

IT'S IN THE DETAILS

USING GOOGLE ANALYTICS FOR B2B LEAD GENERATION

OCTOBER 28, 11AM CENTRAL



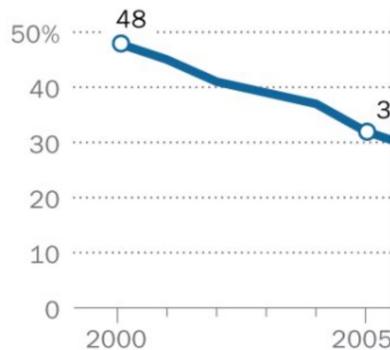
TODAY

- **A trio of ideas to frame our time**
- **Analytics and B2B Lead Generation**
- **Next Steps**
- **Q&A**

YOU CAN GO YOUR OWN WAY

Offline population has declined substantially since 2000

% of U.S. adults who say they do not use the internet



“Sellers have little opportunity to influence customer decisions

The ready availability of quality information through digital channels has made it far easier for buyers to gather information independently, meaning sellers have less access and fewer opportunities to influence customer decisions.

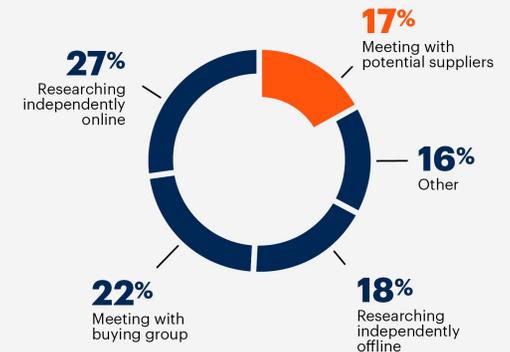
In fact, Gartner research finds that when B2B buyers are considering a purchase, they spend only 17% of that time meeting with potential suppliers. When buyers are comparing multiple suppliers, the amount of time spent with anyone sales rep maybe only 5% or 6%.”

Note: Respondents who did not give a response were excluded from the analysis. Trend data from previous Pew Research Center surveys.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

Pew Research Center

Distribution of buying groups' time by key buying activities



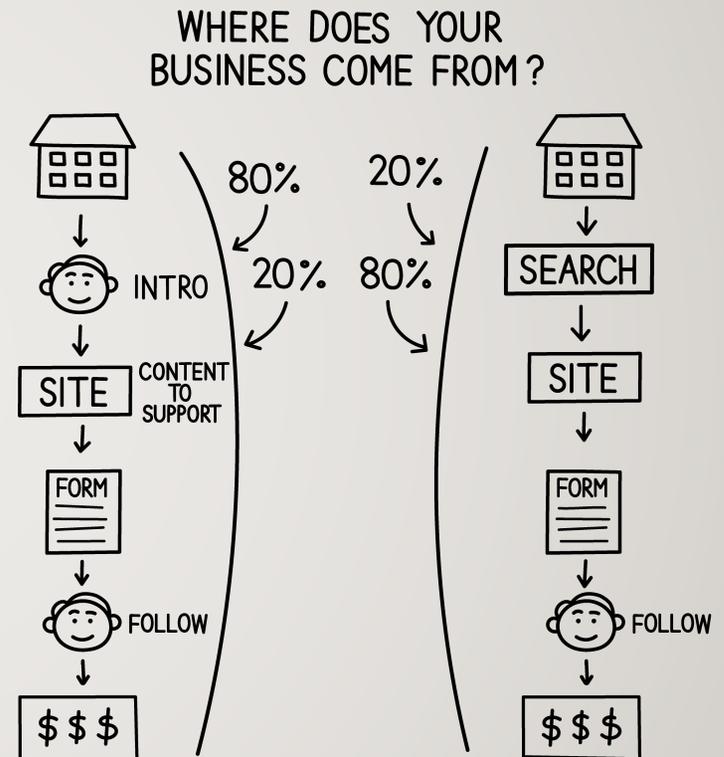
n = 750 B2B buyers
Source: Gartner
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<https://www.pewresearch.org/fact-tank/2021/04/02/7-of-americans-dont-use-the-internet-who-are-they/>

Gartner, [5 Ways the Future of B2B Buying Will Rewrite the Rules of Effective Selling](#), Brent Adamson, Nick Toman 4 August, 2020

WHERE IS IT?

