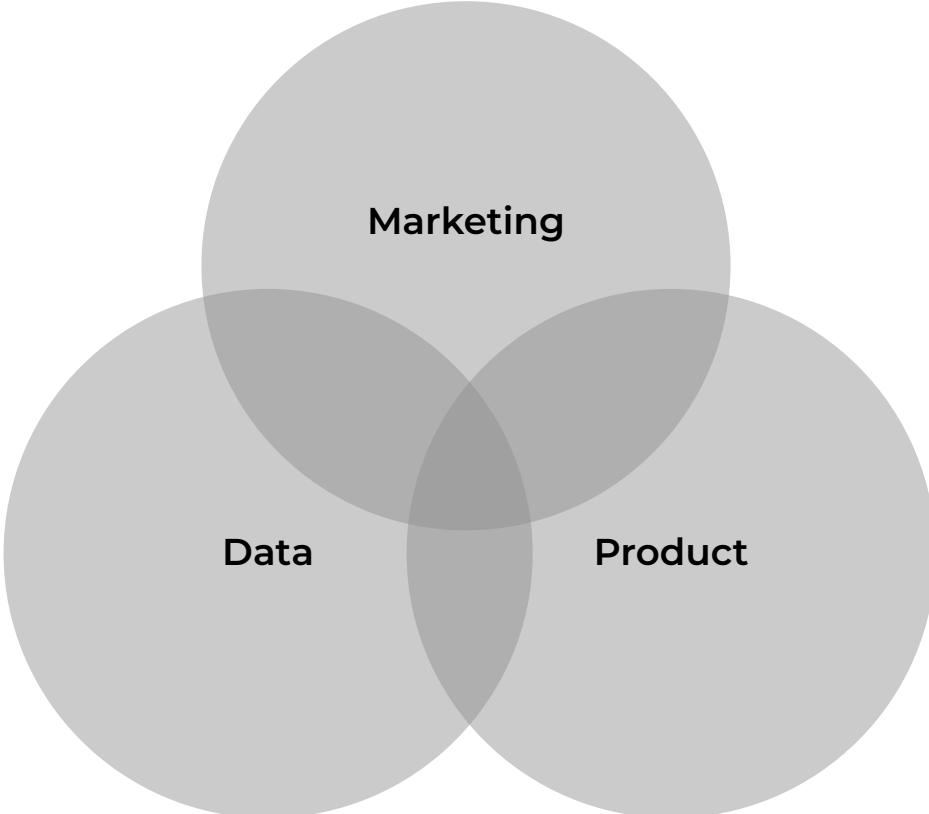


Hi, ik ben Maarten 🙌



Ik na de aankondigingen van Xaveer & Mathias.





# Voor deze B2B SaaS toppers en meer



# ROI van je SEA campagnes in een complex B2B aankoopproces

Attributie en daar voorbij. 🧑

# Agenda

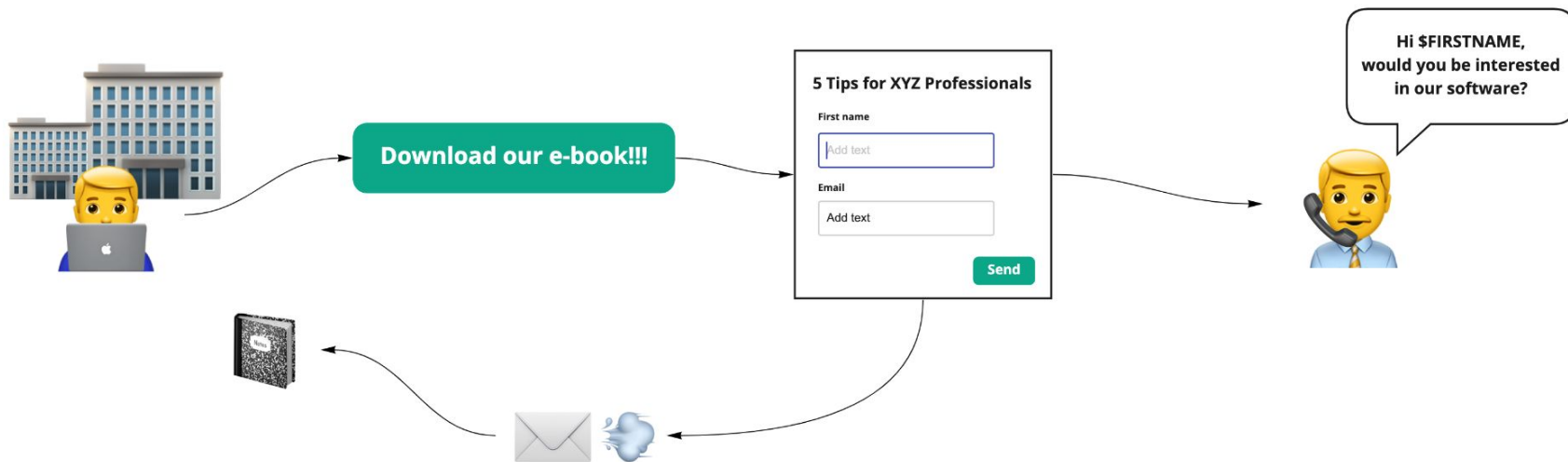
- “Lead Generation”
- Je Sales Funnel in Google Ads
- Rapportage & Analyse in B2B Sales

# Agenda

- **“Lead Generation”**
- Je Sales Funnel in Google Ads
- Rapportage & Analyse in B2B Sales



