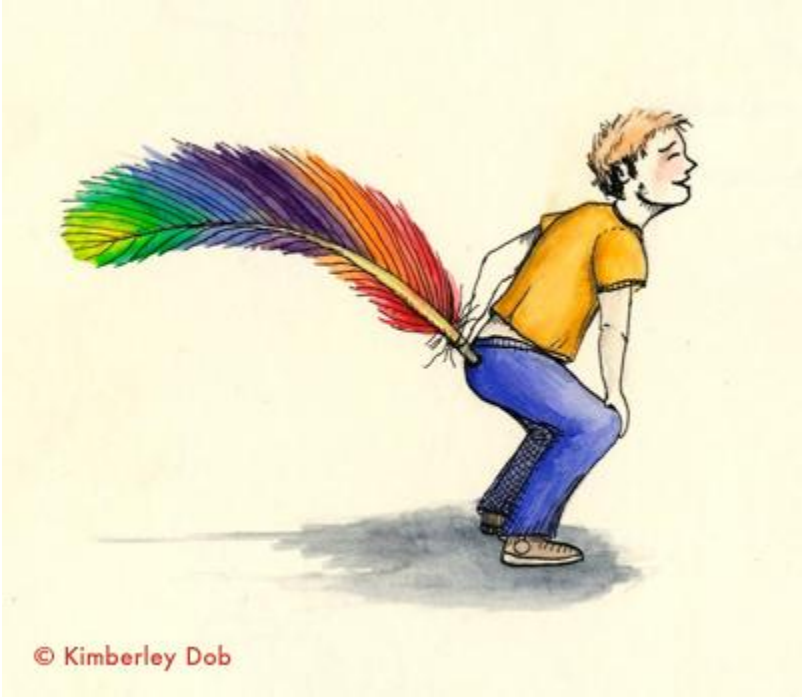
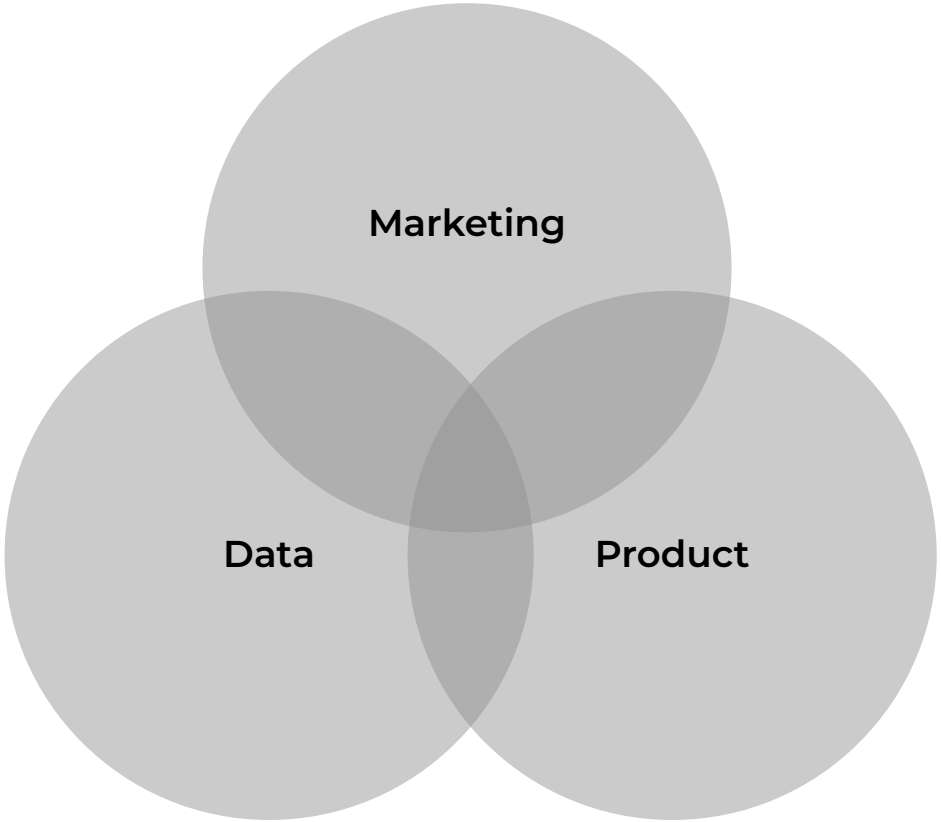
Hi, ik ben Maarten 👋

Ik na de aankondigingen van Xaveer & Mathias.




