

Marketing report analysis use cases

This slide outlines use cases of marketing reporting analysis aimed at better allocation of time, resources and money for making well informed decisions, by data allocation. It covers reporting for multi touch-revenue, channel specific traffic, blog post by conversion, new contacts by persona and lifecycle stage funnel.

Reporting	Description	Tips to analyze	Comments
Multi touch revenue	<ul style="list-style-type: none">Marketing activities are tied to closed revenueAssist marketing executives in making wise investmentsAdd text here	<ul style="list-style-type: none">Identify channels providing maximum revenueDevelop monthly reports to understand broader impact of channelsAdd text here	<ul style="list-style-type: none">Add text hereAdd text here
Channel specific traffic	<ul style="list-style-type: none">Insights are provided on traffic sources to websiteSources include referrals, organic search, emails, direct and social trafficAdd text here	<ul style="list-style-type: none">Use visitor data, lead to conversion rates to identify performing channelsDevelop strategies to improve underperforming channelsAdd text here	<ul style="list-style-type: none">Add text hereAdd text here
Blog post by conversion	<ul style="list-style-type: none">Emphasize company blogs generating leadsHelps identify strongest channel to enhance content promotionAdd text here	<ul style="list-style-type: none">Identify content generating spikes in lead generationDevelop relevant content on topics most preferredAdd text here	<ul style="list-style-type: none">Add text hereAdd text here
New contacts by persona	<ul style="list-style-type: none">Monitor contacts added to databaseCategorise the customers based on buyer personaAdd text here	<ul style="list-style-type: none">Wise resource allocation to grow business segmentsGain insights into buyer persona affecting new customersAdd text here	<ul style="list-style-type: none">Add text hereAdd text here
Lifecycle stage funnel	<ul style="list-style-type: none">Defines leads, subscribers, customers in database for certain periodHelps improve quality of contact databaseAdd text here	<ul style="list-style-type: none">Monitor lead progress throughout buying processIdentify funnel areas to address for efficiencyAdd text here	<ul style="list-style-type: none">Add text hereAdd text here

Cases For Analysis In Marketing

Michael Hoelscher



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