- Buyers use online information, do they use yours?
- Where is the interaction?



INFORMED, NOT A SLAVE TO

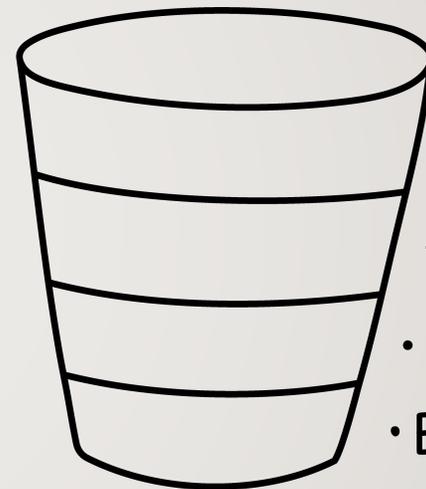
		IS THE SOLUTION VALUABLE TO PROSPECT?		
		MINOR	SIGNIFICANT	GAME CHANGING
IS THE PROSPECT AWARE OF THE SOLUTION?	YES	MQL	SQL/MQL	SQL
	NO	MQL	MQL	MQL/SQL

- “How many opens and clicks?”
- “It feels like...”
- Data informed vs. data driven

I'M THE MAP, THE MAP

- **Customers are predictable**
- **Where are they getting their information?**

WHAT? ↑
HOW? ↓



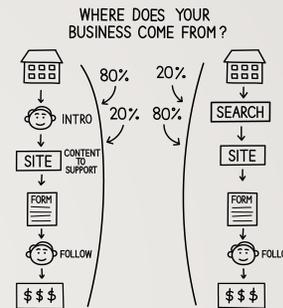
- PROBLEM
- RESEARCH
- OPTIONS
- BEST DEAL

SETTING OUR BIG FRAME

- WHERE?

- INFORMED

- MAP



IS THE SOLUTION VALUABLE TO PROSPECT?

		MINOR	SIGNIFICANT	GAME CHANGING
IS THE PROSPECT AWARE OF THE SOLUTION?	YES	MQL	SQL/MQL	SQL
	NO	MQL	MQL	MQL/SQL



5 MANEUVERS

- **Build in**
- **Broadcast**
- **Balance**
- **Break Up**
- **Begin**



BUILD IN

```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga
  -js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>
```



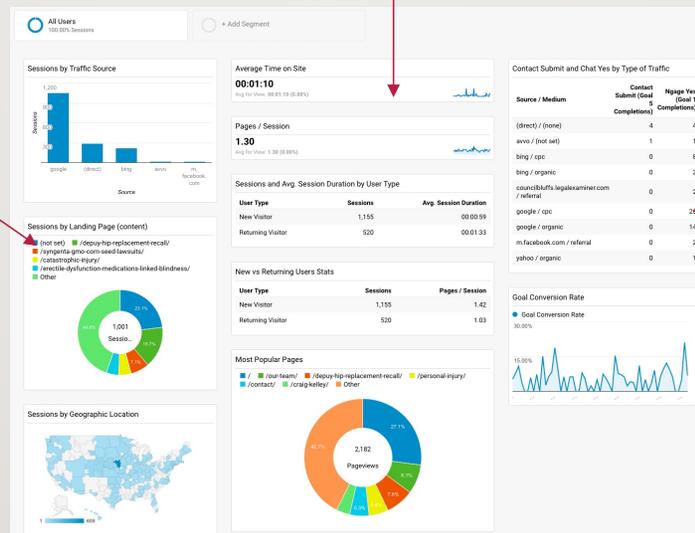
UA-1234567-32

- Every page
- Use Tag Assistant
- Use Tag Manager
- Watch sub-accounts
- (new vs old)