Marketing
Data
Product

Voor deze B2B SaaS toppers en meer

ROI van je SEA campagnes in een complex B2B aankoopproces

Attributie en daar voorbij. 👨‍🚀

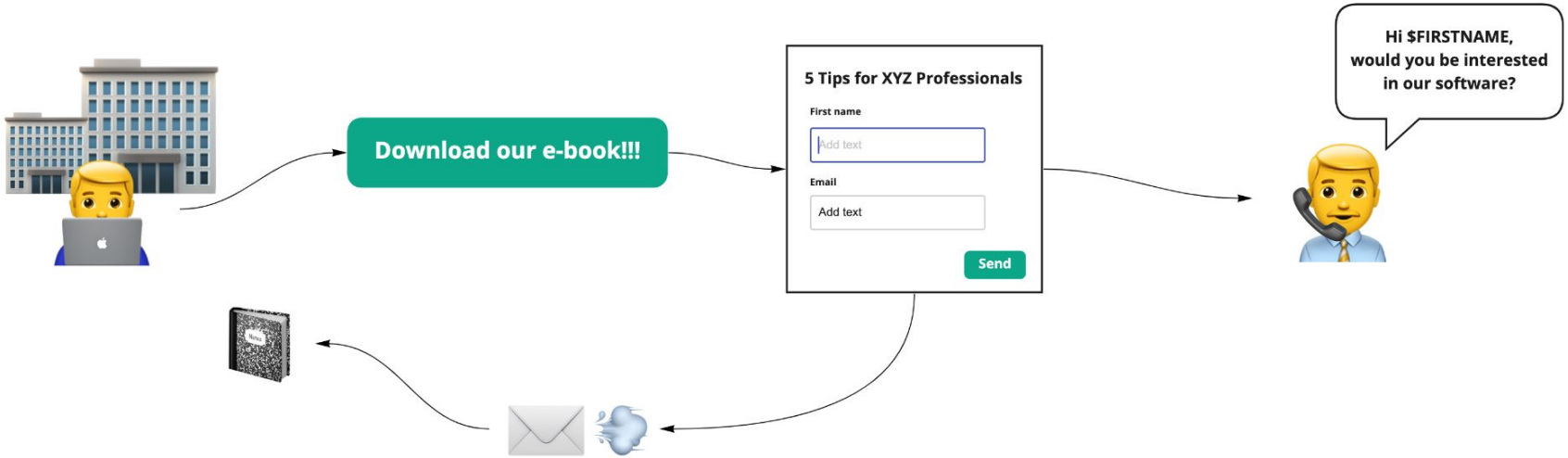
Agenda

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

Agenda

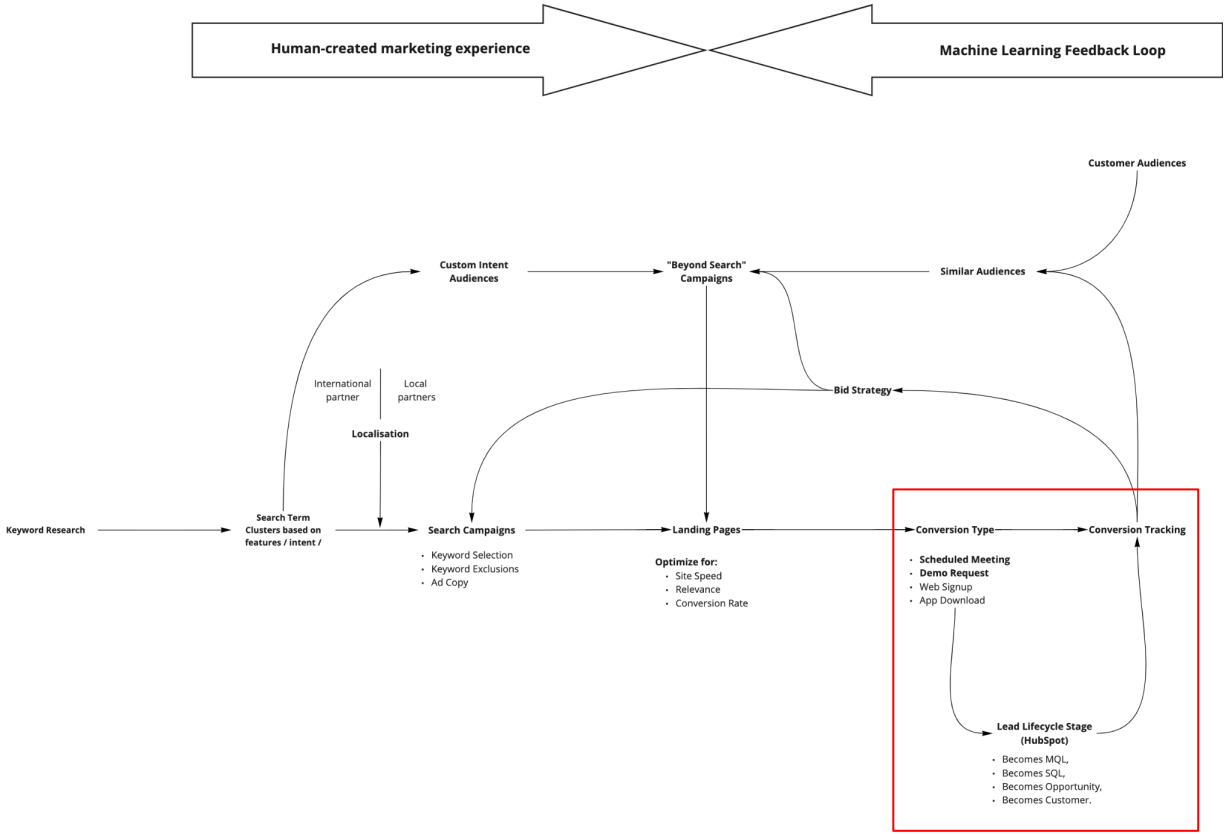
- **“Lead Generation”**
- Je Sales Funnel in Google Ads
- Rapportage & Analyse in B2B Sales

“Lead Generation”



“Lead Generation”

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



FREDERICK VALLAEYS

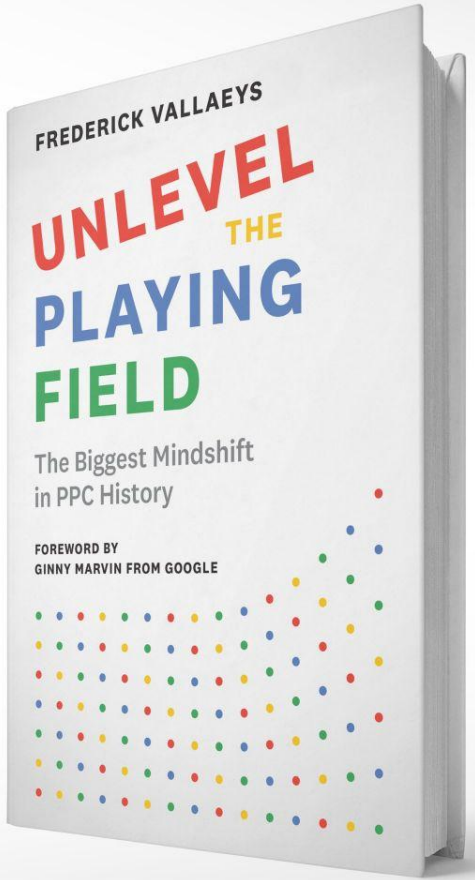
UNLEVEL THE PLAYING FIELD

The Biggest Mindshift in PPC History

FOREWORD BY GINNY MARVIN FROM GOOGLE

BUY IT NOW AT amazon.com

AVAILABLE NOW



Sales Funnel

Someone filled in a form.

Leads

Marketing Qualified Leads

The Lead fits the Ideal Customer Profile, Buyer Persona.

The MQL has shown intent to buy..

Sales Qualified Leads

Opportunities

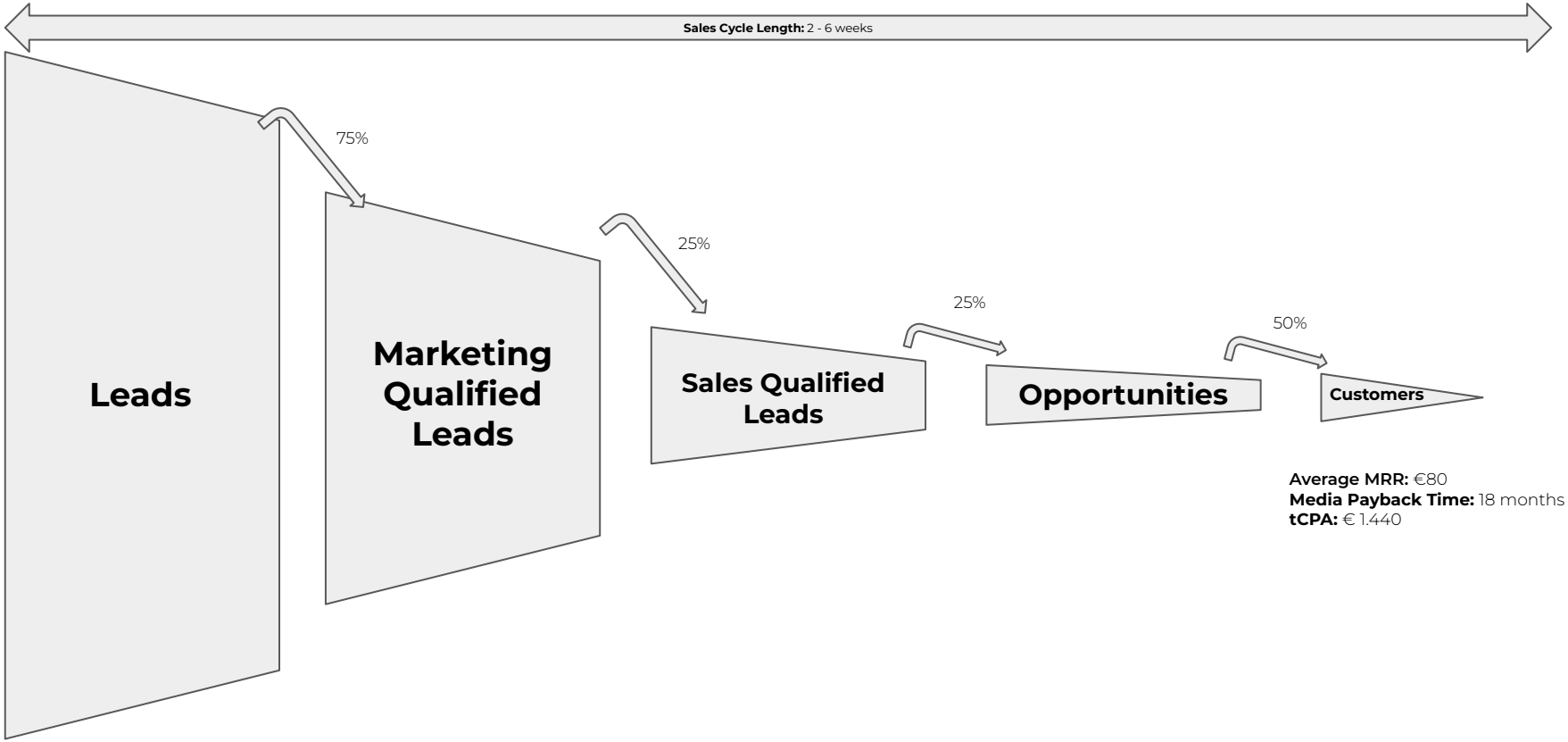
The Sales Representative has smelled money... 🤑