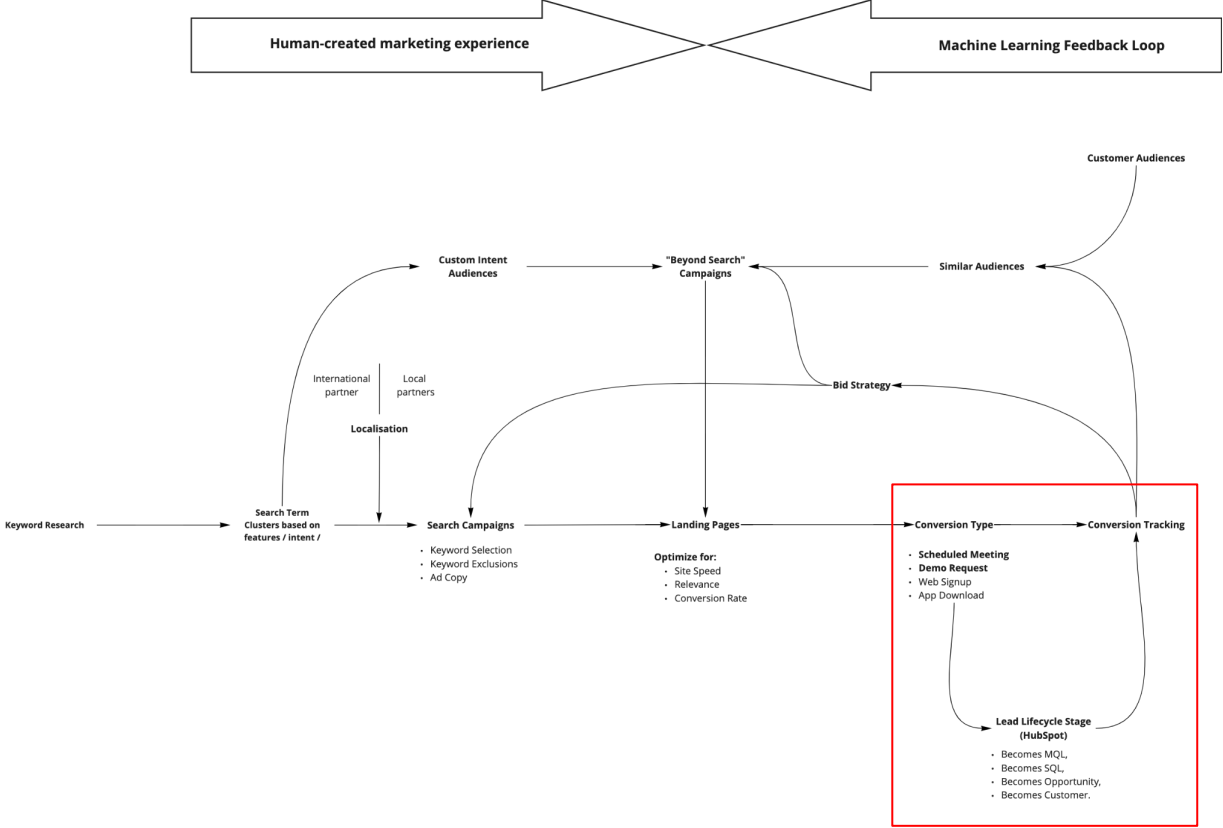
# “Lead Generation”



# “Lead Generation”



# Dit is hoe ik naar B2B (SaaS) SEA kijk:



FREDERICK VALLAEYS

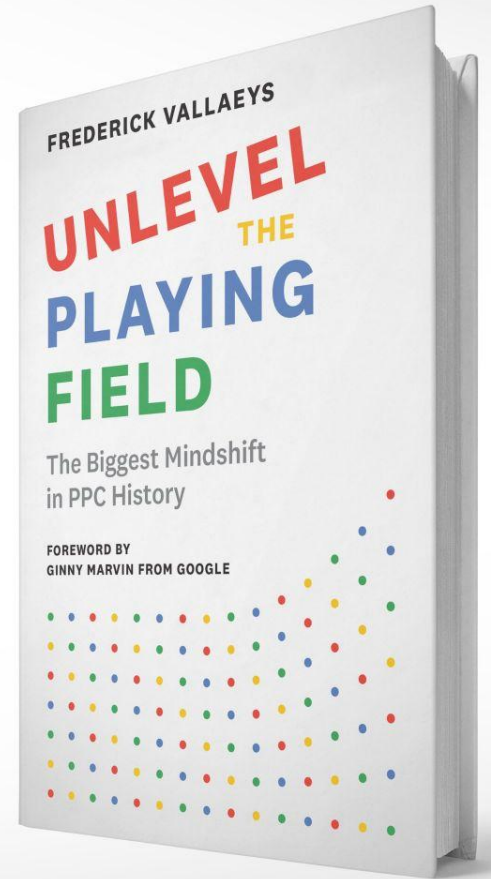
# UNLEVEL THE PLAYING FIELD

The Biggest Mindshift in PPC History

FOREWORD BY GINNY MARVIN FROM GOOGLE

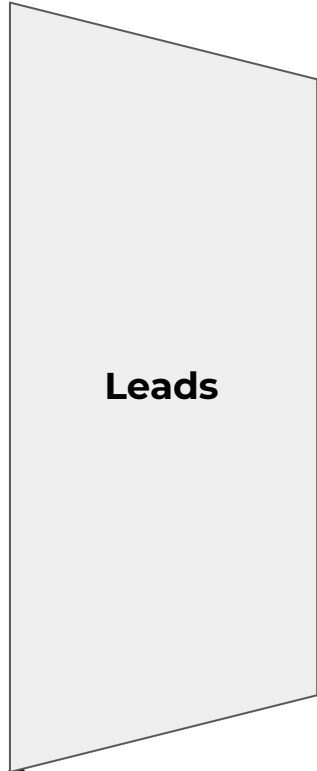


**AVAILABLE NOW**



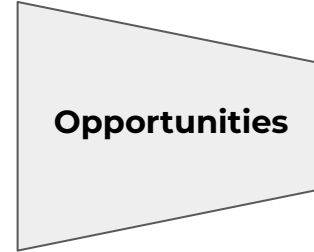
# Sales Funnel

Someone filled in a form.



