

How to Measure Success with Terminus

Measuring success with Terminus requires a different approach and a different set of metrics than other forms of digital advertising. Instead of focusing on traditional lead-based metrics such as net new leads and form fills, success with Terminus is defined by taking an account-based marketing approach, which means measuring influence on pipeline and revenue. This guide will help you better understand what success with Terminus looks like and how to measure it within your organization.

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WHAT TO MEASURE WITH TERMINUS

The Big Three - Progression Rate, Pipeline Velocity, and Revenue

While there are many different kinds of Terminus campaigns you can run each with their own goals and metrics, all of those metrics contribute in some way to the three overarching goals of ABM:

Progression Rate: Did a higher percentage of target accounts progress to the next positive stage in the pipeline?

Pipeline Velocity: Did Terminus help move accounts through the sales cycle quicker, enabling my team to close deals faster?

Revenue: Did Terminus impact pipeline velocity and progression rate in a way that helped generate more revenue?

These metrics will take time to show results, which is why you'll need to commit to an ABM program, Terminus included, for a long enough period of time to be able to measure success. We recommend running Terminus campaigns for at least as long as your sales cycle before you begin measuring effectiveness.

Examples of Terminus Success Metrics and KPIs:

Here are some key indicators of the impact Terminus is having on different areas of your sales process that directly contribute to progression rate, pipeline velocity, and revenue.

- Increase in meetings or appointments set
- Increase in website engagement (i.e. longer time on page, more page visits)
- Increase in reach within target accounts
- Increase in opportunity creation
- Increase in win rate
- Increase in impact of other marketing and sales activities; such as email open rates and quality of calls
- Decrease in time between stages
- Decrease in funnel "leakage"

Metrics to Avoid When Measuring Terminus Campaign Performance

When our customers implement Terminus campaigns, we want to set the right expectations up front. Because we are an ABM platform, Terminus does not translate to traditional “lead-based” goals and metrics. While these metrics may indicate success for other marketing campaigns outside of Terminus, here are a few metrics that should not be used to track success of Terminus campaigns:

- Net new leads generated
- Form fills, conversions on web page
- Traditional ad metrics such as clicks, CTR, CPC, CPM. These metrics are still indicators of engagement and shouldn’t be disregarded completely, though should not be indicators of success.

Why? Display advertising is not an ideal channel for solely lead generation and Terminus is not a lead acquisition tool. Terminus ads are used to influence and engage decision-makers at your target accounts and should not be used in a silo all by themselves. When used in tandem with other marketing activities as well as sales outreach, they will have a huge impact on those other channels, as well as an overall increase in engagement that leads to an impact on revenue.

Metrics to Track by Strategy

Based on the type of campaign you’re running, here’s a deeper dive into some of the metrics our customers use to track success. While some of these metrics can be viewed in your Terminus account, some may also require reporting from your CRM or other external data source. There are also lots of other types of campaigns you can run, but these are the most common campaigns we see our customers running.

Pre-Targeting	Account Nurture	Pipeline Acceleration	Wake the Dead	Land & Expand	Renewal & Upsell
Generate awareness with cold / net-new accounts to improve outcomes for outbound campaigns.	Increase demand for your offering and drive opportunity creation. Engage key stakeholders throughout the account to increase conversion to sales pipeline	Move opportunities quicker through your sales cycle by targeting opportunities in specific stages of your sales cycle.	Re-engage opportunities that have gone silent or dead to build pipeline and get those deals to close.	Get into an account and then expand to multiple contacts within those accounts to win more business.	Ensure your customers are getting the most out of your product or service, turning them into advocates of your brand.
<ul style="list-style-type: none"> • # of meetings set • % of accounts that show engagement • # of target accounts that attend an event or webinar 	<ul style="list-style-type: none"> • Opportunity conversion rate • Pipeline created 	<ul style="list-style-type: none"> • Win rates • Opportunity stage conversion • Sales cycle length • Revenue 	<ul style="list-style-type: none"> • Pipeline generated • Win rates • Revenue 	<ul style="list-style-type: none"> • New revenue • % of new revenue influenced • Churn rate 	<ul style="list-style-type: none"> • New revenue • % of new revenue influenced • Churn rate

HOW TO MEASURE EFFECTIVENESS OF TERMINUS

Now that you've identified what you're measuring, there are two different options for how to measure the success of your Terminus campaigns.

Option 1: Compare Terminus Results to Baseline Metrics

To measure the success of your efforts with Terminus, this option gives you a glimpse of before and after implementing Terminus. Here are a few baseline metrics that could be used as a comparison to metrics after Terminus:

- Over several sales cycles
- Average for the present quarter (be sure to take into account seasonal behavior differences)
- Most recent time-period comparison (i.e., time-series approach; e.g., compare to last 3 months)

Note: Beware of time-period bias and make sure that the baseline metrics you choose provide an accurate control to compare Terminus results against.

Here are metrics to look at and compare baseline results with Terminus-influenced results.

- **Progression Rate:** Did your Terminus campaign increase the number of target accounts that progressed to the next stage compared to your baseline average progression rate for that stage?
- **Sales Velocity:** Did the accounts in your Terminus campaign have a shorter sales cycle than your baseline average?
- **Pipeline:** Did Terminus help you create more pipeline (dollar amount) than your baseline average?
- **Pipeline Retention:** Did your Terminus campaigns help you decrease pipeline leakage compared to your baseline average?
- **Average distance in stage progression:** On average, did the accounts progress further through the pipeline after being shown Terminus ads than usual?
- **Event registrations:** Was there an uptick in event registrations that engaged with Terminus ads since using Terminus as event air cover?