And technically a Deal is created.

The deal is done.

Customers

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.

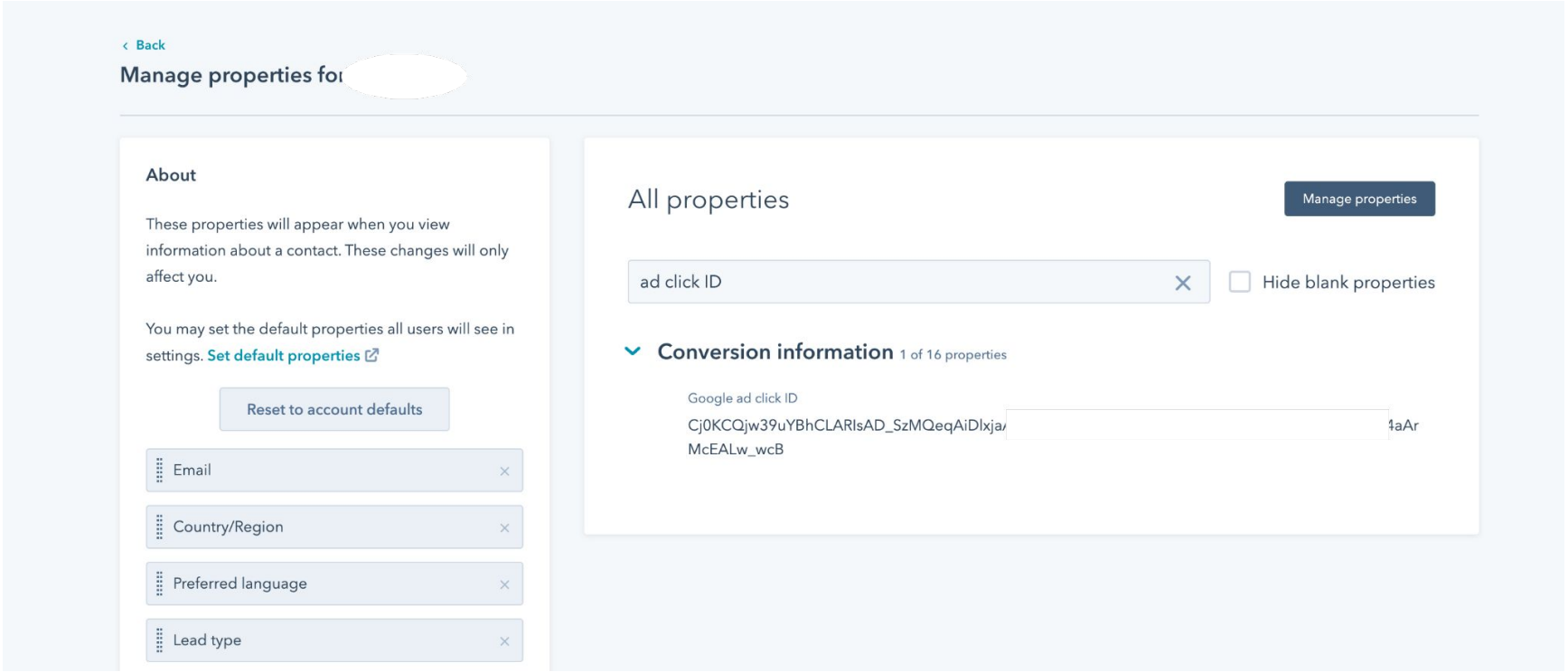
URL Tracking Templates

https://www.teamleader.be/focus/nl-be/
?keyword=teamleader
&campaignid=
&adgroupid=
&creative=
&device=c
&utm_source=adwords
&utm_term=teamleader
&utm_campaign=
&utm_medium=

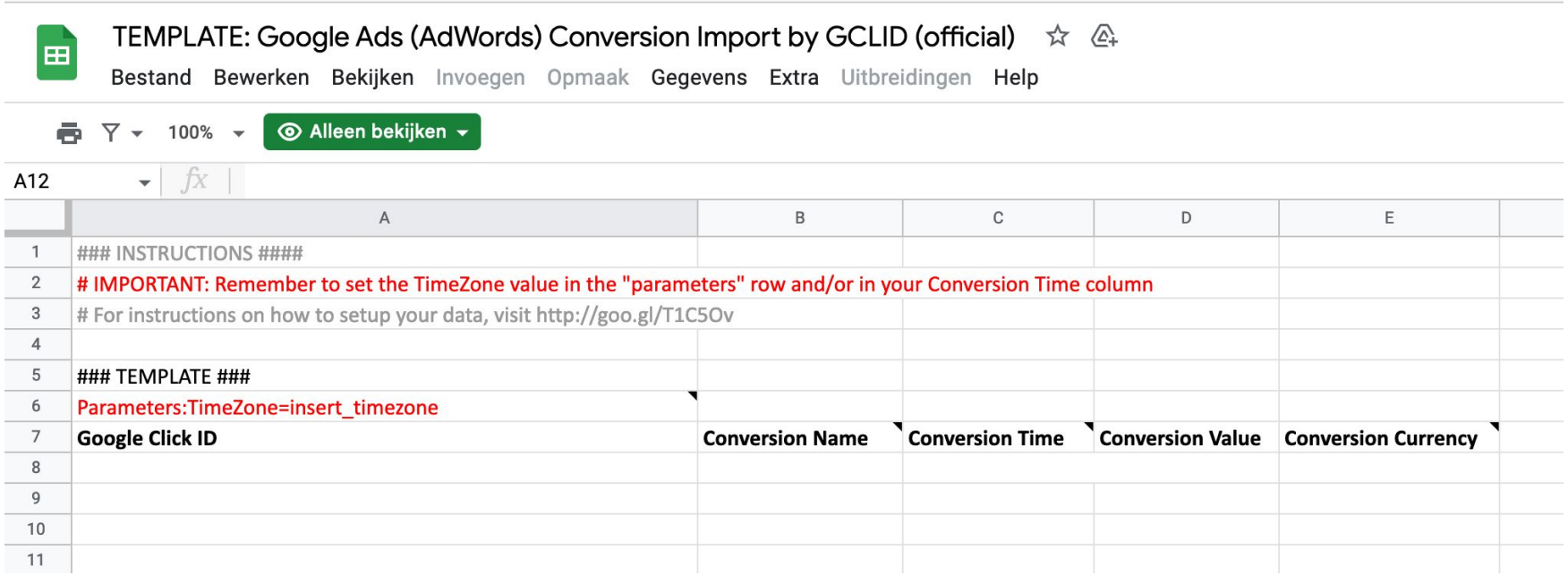
&hsa_ad=
&hsa_ver=3
&hsa_cam=
&hsa_mt=e
&hsa_grp=
&hsa_acc=
&hsa_kw=teamleader
&hsa_src=g
&hsa_tgt=kwd-
&hsa_net=adwords