The Lead fits the Ideal Customer Profile, Buyer Persona.

The MQL has shown intent to buy..

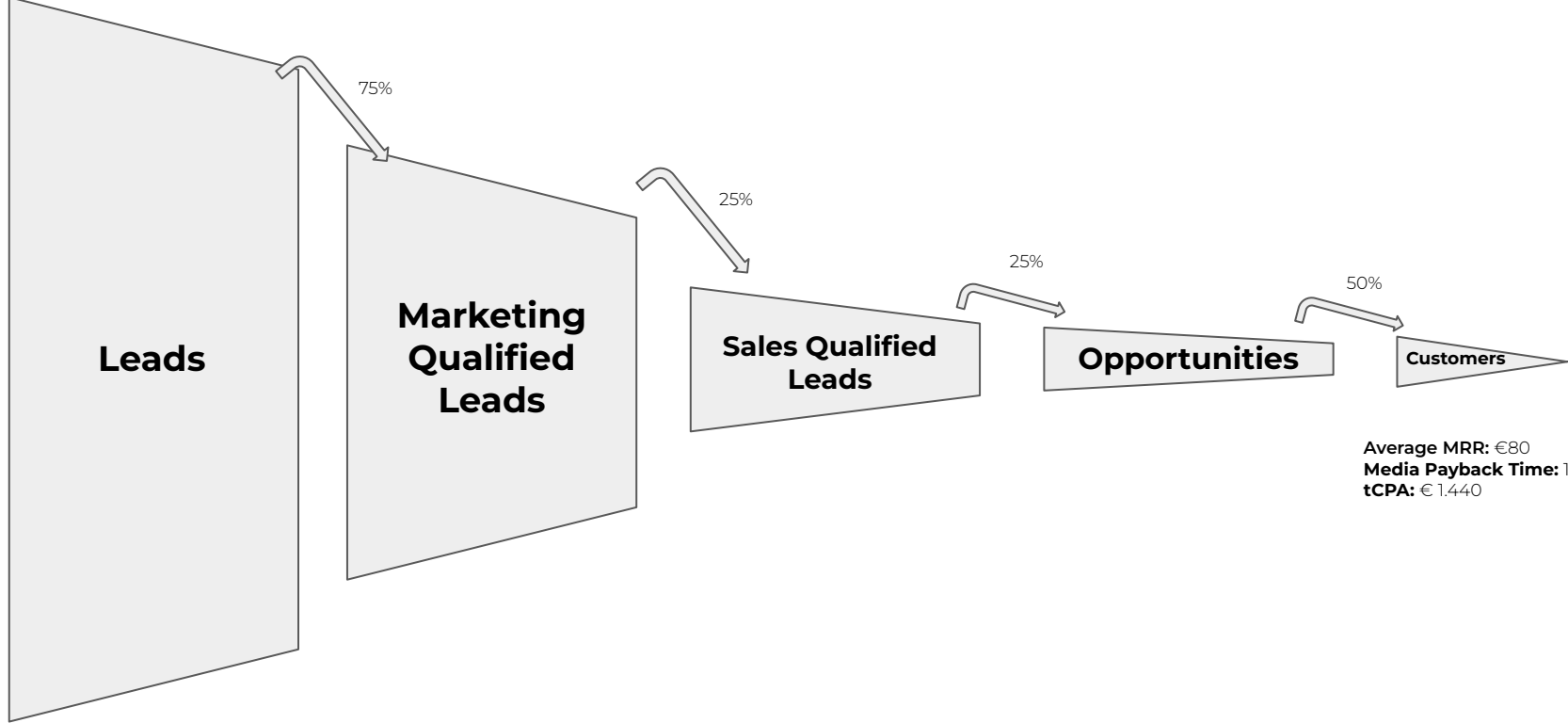


The Sales Representative has smelled money... 🤪  
And technically a Deal is created.

The deal is done.



# Know your numbers



**Average MRR:** €80  
**Media Payback Time:** 18 months  
**tCPA:** € 1.440



**Conversion Value:**  
€1,8

**Conversion Value:**  
€2,5

**Conversion Value:**  
€10

**Conversion Value:**  
€40

**Conversion Value:** ±€80  
*Value defined by Deal Value*

# Agenda

- “Lead Generation”
- **Je Sales Funnel in Google Ads**
- Rapportage & Analyse in B2B Sales

# Je Sales Funnel in Google Ads

- Telkens een Lead een qualificatie passeert, wordt een offline event van je CRM naar Google Ads gestuurd.
- Daarvan zet jij de **Conversion Value** in op de berekende waarde van daarnet. Of op een variabele waarde.
- Zorg zeker dat de Attribution Window ook juist staat, gebaseerd op de gemiddelde sales cycle.





