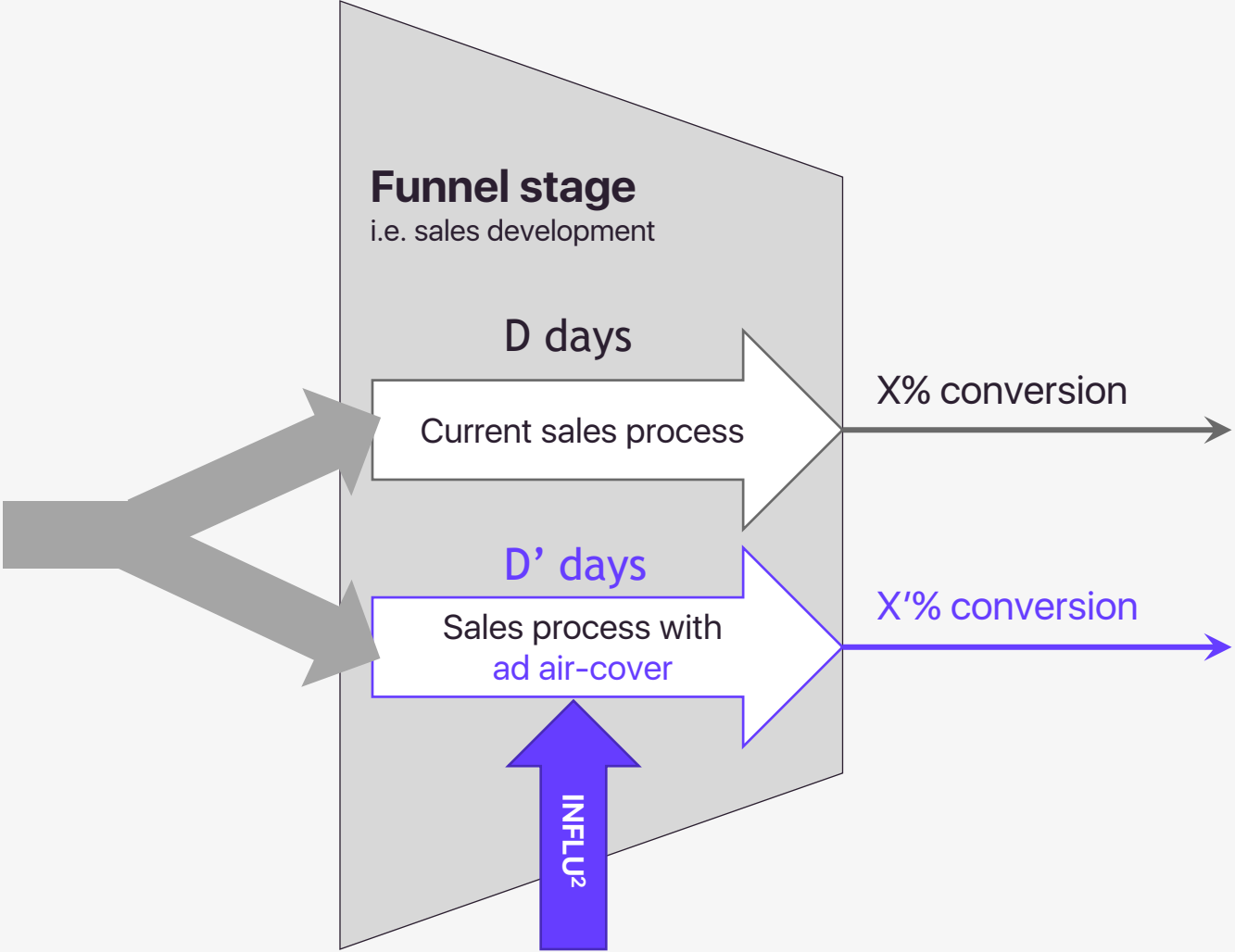
WE ASKED OURSELF:

DOES ADVERTISING WORK?

CAN WE PROVE IT?

MEASURING SALES ACCELERATION

Funnel stage
i.e. sales development

D days

Current sales process

X% conversion

D' days

Sales process with
ad air-cover

X'% conversion

INFLU²

$$Acc = \frac{X' \times D'}{X \times D}$$

INFLU[2]

We tested if person-based ads boost sales development conversions to sales calls.

