

Top-Line B2B Marketing KPIs - www.burwellconsult.com

ROI =
£ spend : £ gross revenue

Awareness	Interest	Engagement	Pipeline
Brand	Website traffic - views	Content views	MQL
Share of voice/news media %	Company pages #	Top-of-Funnel/thought leadership #	#
Share of voice/social media %	Industry pages #	Mid-Funnel product/best practice #	£
Search results ranking index #	Product/solution pages #	Product specifications #	SAL
	Case Studies #	Contact capture	#
Earned Media	Blog/thought leadership #	Content downloads #	£
Media articles #	Events pages #	Event sign-ups #	SQL
Media articles reach #	Campaign landing pages #	Newsletter sign-ups #	#
Analyst reports #	Social traffic	Demo sign-ups #	£
	Likes/comments/shares #	Contact Us forms #	Closed Lost
Owned Media	Paid Media Click-Throughs	Social engagement	#
Website visitors #	From paid search #	Followers #	£
Social sites visitors #	From ads #	Email Click-Through Rates	Deals
	From 3 rd party sites/syndication #	Newsletter/regular #	#
Paid Media	Email Open Rates	Campaigns #	£
Reach #	Newsletter/regular #	Sales engagements	Marketing/Comms/DG Spend
	Campaigns #	Content used #	£