# URL Tracking Templates

<https://www.teamleader.be/focus/nl-be/>

?**keyword**=teamleader  
&**campaignid**=  
&**adgroupid**=  
&**creative**=  
&**device**=c  
&**utm\_source**=adwords  
&**utm\_term**=teamleader  
&**utm\_campaign**=  
&**utm\_medium**=

&**hsa\_ad**=  
&**hsa\_ver**=3  
&**hsa\_cam**=  
&**hsa\_mt**=e  
&**hsa\_grp**=  
&**hsa\_acc**=  
&**hsa\_kw**=teamleader  
&**hsa\_src**=g  
&**hsa\_tgt**=kwd-  
&**hsa\_net**=adwords

&**gclid**=EAlaIQobChMljM2mkq  
mm-wlV6oODbx31IA90EAAYA  
SAAEgLNQPD\_BwE

# URL Tracking Templates

[< Back](#)

Manage properties for  

## About

These properties will appear when you view information about a contact. These changes will only affect you.

You may set the default properties all users will see in settings. [Set default properties](#)

Reset to account defaults

- ⋮ Email ×
- ⋮ Country/Region ×
- ⋮ Preferred language ×
- ⋮ Lead type ×

## All properties

Manage properties

ad click ID ×

Hide blank properties

### ▼ Conversion information 1 of 16 properties

Google ad click ID

Cj0KCQjw39uYBhCLARIsAD\_SzMQeqAiDlxja/  4aAr  
McEALw\_wcB

# Importeer Offline Conversies



TEMPLATE: Google Ads (AdWords) Conversion Import by GCLID (official) ☆ 🗄️

Bestand Bewerken Bekijken Invoegen Opmaak Gegevens Extra Uitbreidingen Help



100%



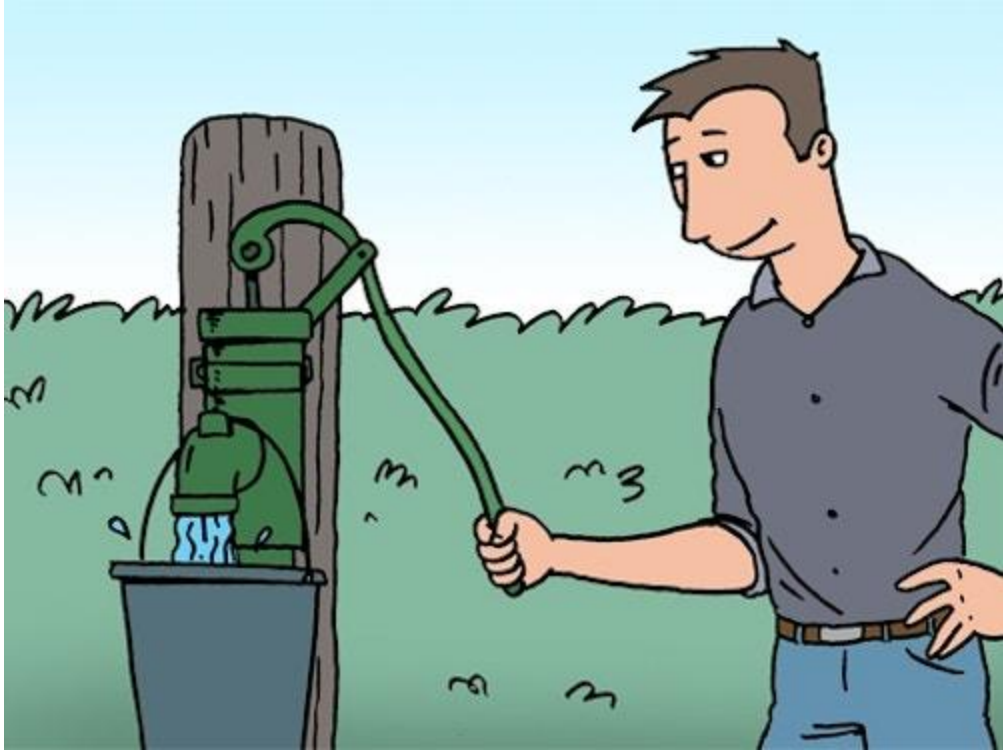
Alleen bekijken

A12



fx

	A	B	C	D	E	
1	### INSTRUCTIONS ###					
2	# IMPORTANT: Remember to set the TimeZone value in the "parameters" row and/or in your Conversion Time column					
3	# For instructions on how to setup your data, visit <a href="http://goo.gl/T1C5Ov">http://goo.gl/T1C5Ov</a>					
4						
5	### TEMPLATE ###					
6	Parameters:TimeZone=insert_timezone					
7	Google Click ID	Conversion Name	Conversion Time	Conversion Value	Conversion Currency	
8						
9						
10						
11						



# Let op met lange Sales Cycles!

Ad account

Teamleader

Any contact that has had a lifecycle stage change within 90 days of interacting with an ad will be synced.

Event trigger






Lifecycle stage change 

Form submission **NEW**

# Automatisch via CRM

Manage Audiences **Events** Analyze

Accounts: 23 accounts selected ▾

NAME ↕	EVENT TRIGGER ↕
 <b>HubSpot - Opportunity Created</b> ● Active - Last synced 11 nov. 2022 13:40	<input checked="" type="checkbox"/> Lifecycle stage change
 <b>HubSpot - SQL Created</b> ● Active - Last synced 10 nov. 2022 18:02	<input checked="" type="checkbox"/> Lifecycle stage change
 <b>HubSpot - Lead Created</b> ● Active - Last synced 11 nov. 2022 13:14	<input checked="" type="checkbox"/> Lifecycle stage change
 <b>HubSpot - Customer</b> ● Active - Last synced 10 nov. 2022 15:47	<input checked="" type="checkbox"/> Lifecycle stage change
 <b>HubSpot - Marketing Qualified Lead</b> ● Active - Last synced 11 nov. 2022 11:58	<input checked="" type="checkbox"/> Lifecycle stage change