- Control group: cold sales development outreach
  - First personalized email, 6 emails, 13 days seq
- Analyzed:
  - If clicks and engagements drove conversion rate
 - If behavioral score influences the conversion rate

Methodology:

- Sample size:
  - 2505 cold outreach
  - 3512 from ad campaigns
- Excluded direct conversion from advertising when no SDR is involved
- Excluded "buying group effect", only direct sales dev outreach is counted
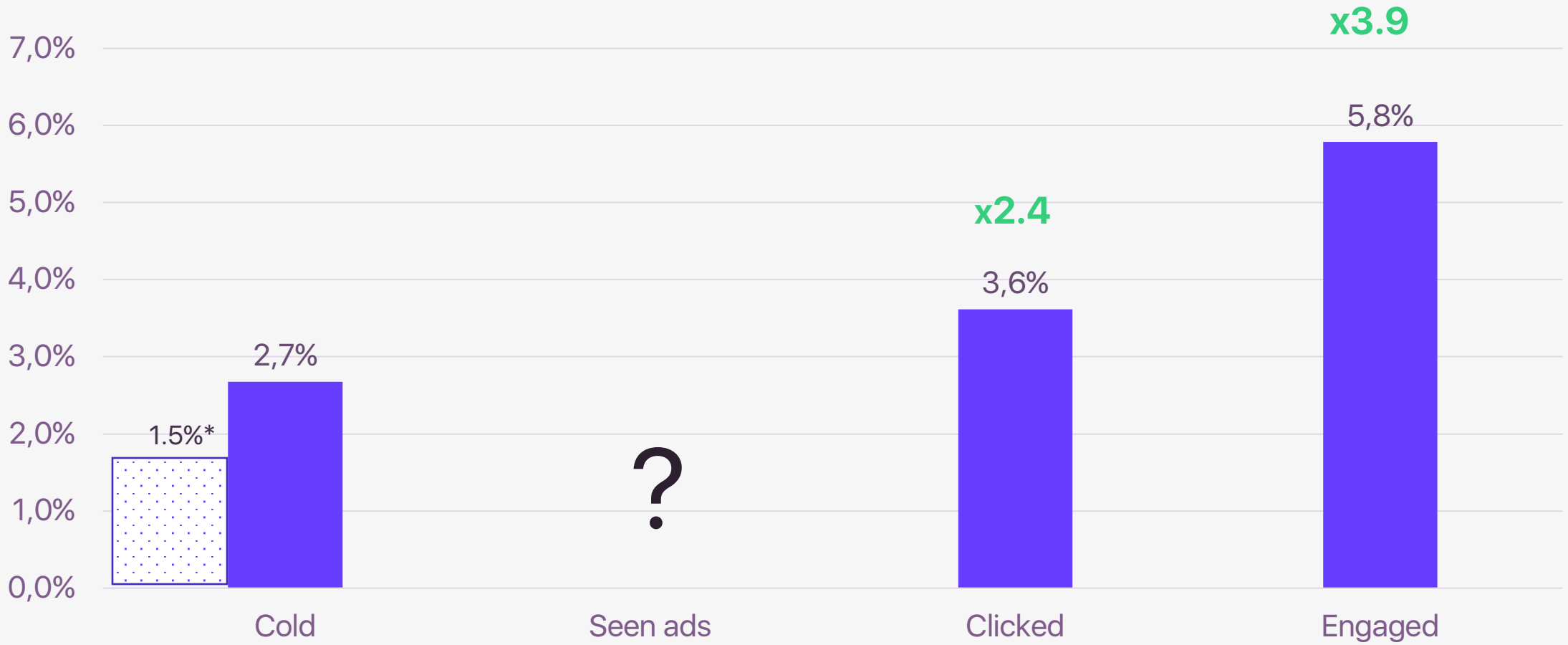
OUR PLAYBOOK