BROADCAST

- Start simply with automated weekly reporting

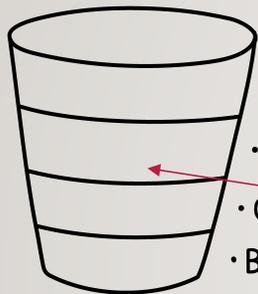
SITE TRAFFIC → SITE ACTIVITY → GOAL



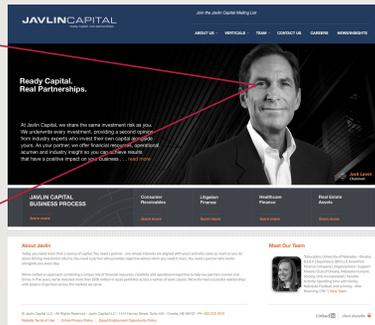
Speaking of goals

BALANCE

WHAT? ↑
HOW? ↓



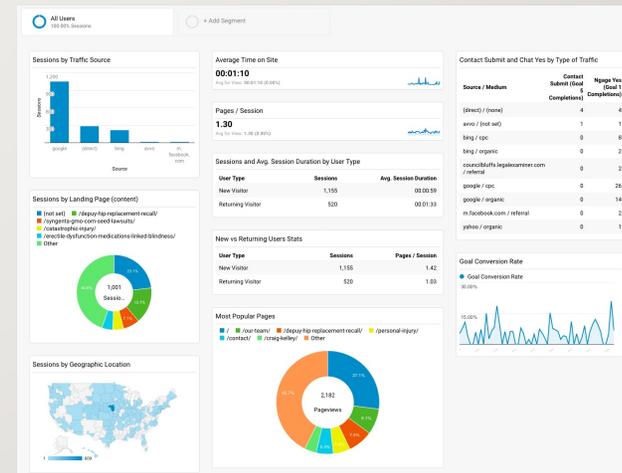
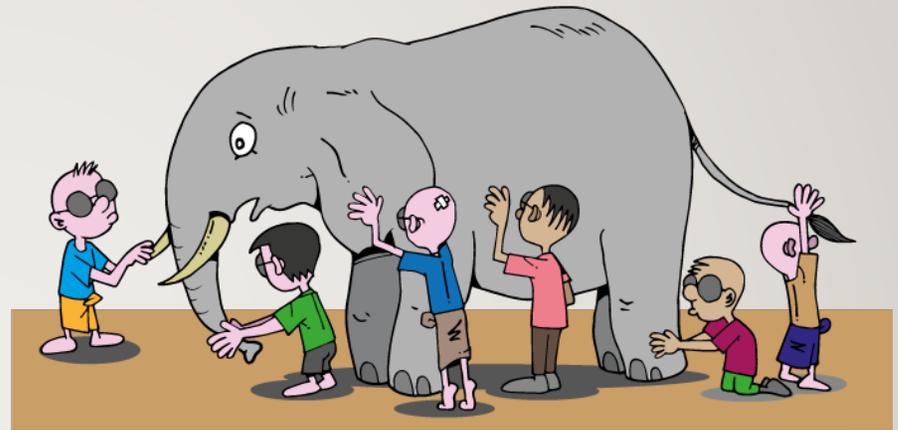
- PROBLEM
- RESEARCH
- OPTIONS
- BEST DEAL



- Goals matched to buyer's decision
- How will you know this to be true?
- Some are easy, some are not so easy

