

How to Measure your Marketing Efficiency & Sales Profitability

Geoffrey Bressan, Digital Marketing Officer

AGENDA

- 1 Introduction
- 2 Link Tracker Benefits
- 3 How Does It Actually Work ?
- 4 Demo - 2 examples
- 5 Conclusion

INTRODUCTION

Introduction

“ *Half the money I spent on advertising is wasted;*

The trouble is I don't know which half.

”

John Wannamaker, American businessman

Introduction

“ *Half the money I spent on advertising is wasted;*

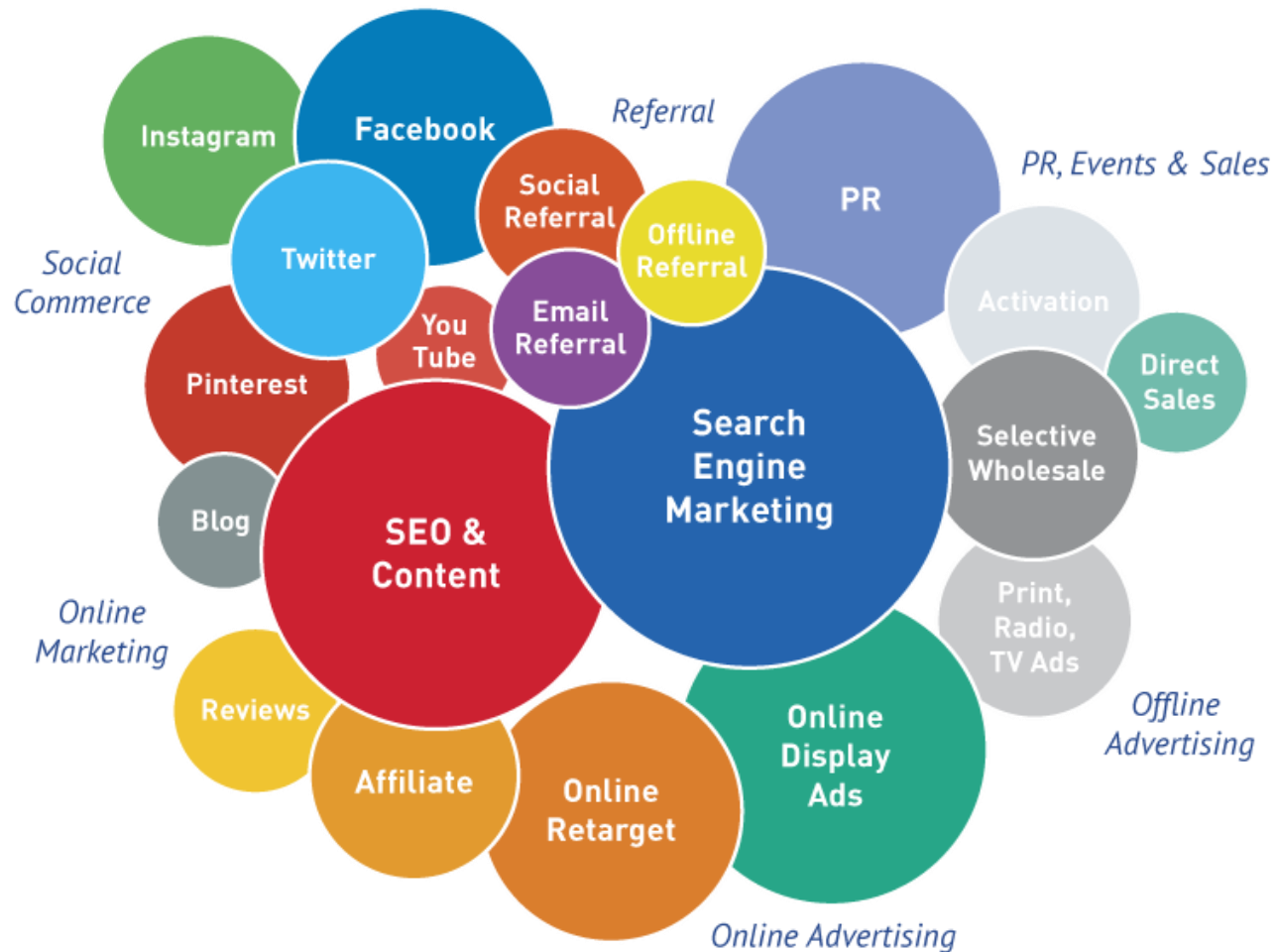
The trouble is I don't know which half.