PROSPECTS LIST

Company	Person	Function
Genesys	Jon Smith	Finance
	Jon Doe	Management
	Daniel Watson	HR
GlobalLogic	Nash Brudge	Finance
	Nick Thompson	Management
	Brian Riggs	HR
Outbrain	Johan B	Finance
	Samuel Alt	Management
	Rachel Lee	HR

Ad campaign

Website visits

MQLs
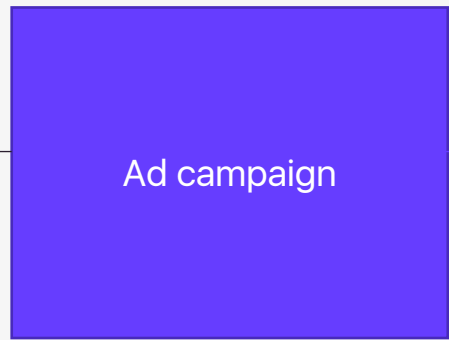
Outreach

We outreach every ad visitor via email sequences or LinkedIn if email is unknown

4 BUCKET MODEL

x3.9

7,0%

x2.4

6,0%
5,8%

5,0%

4,0%
3,6%

3,0%
2,7%

2,0%
1.5%*

?

1,0%

0,0%
Cold   Seen ads   Clicked   Engaged

INFLU 2

*Our analysis revealed that our sales dev process improved from 1.5% to 2.7% for cold prospects over the last two years

SCORING
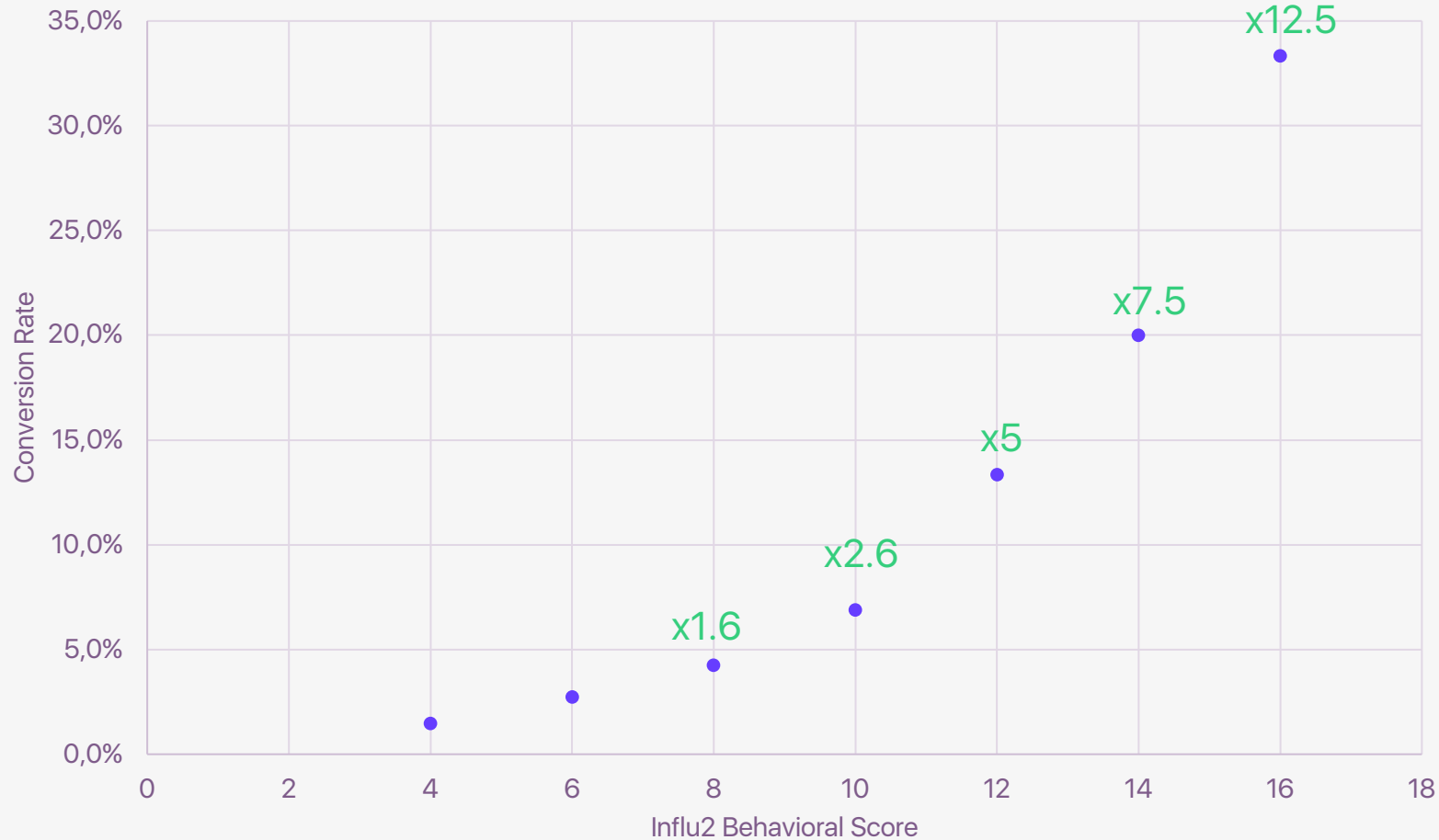
Note: we haven't observed any boost for scores <6. However, we don't think there was no impact on lower score values.