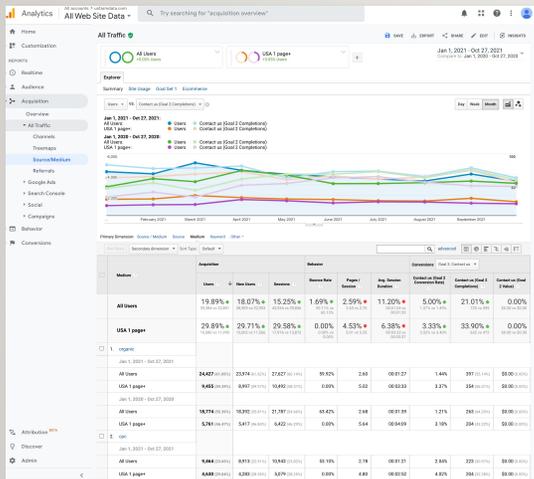
BREAK UP

- Separating Interesting from Important
- The more detailed, the less interesting
- E.g.: Last touch/ad silos/funnels



BEGIN

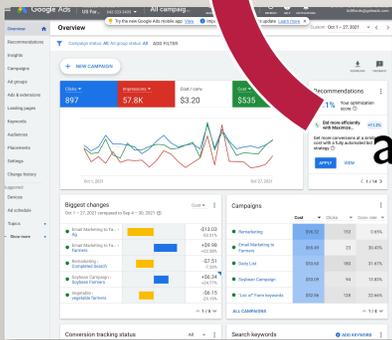
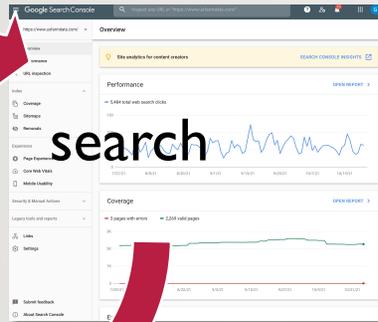
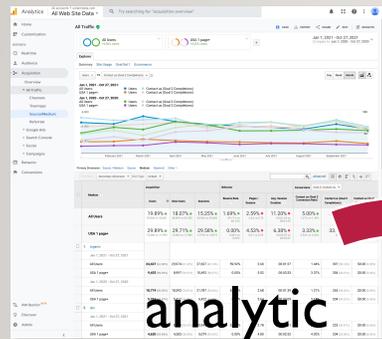
- Leading/lagging
- Week to week
- Month to month
- Quarter to quarter
- Year to year