# Juiste Conversie-window & Toesluiting Model

Settings	Conversion name	HubSpot - Lead
	Goal and action optimization	Contacts, Primary action
	Value	€8.6
	Source Not editable	Import from clicks
	Count	One conversion
	Click-through conversion window	30 days
	Attribution model	Data-driven <b>Recommended</b>
<a href="#">Edit settings</a>		


# Not all Customers are created equally

<b>Settings</b>	Conversion name	HubSpot - Customer
	Goal and action optimisation	Purchases, Primary action
	Value	Use different values. If there's no value, use €20000.
	Source Not editable	Import from clicks
	Count	One conversion
	Click-through conversion window	30 days
	Attribution model	Data-driven <b>Recommended</b>
	<a href="#">Edit Settings</a>	






# DIY with Zapier

 Trigger  
**1. New Contact Property Change in HubSpot**

Choose app & event ✓

 HubSpot Change

Event (required)  
New Contact Property Change

This is what starts the Zap.

Continue

1

**Trigger an event with a Lifecycle Stage change.**

2

**Make sure you're fetching the gclid  
And any other interesting data.**

Set up trigger ✓

Property Name (required)  
Contact information: Lifecycle Stage

Whenever this property is updated on any contact, this trigger will fire.

**i** Properties to retrieve:  
firstname, lastname, email, company, website, mobilephone, phone, fax, address, city, state, zip, salutation, country, jobtitle, hs\_createdate, hs\_email\_domain, hs\_object\_id, lastmodifieddate, hs\_persona, hs\_language, lifecyclestage, createdate, numemployees, annualrevenue, industry  
[Learn more about object's properties](#)  
Specify here a list of additional properties to retrieve

Additional properties to retrieve

Conversion information: Google ad click id ✕

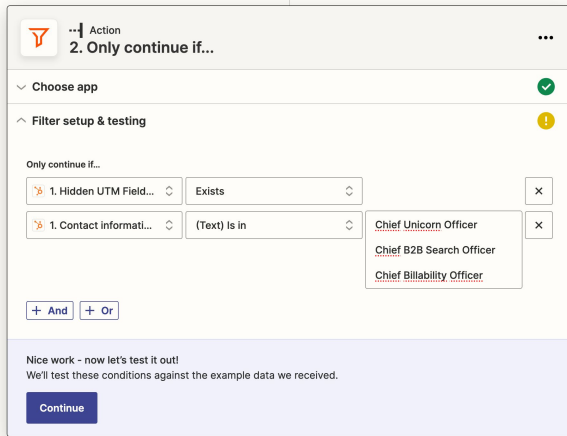
Hidden UTM Fields: gclid ✕

Choose value... ✕

Refresh fields Continue

3

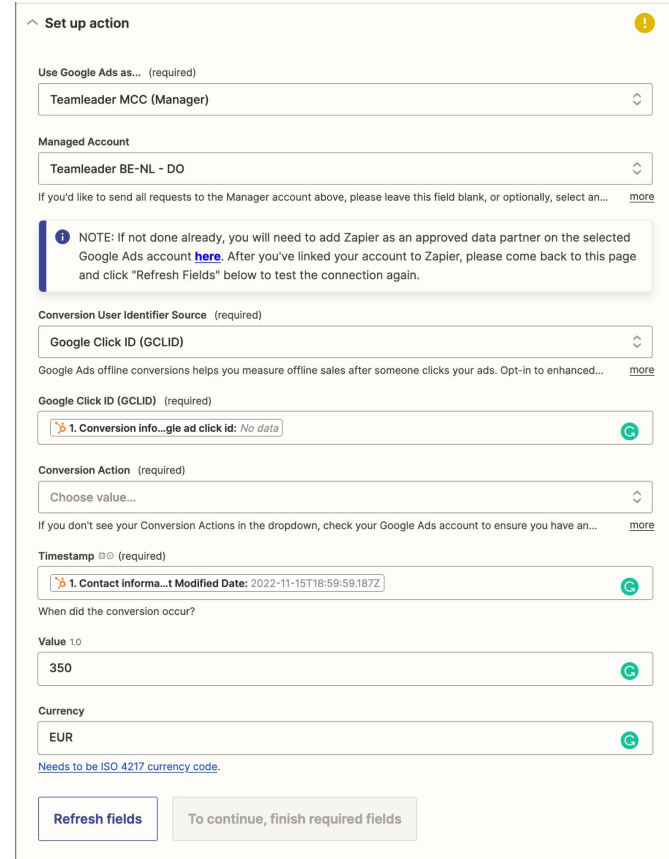
Filter for gclid to exist and add any data that's interesting for you. (e.g. Job Title, Lead Score...)



The screenshot shows the Zapier 'Filter setup & testing' interface. At the top, it says 'Action 2. Only continue if...'. Under 'Choose app', there is a green checkmark. The 'Filter setup & testing' section has a yellow warning icon. It contains two filter conditions: '1. Hidden UTM Field... Exists' and '1. Contact informat... (Text) Is in'. A dropdown menu is open for the second condition, showing 'Chief Unicorn Officer', 'Chief B2B Search Officer', and 'Chief Billability Officer'. There are '+ And' and '+ Or' buttons. At the bottom, a message says 'Nice work - now let's test it out! We'll test these conditions against the example data we received.' and there is a 'Continue' button.

4

Send an Offline Conversion to your Account.