”

John Wannamaker, American businessman - 1880

Introduction

Digital Marketing Today



Introduction

“ 80% of global marketers struggle with being able to properly demonstrate to their management the business effectiveness of their spending, campaigns and activities. ”

Study from Fournaise Group Marketing

Link Tracker Benefits

Odoo's Link Tracker

- Track all your marketing campaigns from the first click to the final sale
- Use actionable data to make smarter marketing decisions
- Know where your most valuable customers come from

How Does It Actually Work?

How does it actually work?

Generate link

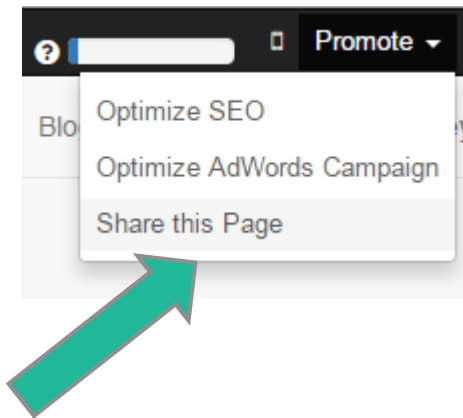
Launch
campaign

Get
insights

How does it actually work?



How does it actually work?



URL	<input type="text" value="https://www.odoo.com/fr_FR/blog/business-hacks-1/post/the-importance"/>
Campaign ⓘ	<input type="text" value="toto"/> x ▾
Medium ⓘ	<input type="text" value="Email"/> x ▾
Source ⓘ	<input type="text" value="Mailing Partner"/> x ▾
<input type="button" value="Get tracked link"/>	

How does it actually work?



URL	<input type="text" value="https://www.odoo.com/fr_FR/blog/business-hacks-1/post/the-importance"/>
Campaign ⓘ	<input type="text" value="toto"/> x ▾
Medium ⓘ	<input type="text" value="Email"/> x ▾
Source ⓘ	<input type="text" value="Mailing Partner"/> x ▾
<input type="button" value="Get tracked link"/>	

UTM parameters = URL + TAGS

How does it actually work?

Generate link



URL

Campaign

Medium

Source

URL

How does it actually work?


Tracking link the old way

```
http://videofruit.com/video-course?  
utm_source=Website&utm_medium=Sidebar  
%20Widget&utm_term=Widget%202&utm_campaign=Landing  
%20Page%20(99)
```

- Super long URL
- UTM tags are visible

How does it actually work?

Tracking link the Odoo way

○ The importance of integrating your business technology | O...
<https://www.odoo.com/r/GreatBlogPost> 

toto Email Mailing Partner

- URL is customizable
- Shorter
- Automatic 301 redirect

How does it actually work?



How does it actually work?



Link to ×

Link Label

Check out this article now !

Page

New or existing page

URL or Email Address

Open in new window

https://www.odoo.com/fr_FR/blog/business-hacks-1/post/the-importance-of-integ

Style

Color Style ▾

Size ▾

Preview

Check out this article now !

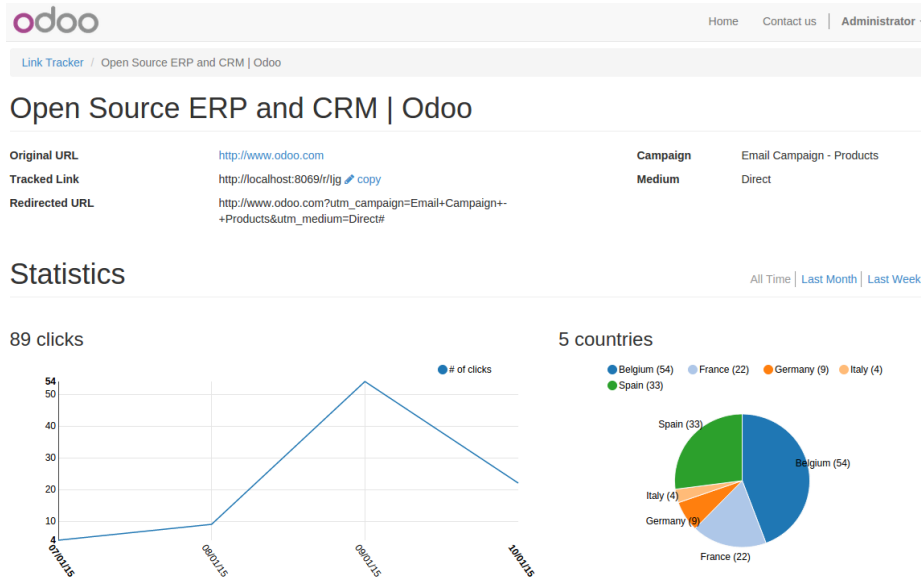
How does it actually work?



