

INSIGHT'S PERIODIC TABLE OF B2B DIGITAL MARKETING METRICS

FREE TRIALS & FUNNEL

17%	18%
SaaS Firms with Freemium Model	SaaS Firms with 14 Day Trial
16%	41%
Traffic From Paid Search & Referral	SaaS Firms with 30 Day Trial
50%	10%
Drop-Off Rate	Website Visitor To Free Trial Conv. Rate
3-4	25%
Page Views Per Visit	Free Trial to Subscription Conv. Rate
2-3	26%
Minutes Spent On Website Per Visit	Overall MQL to SQL Conv. Rate
24 Mo.	41%
Website Complete Refresh Cycle	Pipeline Sourced By Marketing

WEBSITE

41%
Traffic From Organic Search

SEO

44%
CTR, 1st Result Organic Search

SEM

20%	6-7%
CTR, 2nd Result Organic Search	CTR - Google Adwords

EMAIL MARKETING

SOCIAL

8%	0.1-0.2%	24%	10-15%	20-25%	65% vs. 25%	0.21%	0.9-1.3%	.025-.04%
CTR, 3rd Result Organic Search	CTR - Google Display Network	Gross Open Rate - Prospect Lists	Unique Open Rate - Prospect Lists	Unique Open Rate - Customer Lists	1st vs. 3rd Email Open Rate - Drip Campaign	Facebook CTR	B2B Promoted Tweets Eng. Rate	LinkedIn CTR
7-9%	0.9-1.0%	0.9%	2%	20-40%	8%	\$5	\$0.55-1.00	\$1.70 vs. \$4.89
Organic Search to RL Conv. Rate	CTR - Mobile Banner Ads	Bounce Rate - Prospect Lists	CTR - Prospect Lists	CTR - Customer Lists	CTR - Drip Campaigns	Facebook CPM	B2B Promoted Tweets CPE	Promoted Tweet Cost per Follower UK vs. USA
# Backlinks	\$4-13	13%	21%	7%	2-3	\$4	0.02%	0.16-0.23%
Largest Non-Social Driver of Rank	CPC - Paid Search	CTOR - Prospect Lists	Desktop CTOR - Prospect Lists	Mobile CTOR - Prospect Lists	Touches Per Month - Drip Campaigns	Facebook CPC	Facebook Like Rate	Promoted Tweets Follow Rate
22-27%	2-4%	18-23%	7-9%	9%	5%	0.7%	2.2%	0.8%
Form Submits from Organic Search	Paid Search to RL Conv. Rate	Form Submits from Paid Search & Referral	Name to MQL Conv. Rate	Form Submits From Email	Form Submits From Social Media	Facebook RL Conv. Rate (Organic & Paid)	Twitter RL Conv. Rate (Organic & Paid)	LinkedIn RL Conv. Rate (Organic & Paid)

Legend:

Conv. Rate: Conversion rate
 CPC: Cost per click
 CPE: Cost per engagement
 CPM: Cost per thousand impressions
 CTR: Click through rate
 CTOR: Click-to-open rate (unique clicks as a % of unique opens)
 Eng. Rate: Engagement rate
 DMP: Digital marketing program budget
 RL: Raw Lead
 MQL: Marketing-qualified lead
 SQL: Sales-qualified lead

34%	40-50%	20%	34%	4%	20%	6%	13%
Companies Using Content Syndication	Webinar Attendance as a % of Registrants	Program Budget Spent on Content Marketing	Program Budget Spent On Digital Marketing	DMP Spent on SEO	DMP Spent on Search Ads	DMP Spent on Social Marketing	DMP Spent on Website
10-15%	20-30%	44%	7-10%	13%	22%	14%	8%
White Paper Conv. Rate	Webinar Conv. Rate	Firms Partially Outsourcing Content Creation	Program Budget Spent on New Lead Gen Tactics	DMP Spent on Email Marketing	DMP Spent on Display Ads	DMP Spent on Marketing Automation	Other DMP Spend (SMS, Digital Events, Mobile Ads)

CONTENT MARKETING

BUDGET