The screenshot shows the Zapier 'Set up action' configuration screen. It includes several required fields: 'Use Google Ads as...' (Teamleader MCC (Manager)), 'Managed Account' (Teamleader BE-NL - DO), 'Conversion User Identifier Source' (Google Click ID (GCLID)), 'Google Click ID (GCLID)' (1. Conversion info...gle ad click id: No data), 'Conversion Action' (Choose value...), 'Timestamp' (1. Contact informa...t Modified Date: 2022-11-15T18:59:59.187Z), 'Value 1.0' (350), and 'Currency' (EUR). There are 'Refresh fields' and 'To continue, finish required fields' buttons at the bottom.

# En er is meer:

- **Conversion Value Rules:**  
*Extra conversie van een contact op je target list?*  
 *DING DING DING* 

Conditions you can set with conversion value rules			
Audiences	Geographic locations	Device	No condition (for select conversion goals)
Indicate the type of users that you know are higher value to your business through conversion value rules on first-party and Google audience lists.	Adjust values for conversions from users in different locations with conversion value rules on geographical location.	Adjust values for users converting on different types of devices with conversion value rules for devices.	Create unique value rules that only apply to store visit or store sales conversion actions.

# En er is meer:

- **Conversion Value Rules:**  
*Extra conversie van een contact op je target list?*  
🚨 *DING DING DING* 🚨
- **Enhanced Conversion Tracking**  
*gclid te moeilijk? Geef Google al je data.*

## Enhanced conversions for leads



1

User clicks on an ad and arrives on your site.



2

User **browses your site** and reads about your product/service.



3

User **fills in a form on your site** and becomes a lead for your business. Your website sends Google **hashed lead information** (e.g. hashed email address) that you specify.



4

You **store the lead information** in your CRM database.



5

When a lead converts (e.g. becomes a customer), you upload the hashed lead information. Google matches the hashed information back to the ad that drove the lead.

# En er is meer:

- **Conversion Value Rules:**  
*Extra conversie van een contact op je target list?*  
🚨 *DING DING DING* 🚨
- **Enhanced Conversion Tracking**  
*gclid te moeilijk? Geef Google al je data.*
- **Post-Cookie APOCALYPSE**  
*Maar dat hadden jullie al gelezen op [mijn blog](#) right? 😊*



Blog

## Server-to-Server Communication & Offline Conversion Tracking

Another way to do conversion tracking without the need for cookies is by using postback URLs. This relies on the advertising channel adding a unique click ID to the link that is being clicked. The information about the conversion is then being sent server-to-server back to the advertiser, leaving the browser or cookies out of the equation.

So for example, an advertising partner could put a link on their website towards this article appended with a unique clickID (e.g. '15768')

```
maavdnbo.com/blog/cookieless-future?clickID=15768
```

My systems record that clickID and keep it stored in my server. When this person converts, I can then POST that information back to the API of the advertiser.

```
postbackurl.com?clickID=15768&conversion_value=50
```

This Server-to-Server communication is the way the Conversion APIs from Facebook and Google work. You'll notice they'll always add a fbclid (Facebook Click ID) or gclid (Google Click ID) to links that are being clicked from their platform. This allows you to post back conversion data for that identifier.

If on your server, you store this Click ID with another identifier you have after the conversion (e.g. an e-mail address), you can keep sending later conversions back to the advertising platform. This is what the Offline Conversion Tracking by Google is all about. In Lead Gen Marketing this comes in very handy when for example an MQL turns into an SQL in your marketing & sales process, and you want to report back which campaign led to this SQL.

What's interesting with this technology is that it's also beneficial for the user itself as it removes the need for a lot of client-side tracking being loaded. By removing this and relying on server-to-server communication for tracking, websites will load faster in their



# Conversion Value & tROAS gebruiken

- Eigenlijk sturen we onze Bid Strategy naar het schietkraam.
- Het probeert zo veel mogelijk leads binnen te halen, maar wordt meer beloond voor de Leads die van hoge kwaliteit lijken te zijn.
- Daardoor stuurt het automatisch zijn biedingen bij **op basis van de data**.



**GIGGO**



A large, bold, black uppercase letter 'G' with a slightly irregular, hand-drawn appearance.

Garbage

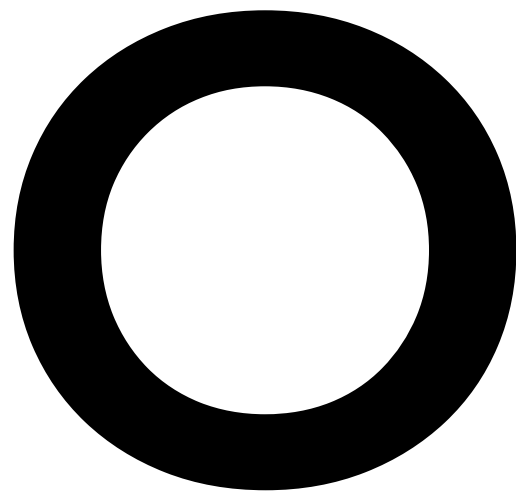
A large, bold, black uppercase letter 'I' with a slightly irregular, hand-drawn appearance.

In

=

A large, bold, black uppercase letter 'G' with a slightly irregular, hand-drawn appearance.

Garbage

A large, bold, black uppercase letter 'O' with a slightly irregular, hand-drawn appearance.

Out

# Agenda

- “Lead Generation”
- Je Sales Funnel in Google Ads
- **Rapportage & Analyse in B2B Sales**

# Rapportage

- Consistent dezelfde metrics, zelfde dimensies, zelfde attributiemodel.
- Vaste frequentie, vinger aan de pols.
- e.g. Wat is de gemiddelde CPA deze maand tot nu toe voor Campagne x?

