

Key B2B Analytics Metrics

Discover the key metrics for each stage of your marketing funnel and track your marketing campaign's results more accurately.

Universe

What is the size of the prize?

How do you estimate the size of your B2B marketing opportunity, and why does it matter?

Research has shown that typically only 5% of a B2B audience is active in the market at any given time.

Knowing the size of your total addressable market (TAM) will help you better execute your campaigns and determine the best metrics to track and evaluate their performance.

Some example metrics to consider when targeting a niche B2B audience include:

Search Volume

specific to your product or service and your brand.

Site Traffic

including traffic to your website and those of your defined competitors.

Audience Profiling

for understanding the characteristics and needs of your target audience.

Reach

How many people in your audience see your marketing?

Reach is the number of people in your target audience and TAM that you can communicate with. It is influenced by factors such as budget, channels and targeting.

Surveys and indicators such as brand search terms can provide valuable insights, but regular pulse research is the most effective way to gauge what prospects know about your brand.

We recommend using the **Brand Asset Validator** model for this type of research. For example, if you have a large TAM but a low reach, you may need to invest more in increasing your visibility and awareness. If you have a small TAM and a high reach, you may need to focus more on the quality and relevance of your messages.

Some example metrics to consider when measuring reach and brand awareness include:

Impressions

The number of times your content is displayed to your target audience.

Perception Surveys

Regular surveys asking prospects what they know about your brand.

Branded Search Analysis

The number of searches for your brand or product-related terms.

Engage

How many people from your audience are in your marketing funnel?

Engagement is the process of attracting and nurturing your target audience with relevant and valuable content. It is also the key to converting prospects into leads and customers.

Engagement can be divided into three stages: Top of Funnel, Middle of Funnel, and Bottom of Funnel. Each stage has different goals and metrics that you can use to evaluate your engagement performance and optimise your content strategy.



Action

How does this impact your business?

The action is the result of your marketing efforts and how they affect your business outcomes and reputation. These metrics look at the perception and preference of your product and company among your TAM.

To measure your marketing impact with revenue and revenue-driving metrics, you will need to track the following:

Monthly Recurring Revenue (MRR)

Revenue Churn

Conversion Rate

What else should you consider?

For a B2B brand, high satisfaction leads to advocacy and referrals, which are the most effective way to generate more business.

To measure your customer satisfaction, you will need to track the following:

Lifetime Value

Customer Satisfaction Surveys

Net Promotor Scores (NPS)

Repeat Business Run Rates

By using our model to gain an end-to-end view of the marketing process, you can identify and track the most important metrics for your campaigns.

If you would like to see how Velo can help you with not only setting these KPIs but also achieving them effectively and efficiently, contact us today here.

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