How does it actually work?



From the link tracker feature



- Click count
- Popularity
- Visitor location
- Statistics breakdown

How does it actually work?



From Google Analytics

Overview

Primary Dimension: Campaign Source Medium Source / Medium Other

Plot Rows Secondary dimension Sort Type: Default

Campaign	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	26,422 % of Total: 3.67% (719,769)	18.14% Avg for View: 36.16% (-49.84%)	4,793 % of Total: 1.84% (260,298)	44.36% Avg for View: 47.51% (-6.62%)	3.97 Avg for View: 3.68 (7.87%)	00:03:59 Avg for View: 00:04:47 (-16.86%)
1. 201505-xperience	6,393 (24.20%)	0.66%	42 (0.88%)	26.89%	5.34	00:05:40
2. buffer	4,352 (16.47%)	12.94%	563 (11.75%)	58.07%	3.06	00:02:58

- More in-depth KPI's
- All features from GA

How does it actually work?



From Odoo CRM

Opportunities List

Create or Import

Group	Creation Date
▶ Newsletter (945)	
▶ bing (244)	
▶ facebook.com (173)	
▶ opensourcecms (10)	
▶ twitter.com (76)	
▼ adword (2763)	
▶ Territory (534)	
▶ Qualified (59)	
▶ Qualified Sponsor (18)	
▶ Proposition (16)	
▶ Won (19)	

- Track your opportunities through the whole sales cycle
- Sort by campaign, source and channel
- Advanced filters for in-depth analysis
- Forecast & generated revenue

1

How Much Money
Did My Newsletter Generate?

How Much Money Did My Newsletter Generate?

odoo

[Odoo Experience](#) [Agenda](#) [Contact Us](#)

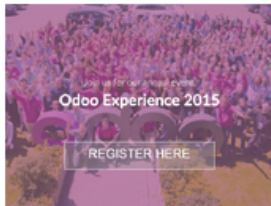
March newsletter

3 different ways to find out more about Odoo

We are happy to share with you three key moments where you'll be able to meet us and find out more about our integrated business apps.

We will reveal Odoo Point of Sale's new features at [CeBIT](#) during a live presentation, [Odoo Experience](#) is the perfect place to learn more about what's coming next at Odoo; and our [webinar](#) sessions are the best way to learn more about Odoo's functions and capabilities.

We look forward to welcoming you at one (or all three!) of these.



Odoo Experience from June 3rd to 6th in Belgium. [Registration](#) is open and there are great benefits for early registrants. The call for speakers is [open](#) until April 15th, so don't delay - submit



New **webinar sessions** are taking place until end of April. These webinars help you to better understand Odoo's functionalities and key features. The number of spots is limited. [Register](#)



Our team will be in Hanover (Germany) for [Cebit](#) later this month.

Check out our [calendar](#) to find out more about our worldwide events.

How Much Money Did My Newsletter Generate?



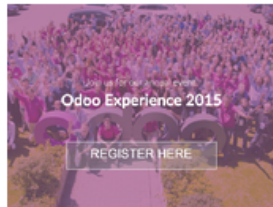
March newsletter

3 different ways to find out more about Odoo

We are happy to share with you three key moments where you'll be able to meet us and find out more about our integrated business apps.

We will reveal Odoo Point of Sale's new features at [CeBIT](#) during a live presentation. [Odoo Experience](#) is the perfect place to learn more about what's coming next at Odoo; and our [webinar](#) sessions are the best way to learn more about Odoo's functions and capabilities.

We look forward to welcoming you at one (or all three!) of these.