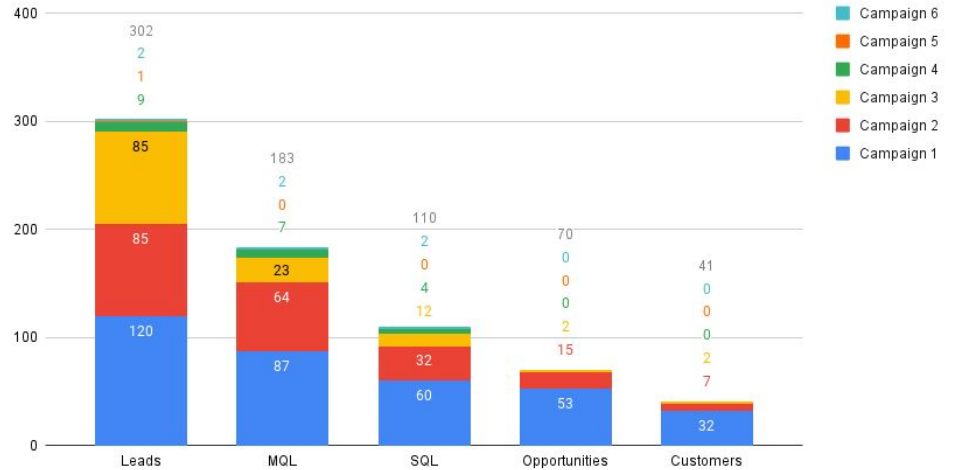
# Analyse

- Onderzoeken via verschillende metrics, dimensies en attributiemodellen.
- Op basis van een onderzoeksvraag.
- E.g. Waarom leidt campagne X tot veel MQL's, maar amper Opportunites?

# Rapportage

- Full Funnel (Cost) Metrics

Pipeline Generated in Month X to Date (Paid Search)

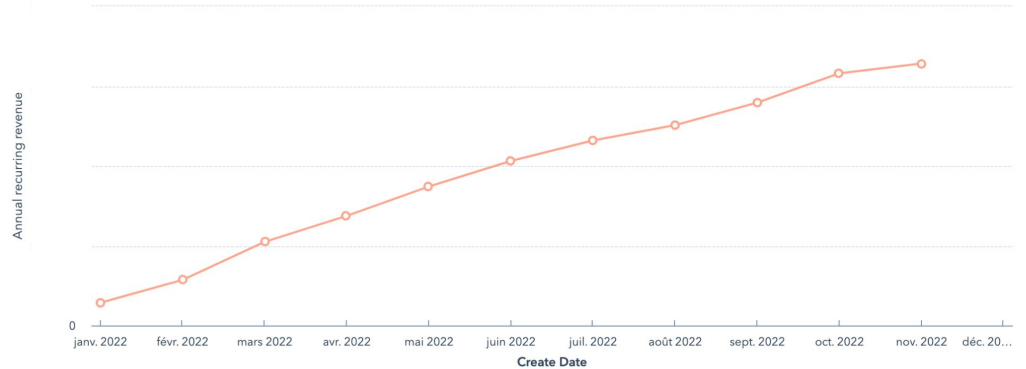


# Rapportage

- Full Funnel (Cost) Metrics
- Marketing Generated / Touched Pipeline & Revenue

Date range: This entire year | Frequency: Monthly

○ Annual recurring revenue



# Analyse



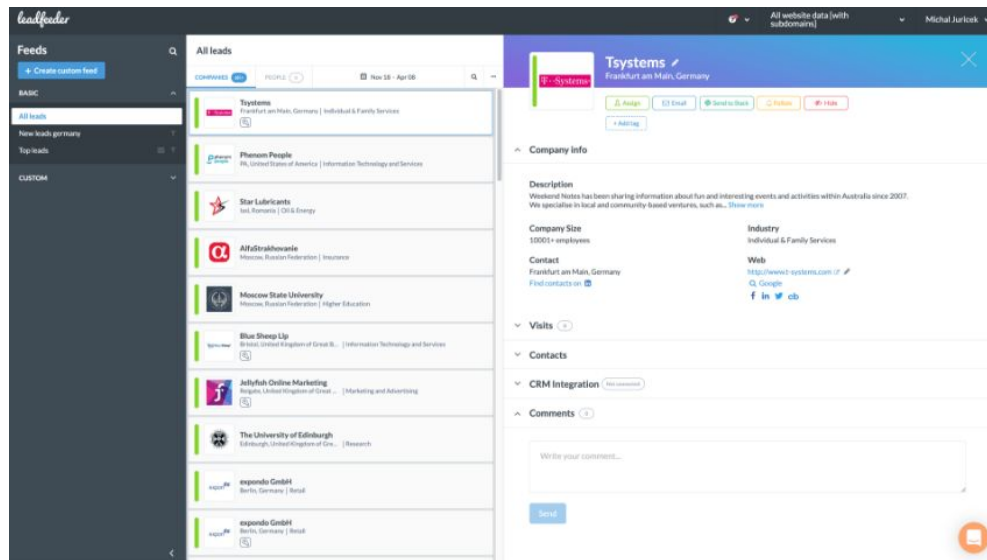
- Onderzoeken via verschillende metrics, dimensies en attributiemodellen.
- Op basis van een onderzoeksvraag.
- E.g. Waarom leidt campagne X tot veel MQL's, maar amper Opportunities?

# Traffic Identification via IP

Er is meer dan Leads.

“Iemand bij Company X  
klikte op je Google Ad voor  
Cluster Y.”