&gclid=EAIaIQobChMIjM2mkqmm-wIV6oODBx311A90EAAYASAAEgLNQPD_BwE

URL Tracking Templates



Importeer Offline Conversies



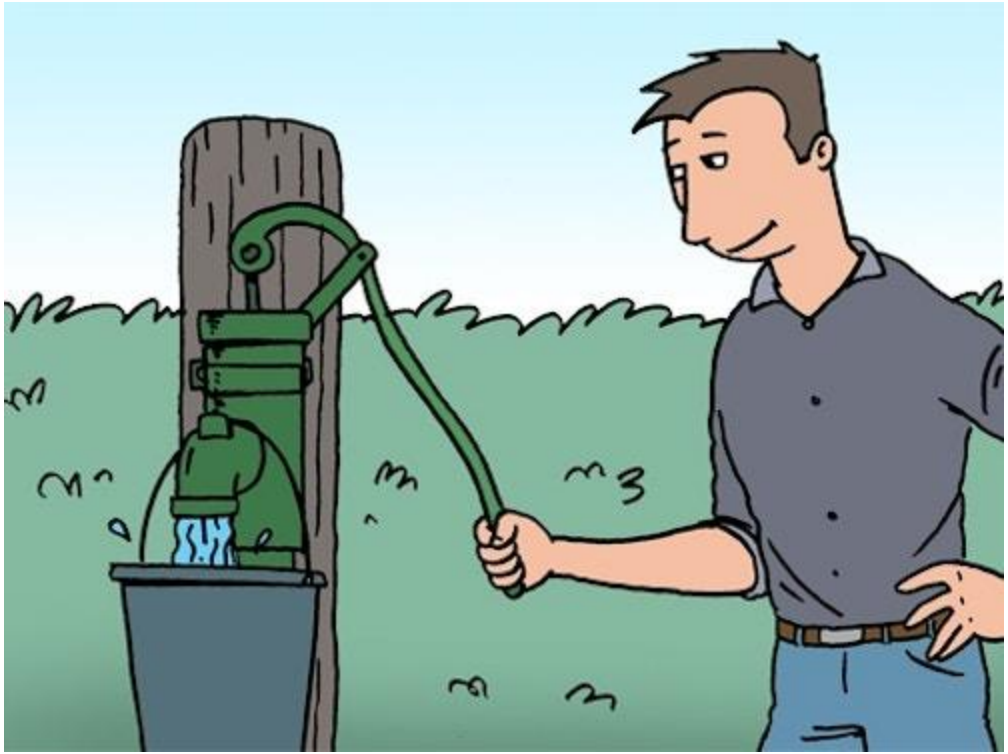
TEMPLATE: Google Ads (AdWords) Conversion Import by GCLID (official)

Bestand Bewerken Bekijken Invoegen Opmaak Gegevens Extra Uitbreidingen Help

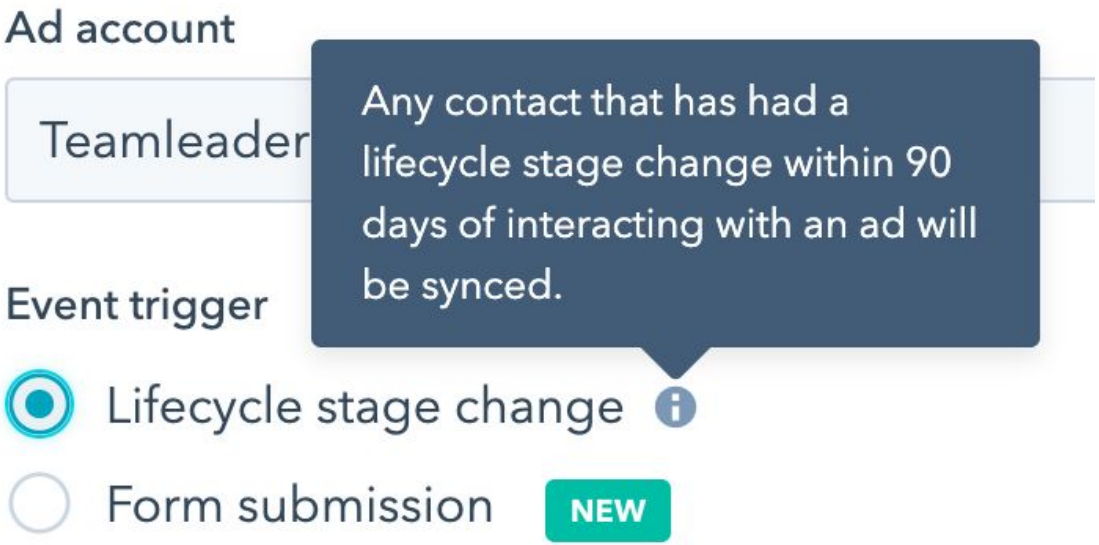
100% Alleen bekijken

A12

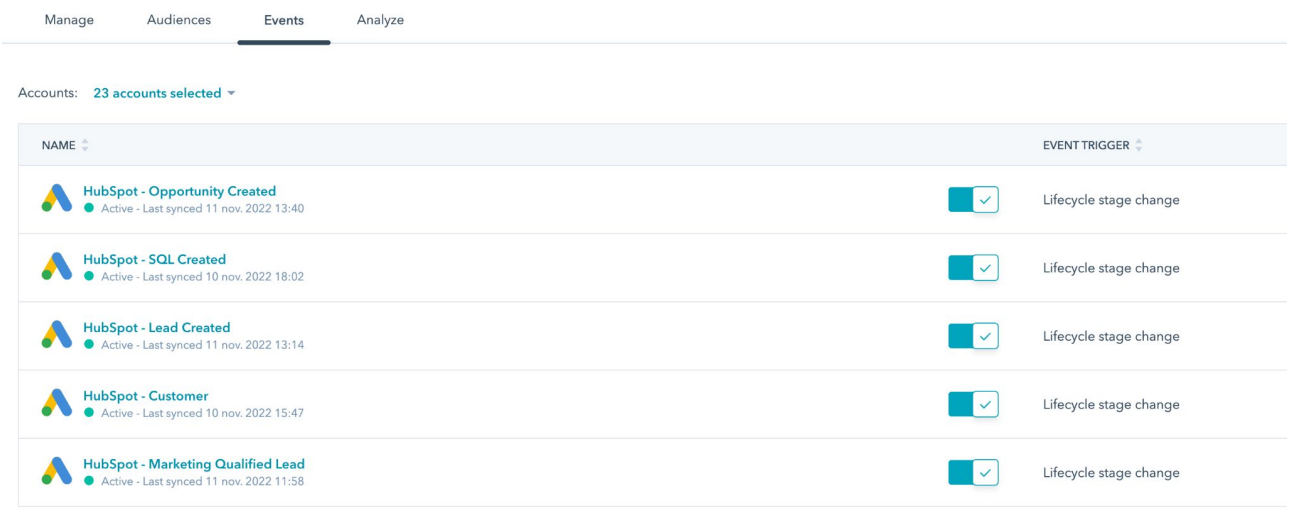
	A	B	C	D	E
1	### INSTRUCTIONS ####				
2	# IMPORTANT: Remember to set the TimeZone value in the "parameters" row and/or in your Conversion Time column				
3	# For instructions on how to setup your data, visit http://goo.gl/T1C5Ov				
4					
5	### TEMPLATE ###				
6	Parameters:TimeZone=insert_timezone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