TERMINUS CUSTOMER STORY: Influitive

Influitive runs campaigns that target accounts when an opportunity is created down to when the deal closes. One of their pain points before Terminus was the slow process of moving accounts through the pipeline. They built stage-based Terminus campaigns to put stage-relevant, personalized messaging in front of accounts.

When they looked at the data before using Terminus and after, they saw that they were able to **shorten their sales cycle by 10 days**. They look at velocity, total number of enterprise deals that progress to stages, and the conversion rate of those accounts to closed won deals.

TERMINUS CUSTOMER STORY:**Invoca**

Invoca measures the impact of Terminus campaigns by comparing opportunities created from accounts that haven't seen Terminus ads to those who have. When they serve up Terminus ads alongside direct mail, email, and other channels, they notice anywhere from a **50 to 200% increase** in the number of conversions and opportunities created from accounts that have seen Terminus ads versus those that have not.

Option 2: A/B Test

Using A/B testing with Terminus ads is a great way to measure their effectiveness without changing too much of your current process. To execute this test, divide a similar set of target accounts in a meaningful way. Serve Terminus ads to one group and use the other group as the control by not showing them any Terminus ads.

Here are metrics to track when running this test:

- **Progression Rate:** Did accounts that saw Terminus ads progress to the next stage of your sales cycle quicker than those that didn't?
- **Sales Velocity:** Was the sales cycle shorter for accounts that were served Terminus ads?
- **Pipeline Creation:** In dollars, did you add more pipeline from those accounts that saw Terminus ads?
- **Pipeline Retention:** Did Terminus ads help reduce the number of accounts leaking out of the funnel?
- **Average distance in stage progression:** Was the average distance accounts travel through the stages in your sales cycle different based on whether or not accounts were served Terminus ads?
- **Event registrations:** Did you receive more event registrations or responses from accounts that were served Terminus ads?

CONNECTING RESULTS TO SUCCESS

Examine Correlation between Terminus Engagement and Success Criteria

As you evaluate the effectiveness of Terminus, look to see if a meaningful association exists between Terminus engagement metrics and revenue-centric success metrics. Here are ways you can assess how Terminus engagement impacts revenue.

- **Progression Rate:** As Terminus impressions increase, are more accounts progressing to the next meaningful stage? (↑ impressions, ↑ progressed accounts)
- **Sales Velocity:** As Terminus impressions increase, are the median days it takes to progress to that next meaningful stage decreasing? (↑ impressions, ↓ median days until progressed)

Impact on Other Marketing Efforts/ Channels as a Result of Terminus

Another way to measure the success of your Terminus campaigns is to see how they're impacting other marketing and sales efforts. Terminus is most successful when used in an omni-channel marketing strategy and can increase the effectiveness of other marketing and sales initiatives.

Take a look at the data and ask yourself these questions when considering the impact of a Terminus campaign:

- Are SDRs having more quality outbound calls?
- Are contacts at target accounts more likely to answer calls?
- Are SDRs setting up more meetings?
- Are other digital strategies enhanced because of Terminus?
- Have email open rates improved?
- Are SDRs setting higher quality meetings? Have you noticed an increase in interest?
- Are retargeting efforts benefiting from Terminus? Have metrics improved?

UTILIZING THE TERMINUS DASHBOARD

Terminus provides account-based metrics to give you an understanding of the impact and engagement within an account. Here are a few metrics you can look at within your Terminus account to measure effectiveness.

Reach

Terminus expands your reach within an account by serving ads to buyers whether their contact information is in your CRM or not. This allows you to get your message in front of stakeholders and influencers that wouldn't have been reached otherwise and increase the likelihood of advancing the deal. The reach provides insight into the number of unique cookie devices those stakeholders and influencers are active on, which indicates account coverage.

Account Engagement

Account engagement is a key metric for ABM because it conveys the interest level of the entire account, not just a single lead, and is strongly associated with the account's likelihood to progress.

TERMINUS CUSTOMER STORY:

WP Engine

WP Engine launched a targeted Terminus campaign based on persons and departments. At the same time, SDRs launched an outreach campaign with email, social and phone call cadence with the goal of setting a meeting.

Terminus drove impressions to over 93% of accounts on WP Engine's target list. Through the prospecting cadence combined with Terminus ads, they increased email open rates from **27% to 43%** and reply rates from **4.9% to 6.3%**. Increasing the volume of those metrics gave them an end result of a **28% increase** on appointments and generated opportunities.

With Terminus, you can easily monitor engagement by account in both the Card and Table View. As a campaign is running, you will see three metrics that indicate account engagement. Terminus reports on the **impressions**, **clicks**, and **velocity** for each account.

While marketers have historically ignored impressions, Terminus makes impressions a valuable touchpoint. Since Terminus only serves impressions to best-fit target accounts and expands your reach within those accounts, the number of impressions relates directly to the warming-up and nurturing of an account.

TERMINUS TIP:

Pull a report each week using the Targeted Company Report in Terminus to show the top accounts engaged from week to week. Share this report with sales in your weekly "smarketing" meeting and review the account's current status within the sales process and in your CRM. If there is increased engagement at an account, sales will be eager to know.