

The 6 B2B Marketing Metrics Your CEO *Actually* Cares About



BRIGHT ORANGE THREAD

Introduction

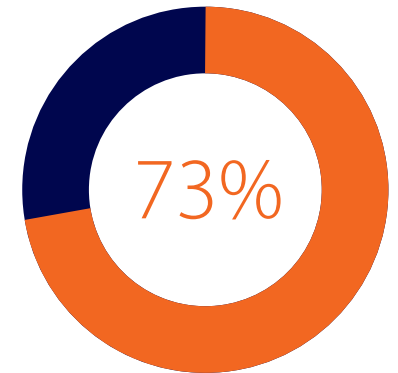
Show Your CEO Metrics That Proves Marketing Improves Their Bottom Line

As marketers, we work tirelessly to move the needle on what often seems like a laundry list of metrics. We look at website visits, conversion rates, generated leads per channel, engagement on social media platforms, blog post shares, email click-through rates... and the list goes on and on. When the time comes to present the impact of your marketing efforts to the company CEO, you can't present him or her with everything you measure.

While many bosses theoretically understand that a solid marketing team can directly impact your company's bottom line, 73% of executives don't believe that marketers are focused enough on results to truly drive incremental customer demand.

Your execs expect to see data that deals with the total cost of marketing, salaries, overhead, revenue, and customer acquisitions. They're worried about their bottom line. This cheat sheet will walk you through the six critical marketing metrics your boss wants to know. When you back up your work with metrics that resonate with your decision makers, you'll have more leverage with your budget and marketing strategy.

Let's get started.



73% of executives don't believe that marketers are focused enough on results to truly drive incremental customer demand.

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Metric 1 :

Customer Acquisition Cost (CAC)

What It Is:

The Customer Acquisition Cost (CAC) is a metric used to determine the total average cost your company spends to acquire a new customer.

What This Means and Why It Matters:

The CAC illustrates how much your company is spending per new customer acquired. You want a low average CAC. An increase in CAC means that you are spending comparatively more for each new customer, which can imply there's a problem with your sales or marketing efficiency.

How to Calculate It:

Take your total sales and marketing spend for a specific time period and divide by the number of new customers for that time period.

Formula:

$$\begin{array}{c}
 \text{Sales and Marketing Cost} \\
 \text{Program and advertising spend +} \\
 \text{salaries + commissions and bonuses +} \\
 \text{overhead in a month, quarter or year}
 \end{array}
 \div
 \begin{array}{c}
 \text{New Customers} \\
 \text{Number of new customers in a} \\
 \text{month, quarter, or year}
 \end{array}
 =
 \text{CAC}$$

Example:

$$\begin{array}{c}
 \text{\$300,000} \\
 \text{Sales and Marketing Cost}
 \end{array}
 \div
 \begin{array}{c}
 \text{30} \\
 \text{New Customers}
 \end{array}
 =
 \begin{array}{c}
 \text{\$10,000} \\
 \text{CAC}
 \end{array}$$

Metric 2 :

Marketing % of Customer Acquisitions Cost

What It Is:

The M%-CAC can show you how your marketing team's performance and spending impact your overall Customer Acquisition Cost.

What This Means and Why It Matters:

An increase in M%-CAC can mean a number of things:

1. Your sales team could have underperformed (and consequently received) lower commissions and/or bonuses.
2. Your marketing team is spending too much or has too much overhead.
3. You are in an investment phase, spending more on marketing to provide more high quality leads and improve your sales productivity.

How to Calculate It:

Take all of your marketing costs and divide by the total sales and marketing costs you used to compute CAC.

Formula:

$$\begin{array}{ccccc}
 \text{Marketing Cost} & \div & \text{Sales and Marketing Cost} & = & \text{M\%-CAC} \\
 \text{Expenses + salaries +} & & \text{Program and advertising spend} & & \\
 \text{commissions and bonuses +} & & \text{+ salaries + commissions and} & & \\
 \text{overhead for the marketing} & & \text{bonuses + overhead in a month,} & & \\
 \text{department only} & & \text{quarter or year} & &
 \end{array}$$

Example:

$$\begin{array}{ccccc}
 \text{\$150,000} & \div & \text{\$300,000} & = & \text{50\%} \\
 \text{Marketing Cost} & & \text{Sales and Marketing Cost} & & \text{M\%-CAC}
 \end{array}$$

Metric 3 :

Ratio of Customer Lifetime Value to CAC (LTV:CAC)

What It Is:

The Ratio of Customer Lifetime Value to CAC is a way for companies to estimate the total value that your company derives from each customer compared with what you spend to acquire that new customer.

What This Means and Why It Matters:

The higher the LTV:CAC, the more ROI your sales and marketing team is delivering to your bottom line. However, you don't want this ratio to be too high, as you should always be investing in reaching new customers. Spending more on sales and marketing will reduce your LTV:CAC ratio, but could help speed up your total company growth.

How to Calculate It:

To calculate the LTV:CAC you'll need to compute the Lifetime Value, the CAC, and find the ratio of the two.

Formula:

$$\begin{array}{c}
 \text{📈} \\
 \text{LTV}
 \end{array}
 :
 \begin{array}{c}
 \text{💰} \div \text{👤} \\
 \text{CAC}
 \end{array}
 =
 \text{LTV : CAC Ratio}$$

(Revenue the customer pays in a period - gross margin) ÷ Estimated churn percentage for that customer

The total average cost your company spends to acquire a new customer.