Odoo Experience from June 3rd to 6th in Belgium. [Registration](#) is open and there are great benefits for early registrants. The call for speakers is [open](#) until April 15th, so don't delay - submit



New **webinar sessions** are taking place until end of April. These webinars help you to better understand Odoo's functionalities and key features. The number of spots is limited. [Register](#)



Our team will be in Hanover (Germany) for [Cebit](#) later this month.

Check out our [calendar](#) to find out more about our worldwide events.

- Campaign = NEWSLETTER_MARCH_2015_BENELUX
- Medium = email
- Source = Newsletter

How Much Money Did My Newsletter Generate?

Sales Orders		Campaign contains "NEWSLETTER_MARCH_2015_BENELUX" x						
Group	<input type="checkbox"/>	Order Number	Date	Customer	Salesperson	Total Excluded	Total	Status
NEWSLETTER_MARCH_2015_BENELUX	<input checked="" type="checkbox"/> (28)					4,159.00	4,619.35	
	<input type="checkbox"/>	SO2015/32340	04/01/2015 18:20:12	Ingrid Thys	Administrator	0.00	0.00	Sale to Invoice
	<input type="checkbox"/>	SO2015/31911	03/30/2015 09:39:49	Jean-Baptiste Quenot	Administrator	75.00	75.00	Done
	<input type="checkbox"/>	SO2015/31821	03/28/2015 12:05:53	Gert de Wit	Abraham Suniaga (asu)	75.00	75.00	Done
	<input type="checkbox"/>	SO2015/31736	03/27/2015 14:14:00	LE DAUPHIN	Administrator	0.00	0.00	Sale to Invoice
	<input type="checkbox"/>	SO2015/31714	03/27/2015 09:03:30	Wolfgang Zimmermann	Administrator	1,065.00	1,065.00	Done
	<input type="checkbox"/>	SO2015/31683	03/26/2015 23:20:31	Aquilog, Guillaume Jullien	Nicolas Roussey (nro)	75.00	75.00	Sales Order

- 1st email
 - 28 clients
 - 4,619 euros generated
- 2nd email
 - 20 clients
 - 4,739 euros generated



9358 euros in revenue

2

Facebook VS Twitter :
Which Channel Drives More Results?

Which Channel Drives More Results?

Source : Twitter.com

 **Odoo** @Odoo · 24 avr.

Fabien Pinckaers named Top Manager of the Year bit.ly/1Ok6BB2 #Proud #Happy



  28  16 

[Voir la photo](#)

Source : Facebook.com

 **Odoo**
24 avril · 

Fabien Pinckaers named Top Manager of the Year <http://bit.ly/1Ok6Dc7>
#Proud #Happy



[Je n'aime plus](#) · [Commenter](#) · [Partager](#)

Which Channel Drives More Results?

Opportunities List

Search: Source contains "Facebook" Source contains "Twitter" x

Filters Group By Favorites 80

Group	Creation Date	Opportunity	Customer	Assigned Partner	Country	Next Action Date	Next Action	Stage	Expected Revenue	Probability	Sales Team	Score
▼ facebook.com (173)									195,830.00	10.40		-9,679.00
▶ Territory (28)									0.00	4.11		-12,124.00
▶ Qualified (8)									110,100.00	15.00		135.00
▶ Qualified Sponsor (4)									5,270.00	25.00		180.00
▶ Proposition (3)									8,650.00	46.67		191.00
▶ Negotiation (3)									17,010.00	75.00		-845.00
▶ Won (11)									24,014.00	100.00		410.00
▶ Lost (116)									30,786.00	0.00		2,374.00
▶ twitter.com (77)									28,181.82	12.73		499.00
▶ Adroll-Facebook (24)									0.00	1.88		1,017.00
									224,011.82			

- Facebook is a clear winner
 - 197 opportunities generated
 - 11 clients
 - 24,000 euros

CONCLUSIONS

Odoo's Link Tracker

- Track all your marketing campaigns from the first click to the final sale
 - *Follow your opps through the whole sales funnel*
- Use actionable data to make smarter marketing decisions
 - *Improve what works, stop what doesn't*
- Know where your most valuable customers come from
 - *Test/ kill / expand*

Thank You

Any questions ?

Odoo sales@odoo.com +32 (0) 2 290 34 90 www.odoo.com	R&D and services office Chaussée de Namur 40 B-1367 Grand Rosière
	Sales office Avenue Van Nieuwenhuyse 5 B-1160 Brussels