Interessant of nie of wel?



The screenshot displays the Leadfeeder web application interface. On the left, there is a sidebar with 'Feeds' and 'All leads' sections. The main area shows a list of leads, with the first one selected: 'Tsystems' (Frankfurt am Main, Germany) in the 'Individual & Family Services' industry. Below this, other leads are visible, including 'Phenom People', 'Star Lubricants', 'Aifidrisbkewands', 'Moscow State University', 'Blue Sheep Llp', 'Jellyfish Online Marketing', and 'The University of Edinburgh'. On the right, a detailed view of the 'Tsystems' lead is shown, including its description, company size (1000+ employees), contact information (Frankfurt am Main, Germany), and website (http://www.t-systems.com). The interface also features a search bar, filters, and a 'Company info' section.



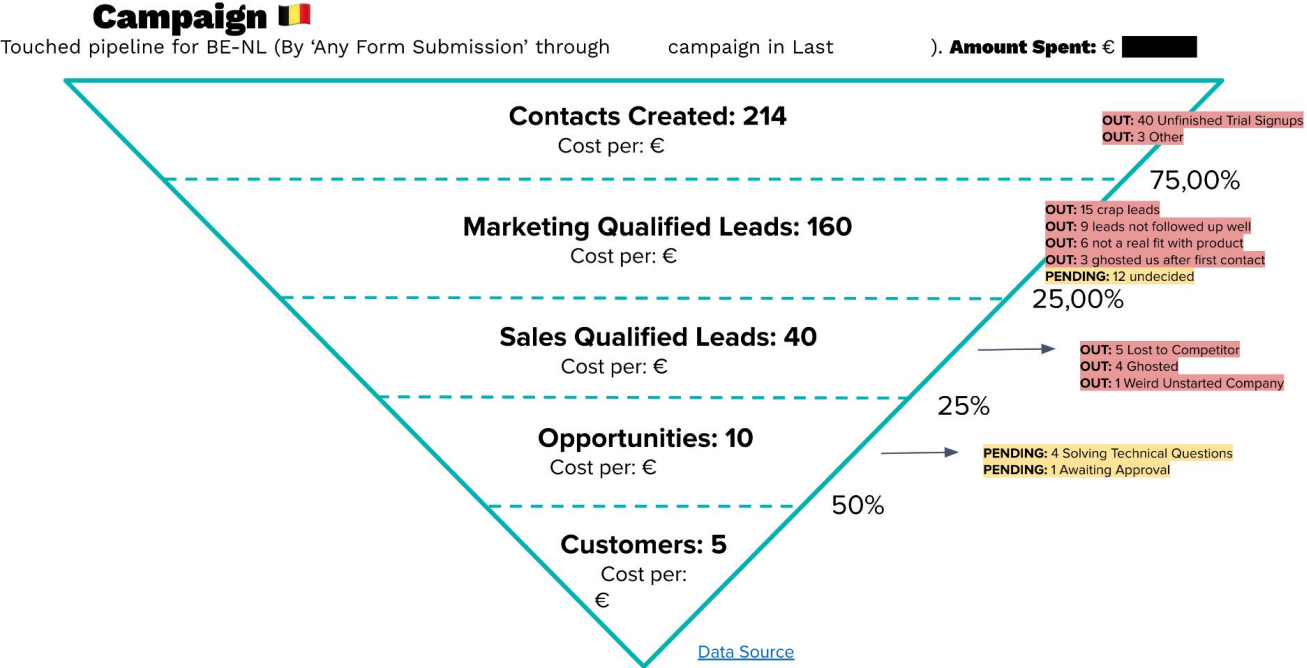
# Flow Mapping

Weet waarvan prospects kunnen komen, wat ze te zien krijgen, en waar dat moet naar leiden.





# Lost Lead Analysis



# Get Out of Your Account.



# Zelf doen?

<https://careers.teamleader.eu/o/paid-media-manager?qclid=mopje-hihi>



Teamleader

Our jobs Meet our team Latest news

Company website

work smarter

Get inspired

Paid Media Manager

Marketing

Job openings > Paid Media Manager

## Paid Media Manager

### Job description

- **Role:** Paid Media Manager
- **Scope:** own our paid media strategy, budget and execution across our key markets
- **Level:** mediator/senior
- **Location:** Ghent, Belgium or Amsterdam, the Netherlands; hybrid setting possible

### Who are we and why should you care?

Teamleader is a **SaaS scale-up** founded in 2012 in Ghent, Belgium. With **Teamleader Focus** we simplify work for small businesses by offering an all-in-one solution for CRM, project management and invoicing. **Teamleader Orbit**, acquired in 2019, focuses on helping medium-sized agencies thrive. By joining forces, we became **the logical choice for any European business**, big or small, that aims to automate and simplify work. Find out more about **Teamleader as a company**, our **products** and **why** you should consider applying, [here](#).

### We're looking for a Paid Media Manager to join us on our mission.

In today's market, **most new business relationships start with** a challenge, an interest, a first touch, a keyword search, a **click**. When that happens, we want to **stand out of the crowd**. You know what it takes to **make that happen**.

**As a Paid media Manager at Teamleader, you will:**

- own our **paid media strategy** (SEA, paid social), budget and execution across our key markets (Belgium, Netherlands, France, Germany including keywords, bid strategy, competitive, CPL/CRA, optimization, etc.

Apply for this Job

Apply with Indeed

Meld u aan om te solliciteren met LinkedIn

Aanmelden met LinkedIn

SHARE THIS JOB OPENING

LINKEDIN FACEBOOK TWITTER