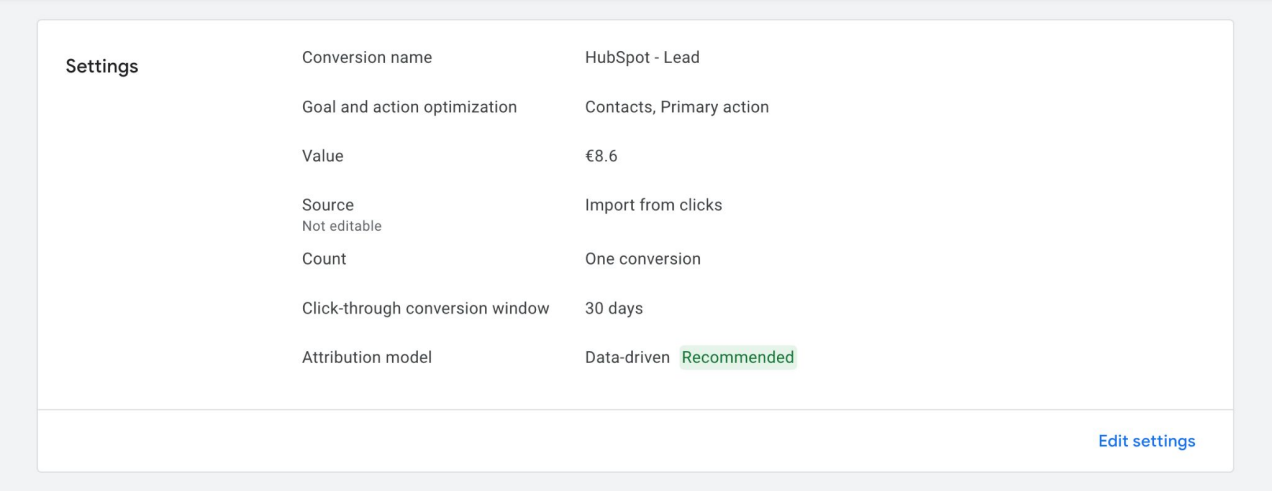
Let op met lange Sales Cycles!