Example:

$$\begin{array}{c}
 \$400,000 \\
 \text{LTV}
 \end{array}
 :
 \begin{array}{c}
 \$100,000 \\
 \text{CAC}
 \end{array}
 =
 \begin{array}{c}
 \text{4 to 1} \\
 \text{LTV : CAC Ratio}
 \end{array}$$

Metric 4:

Time to Payback CAC

What It Is:

The Time to Payback CAC shows you the number of months it takes for your company to earn back the CAC it spent acquiring new customers.

What This Means and Why It Matters:

In industries where your customers pay a monthly or annual fee, you normally want your Payback Time to be under 12 months. The less time it takes to payback your CAC, the sooner you can start making money off of your new customers. Generally, most businesses aim to make each new customer profitable in less than a year.

How to Calculate It:

Calculate the Time to Payback CAC by taking your CAC and dividing by your margin-adjusted revenue per month for your average new customer.

Formula:

$$\begin{array}{ccccc}
 \text{CAC} & \div & \text{Margin-Adjusted Revenue} & = & \text{Time to Payback CAC} \\
 \text{The total average cost your company spends to acquire a new customer.} & & \text{How much your customers pay on average per month} & & \\
 \end{array}$$

Example:

$$\begin{array}{ccccc}
 \$10,000 & \div & \$1,000 & = & 10 \text{ Months} \\
 \text{CAC} & & \text{Margin-Adjusted Revenue} & & \text{Time to Payback CAC}
 \end{array}$$

Metric 5 :

Marketing Originated Customer %

What It Is:

The Marketing Originated Customer % is a ratio that shows what new business is driven by marketing by determining which portion of your total customer acquisitions directly originated from marketing efforts.

What This Means and Why It Matters:

This metric illustrates the impact that your marketing team's lead generation efforts have on acquiring new customers. This percentage is based on your sales and marketing relationship and structure, so your ideal ratio will vary depending on your business model. A company with an outside sales team and inside sales support may be looking at 20-40% Marketing Originated Customer %, whereas a company with an inside sales team and lead focused marketing team might be at 40-80%.

How to Calculate It:

To calculate Marketing Originated Customer %, take all of the new customers from a period and tease out what percentage of them started with a lead generated by your marketing team.

Formula:

$$\begin{array}{c} \text{New customers started} \\ \text{as a marketing lead} \end{array} \div \begin{array}{c} \text{New customers} \\ \text{in a month} \end{array} = \text{Marketing Originated} \\ \text{Customer \%}$$

Example:

$$\begin{array}{c} 5,000 \\ \text{New customers started as a} \\ \text{marketing lead} \end{array} \div \begin{array}{c} 10,000 \\ \text{New customers in} \\ \text{a month} \end{array} = \begin{array}{c} 50\% \\ \text{Marketing Originated} \\ \text{Customer \%} \end{array}$$

Metric 6 :

Marketing Influenced Customer %

What It Is:

Marketing Influenced Customer % takes into account all of the new customers that marketing interacted with while they were leads anytime during the sales process.

What This Means and Why It Matters:

This metric takes into account the impact marketing has on a lead during their entire buying lifecycle. It can indicate how effective marketing is at generating new leads, nurturing existing ones, and helping sales close the deal. It gives your CEO or CFO a big-picture look into the overall impact that marketing has on the entire sales process.

How to Calculate It:

To determine overall influence, take all of the new customers your company accrued in a given period and find out what % of them had any interaction with marketing while they were a lead.

Formula:

$$\begin{array}{c}
 \text{Icon: Person with arrow} \\
 \text{Total new customers} \\
 \text{that interacted with} \\
 \text{marketing}
 \end{array}
 \div
 \begin{array}{c}
 \text{Icon: Person with plus} \\
 \text{Total new} \\
 \text{customers}
 \end{array}
 =
 \text{Marketing Influenced} \\
 \text{Customer \%}$$

Example:

$$\begin{array}{c}
 \text{7,000} \\
 \text{Total new customers that} \\
 \text{interacted with marketing}
 \end{array}
 \div
 \begin{array}{c}
 \text{10,000} \\
 \text{Total new} \\
 \text{customers}
 \end{array}
 =
 \begin{array}{c}
 \text{70\%} \\
 \text{Marketing Influenced} \\
 \text{Customer \%}
 \end{array}$$

Conclusion

Convey Your Performance In a Way That Your C-Suite Can Get Excited About

As marketers, we track so many different data points to better understand what's working and what's not that it can become easy to lose sight of what's most important. Reporting on your business impact doesn't mean you should no longer pay attention to site traffic, social shares, and conversion rates. It simply means that when reporting your results to your executives, give them the data they care about.

Rather than talking about per-post Facebook engagement and other "softer" metrics, use the six metrics we detailed in this cheat sheet to report on how your marketing program led to new customers, lower customer acquisition costs, or higher customer lifetime values. When you can present marketing metrics that resonate with your decision-makers, you'll be in a much better position to make the case for budgets and strategies that will benefit your marketing team now and in the future.



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B2B technology firms turn more online leads into customers...
and look good doing it.