The ad conversion data summarizes our effort over the last 2 years, while the benchmark campaigns were leveraging our best practices and were held in Jun–Sep 2020.

As a result, the cold outbound benchmark has been inflated vs the historical sales development playbook.

TAKEAWAYS

- Advertising works!

- Engagements double the chances to succeed

- 10+ score boost conversion 2.7x

- The conversion can go 10x for scores 15+

- The score serves as a perfect proxy metric of success

- Optimize around score metric to improve your campaign performance

WE CAN DO IT FOR YOU TOO. FOR *FREE*

INFLU²

Funnel stage
i.e. sales development

Current sales process

Sales process with ad air-cover
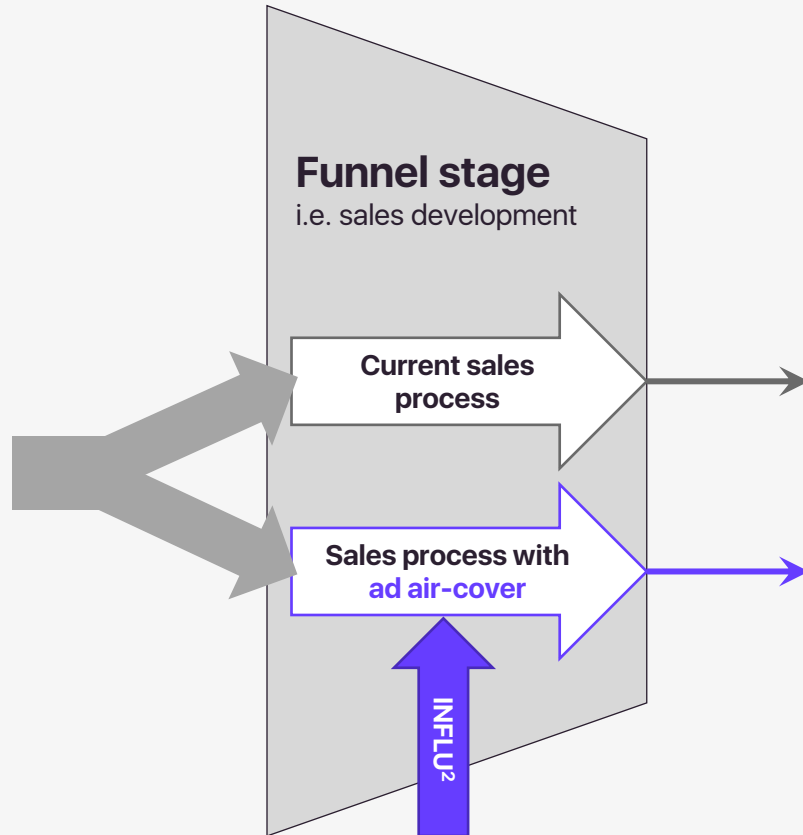
INFLU²

PREREQUISITES:

- Measure for the **existing sales process**

- >50 prospects scored 10+

- Duration 6+ months, stable audience

THANK YOU!

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