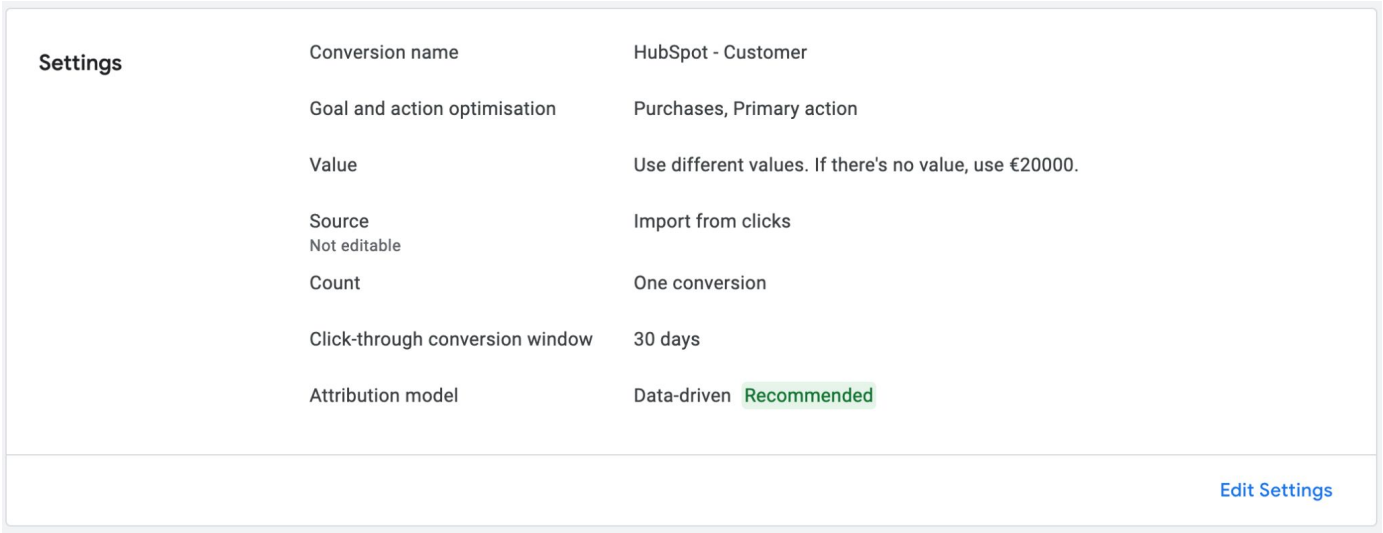
Automatisch via CRM



Juiste Conversie-window & Attributie Model



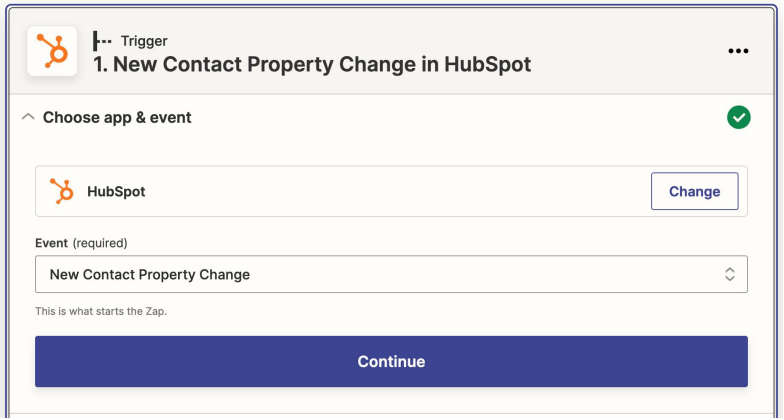
Not all Customers are created equally



Settings		
	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 Recommended

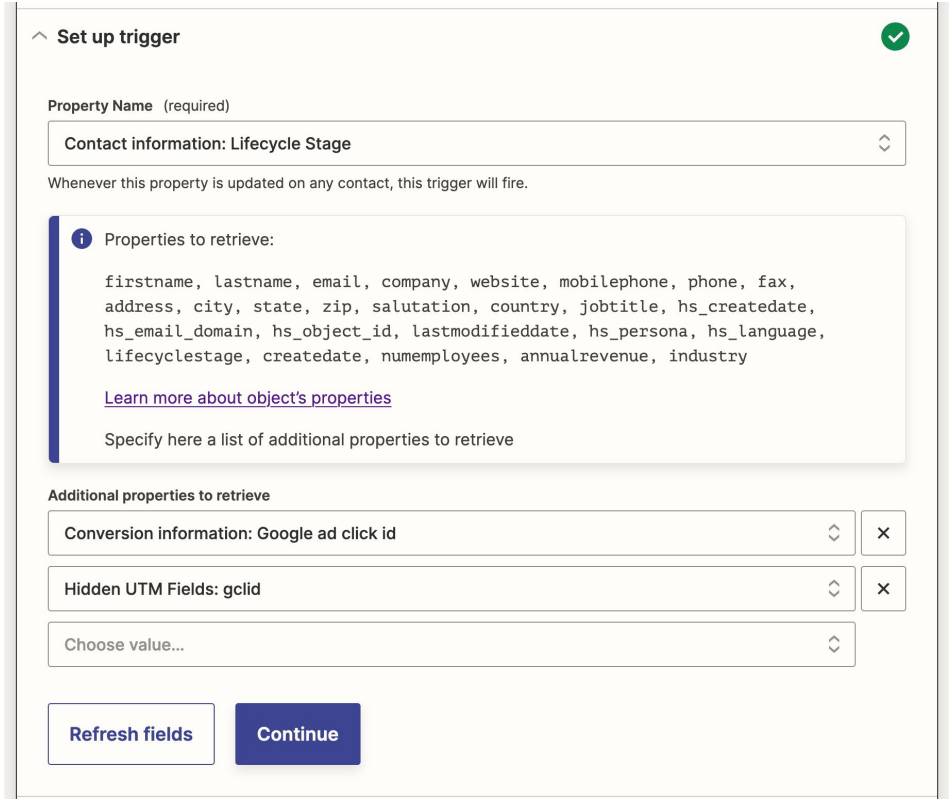
Edit Settings

DIY with Zapier



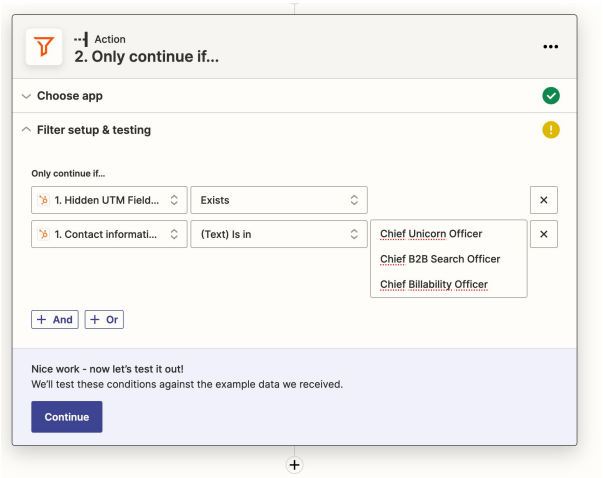
1 **Trigger an event with a Lifecycle Stage change.**

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



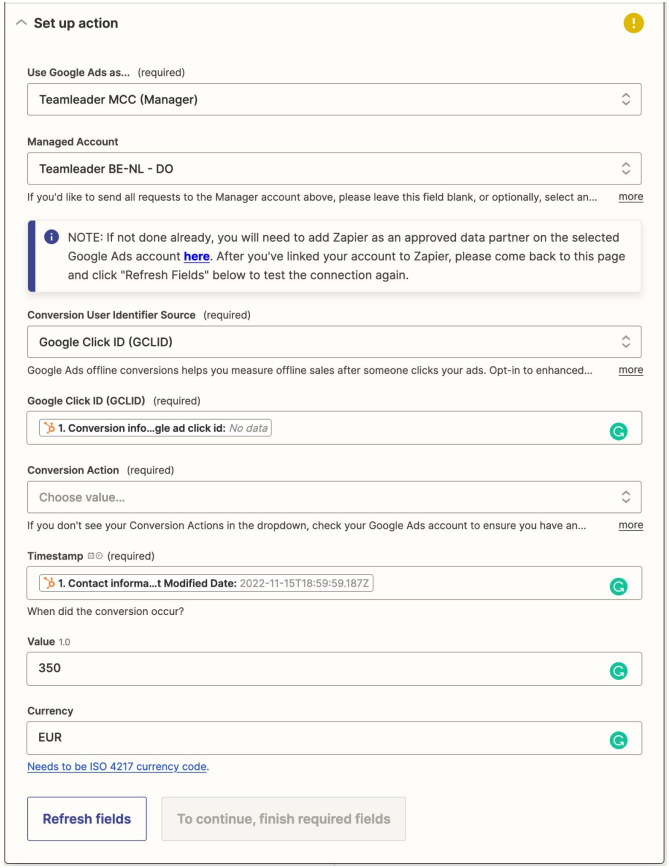
3

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



4

Send an Offline Conversion to your Account.



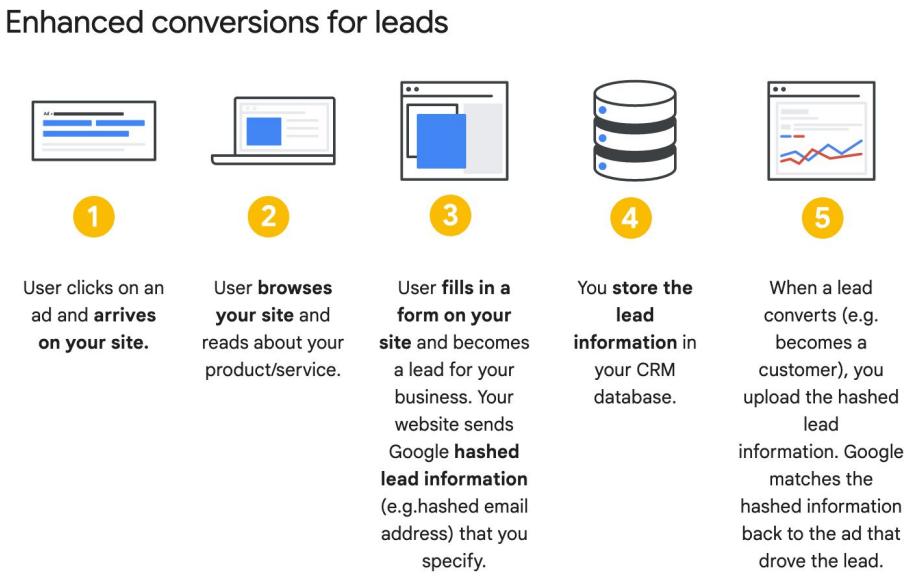
En er is meer:

- **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.

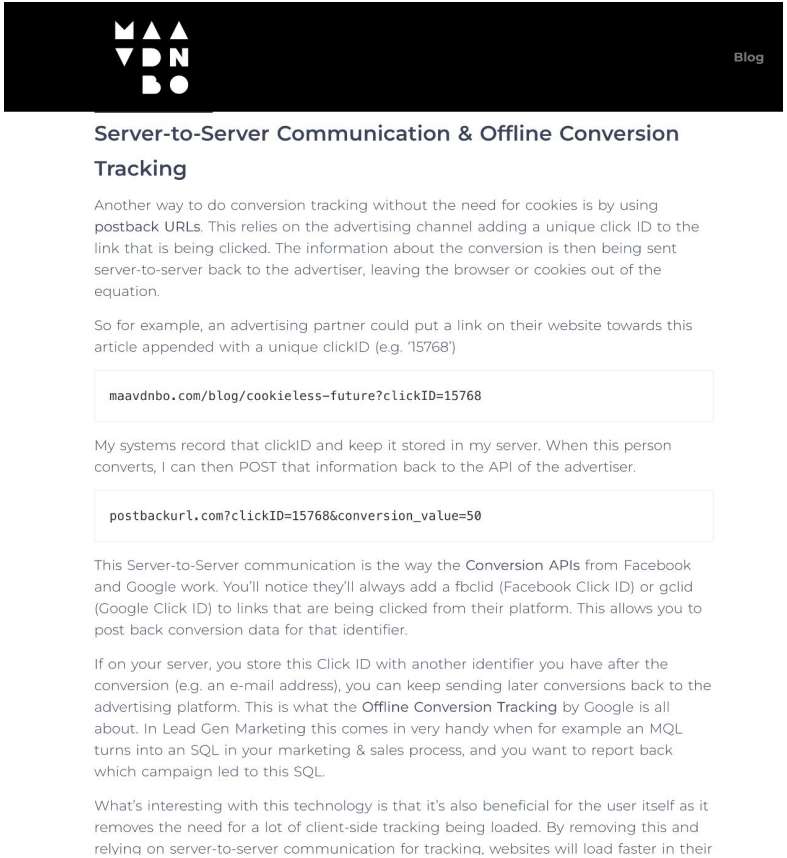
En er is meer:

- **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.