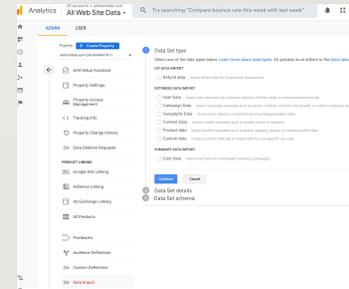
USFD Tracking

2019	2020	2021	% change	2019 compl	2020	2021	% change	2019 inb calls	2020	2021	% change	2019 capstone	2020	2021	% change	
week 1	202	254	910	281.89	18	41	132	221.95	4	2	23	1050.00	2	2	16	700.00
week 2	176	652	1107	69.79	49	119	164	37.82	17	18	27	50.00	5	16	22	37.50
week 3	200	662	969	46.37	36	131	141	7.63	17	18	25	38.89	8	15	16	6.67
week 4	156	699	1015	46.64	49	141	142	0.71	5	21	23	9.52	7	12	22	83.33
week 5	176	702	1170	66.67	59	127	166	30.71	12	18	23	27.78	4	9	26	188.89
week 6	165	986	980	-0.61	44	121	119	-1.65	12	18	40	122.22	6	10	14	40.00
week 7	169	837	959	14.58	53	116	129	13.16	18	21	33	57.14	9	7	19	171.43
week 8	196	902	1056	17.07	38	160	132	-17.50	7	13	34	161.54	5	17	15	-11.76
week 9	194	870	1125	29.31	33	132	174	31.82	17	15	42	180.00	8	14	28	100.00
week 10	172	782	1581	101.17	33	130	150	15.38	10	19	44	131.58	7	12	28	133.33
week 11	158	653	1013	55.13	30	117	154	31.62	15	11	24	118.18	8	13	21	61.54
week 12	149	849	980	51.93	24	101	118	16.83	9	11	27	145.45	4	4	25	475.00
week 13	201	862	1138	32.02	30	156	145	-7.05	10	22	18	-18.18	9	12	14	56.67
week 14	197	1014	1046	3.16	25	187	139	-25.67	14	21	25	19.05	8	8	31	287.50
week 15	174	1056	1059	0.28	16	204	123	-39.71	8	14	19	35.71	2	19	15	-21.65
week 16	163	1011	1056	4.45	32	130	128	-1.54	21	11	26	136.36	6	9	25	177.78
week 17	223	1049	1027	-2.10	29	133	137	3.01	26	25	20	5.00	2	16	20	25.00
week 18	283	1059	991	-6.42	31	106	104	-1.89	13	25	35	40.00	3	17	22	29.41
week 19	310	1107	941	-15.00	50	138	121	-12.32	13	22	28	27.27	5	14	31	121.43
week 20	391	904	932	3.10	40	111	115	3.60	16	23	18	-21.74	6	13	17	30.77
week 21	360	924	942	4.11	45	123	120	-2.44	14	28	21	-25.00	3	11	13	18.18
week 22	451	801	921	14.98	47	129	126	-2.33	12	27	29	7.41	6	14	18	28.57
week 23	411	708	918	29.66	37	103	125	21.36	15	22	25	13.64	5	14	22	57.14
week 24	479	696	874	25.57	28	90	111	23.33	14	24	22	-8.33	10	18	8	-55.56
week 25	409	795	853	7.30	63	102	113	10.78	14	12	29	141.67	10	13	18	88.46
week 26	293	790	876	10.89	40	120	99	-17.50	9	21	23	9.52	4	17	13	-23.53
week 27	246	719	875	21.20	49	124	99	-20.16	9	25	31	24.00	3	15	14	-6.67
week 28	292	726	848	16.80	59	111	129	16.22	9	34	27	-20.59	5	17	23	35.29
week 29	260	721	772	9.85	55	130	86	-36.76	13	24	19	-20.83	4	19	17	-10.53
week 30	310	768	805	4.82	47	111	113	1.80	11	17	23	35.29	1	24	8	-66.67
week 31	321	729	824	13.03	80	100	121	21.00	10	16	26	62.50	5	22	16	-27.27
week 32	332	749	839	12.02	72	136	114	-16.18	11	18	22	22.22	8	14	15	7.14
week 33	286	754	651	-13.66	40	125	88	-29.60	8	15	28	86.67	5	17	22	29.41
week 34	275	693	801	15.58	45	95	109	14.74	14	14	30	114.29	6	7	17	142.86
week 35	327	835	811	-1.68	67	117	96	-17.95	5	17	23	25.29	1	16	13	-18.75
week 36	311	827	809	-2.18	55	154	97	-27.61	12	15	24	60.00	5	17	11	-35.29
week 37	434	804	1027	27.74	103	115	116	0.87	21	17	32	88.24	13	17	23	35.29
week 38	428	784	992	26.53	92	131	96	-26.72	18	23	21	-15.00	8	20	17	-15.00
week 39	455	811	1043	28.61	101	121	116	-4.13	16	19	22	15.79	8	10	19	90.00
week 40	431	830	971	16.99	115	127	110	-13.39	15	19	25	31.58	4	12	19	58.33

BONUS



- Hook 'em up
- Try Data Studio
- Shove your data in



QUICK REVIEW

- **Where?**
- **Informed**
- **Map**
- **Build in**
- **Broadcast**
- **Balance**
- **Break Up**
- **Begin**
- **Bonus**

QUESTIONS?



NEXT STEPS

- **Check the installation and connect with other Google products.**
- **Agree on internal sales cycle and customer decision process labels.**
- **Start asking, “How would we know this to be happening?”**

WE CAN HELP

- **Tell us what you need “more of” and where you are today.**
- **We can help set up a measurement system that fits your unique situation.**



THANK YOU!

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OCTOBER 28, 11AM CENTRAL



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