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**.

GIGO

GIGO

Garbage In = Garbage Out

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Rapportage

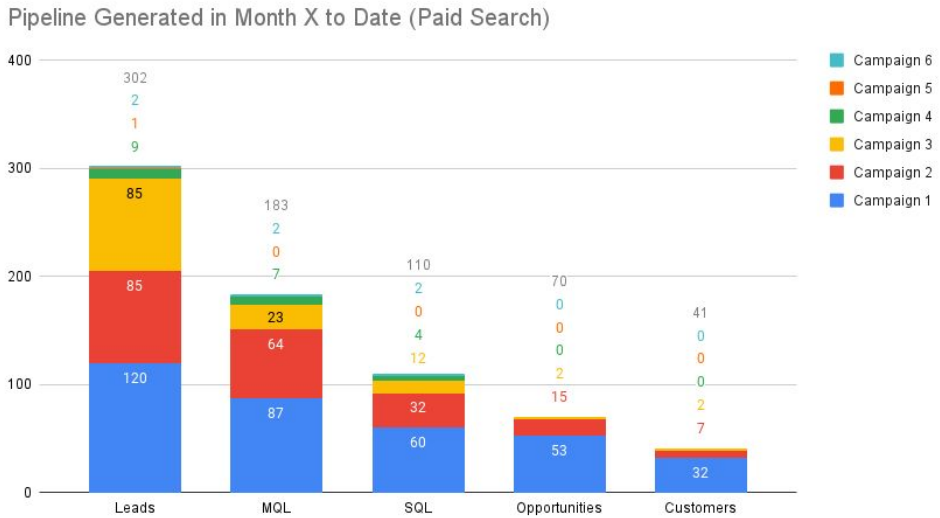
- Consistent dezelfde metrics, zelfde dimensies, zelfde attributiemodel.
- Vaste frequentie, vinger aan de pols.
- e.g. Wat is de gemiddelde CPA deze maand tot nu toe voor Campagne x?

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 Opportunities?

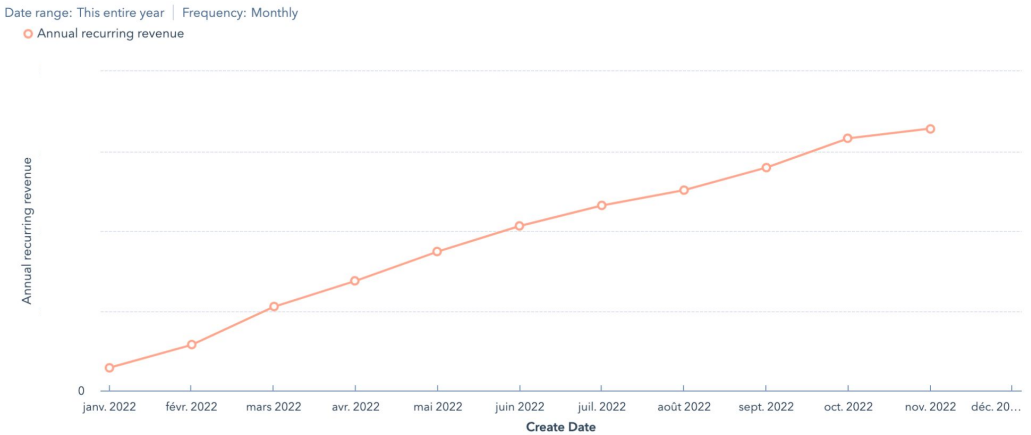
Rapportage

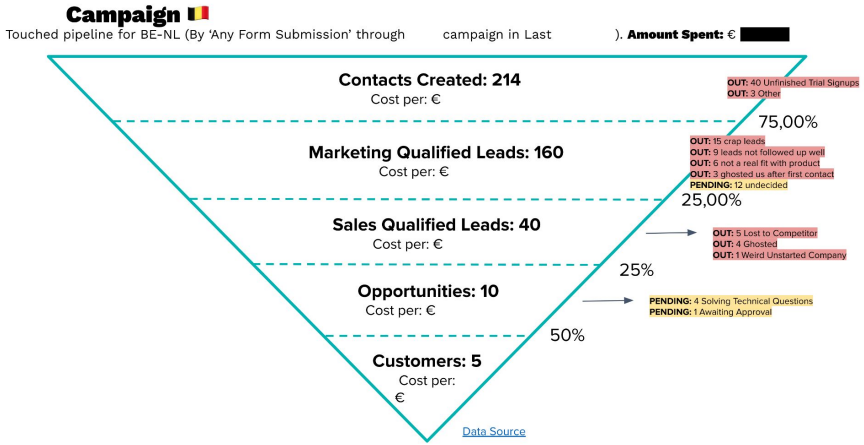
- Full Funnel (Cost) Metrics



Rapportage

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





Analyse

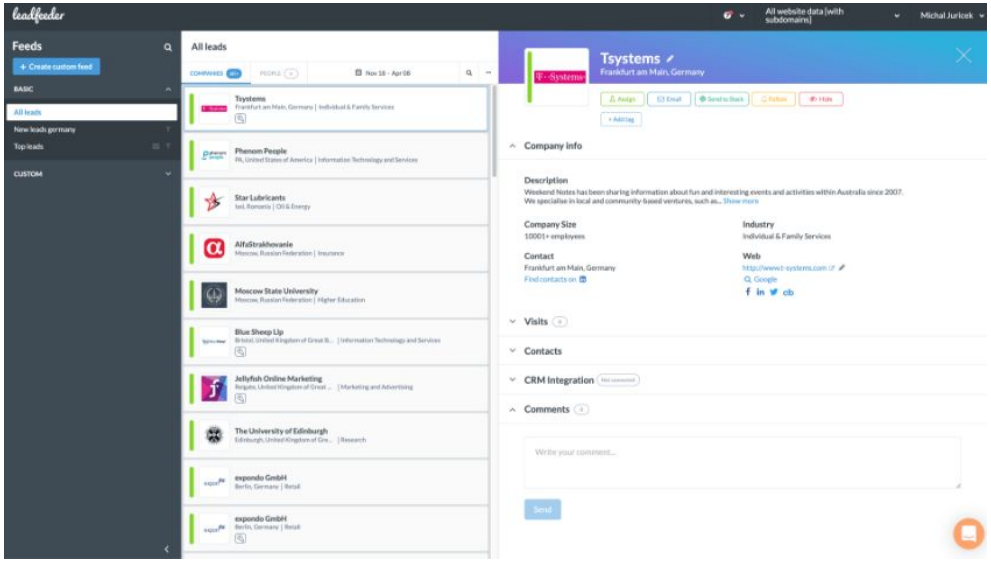
- Onderzoeken via verschillende metrics, dimensies en attributiemodellen.
- Op basis van een onderzoeksvraag.
- E.g. Waarom leidt campagne X tot veel MQL's, maar amper Opportunities?

Traffic Identification via IP

Er is meer dan Leads.

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

Interessent of nie of wel?

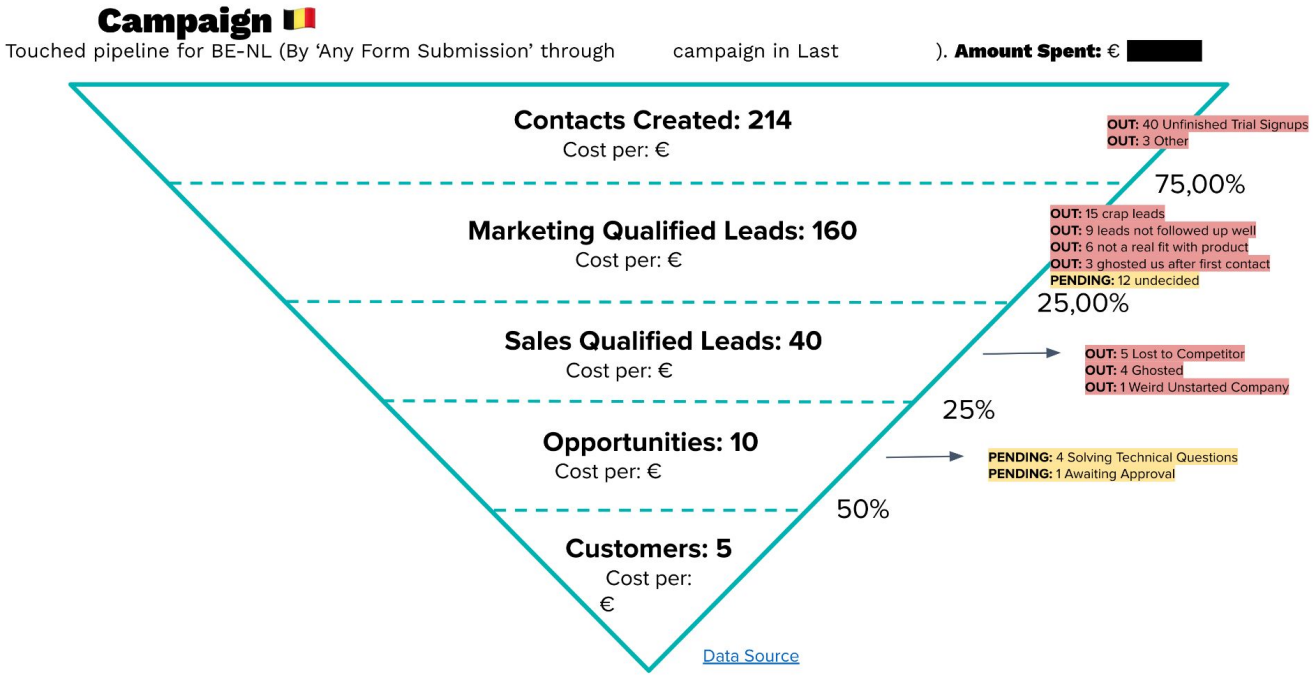


leadfeeder Leadinfo Albacross

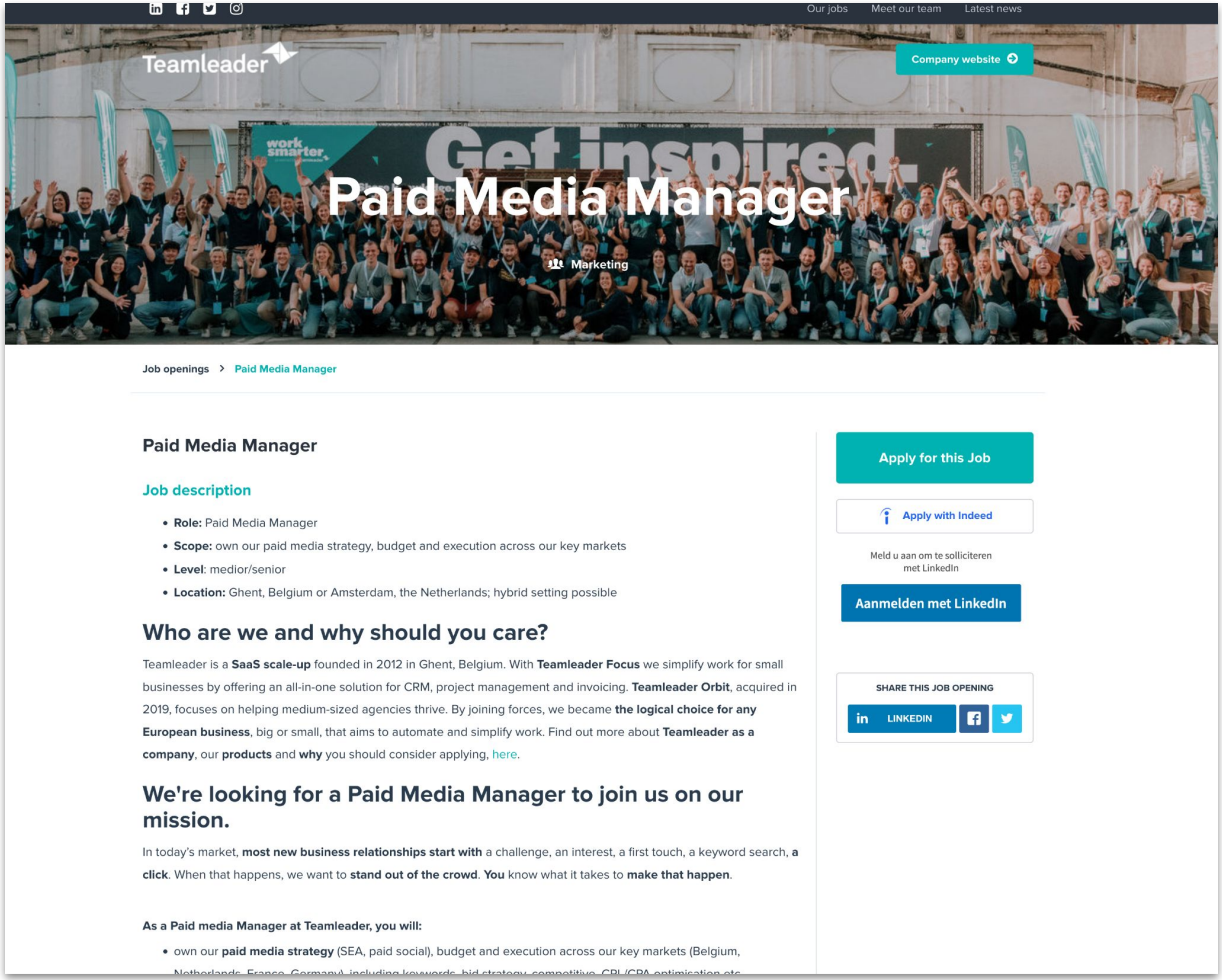
Flow Mapping

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?gclid=mopje-hihi