

KPIs to measure marketing efficiency and sales profitability

Partners Track

Geoffrey BRESSAN • Demand Generation Manager



Introduction



Odoo's link tracker :
Track your marketing campaigns from the first
click to the final sale



Demonstration



Conclusion



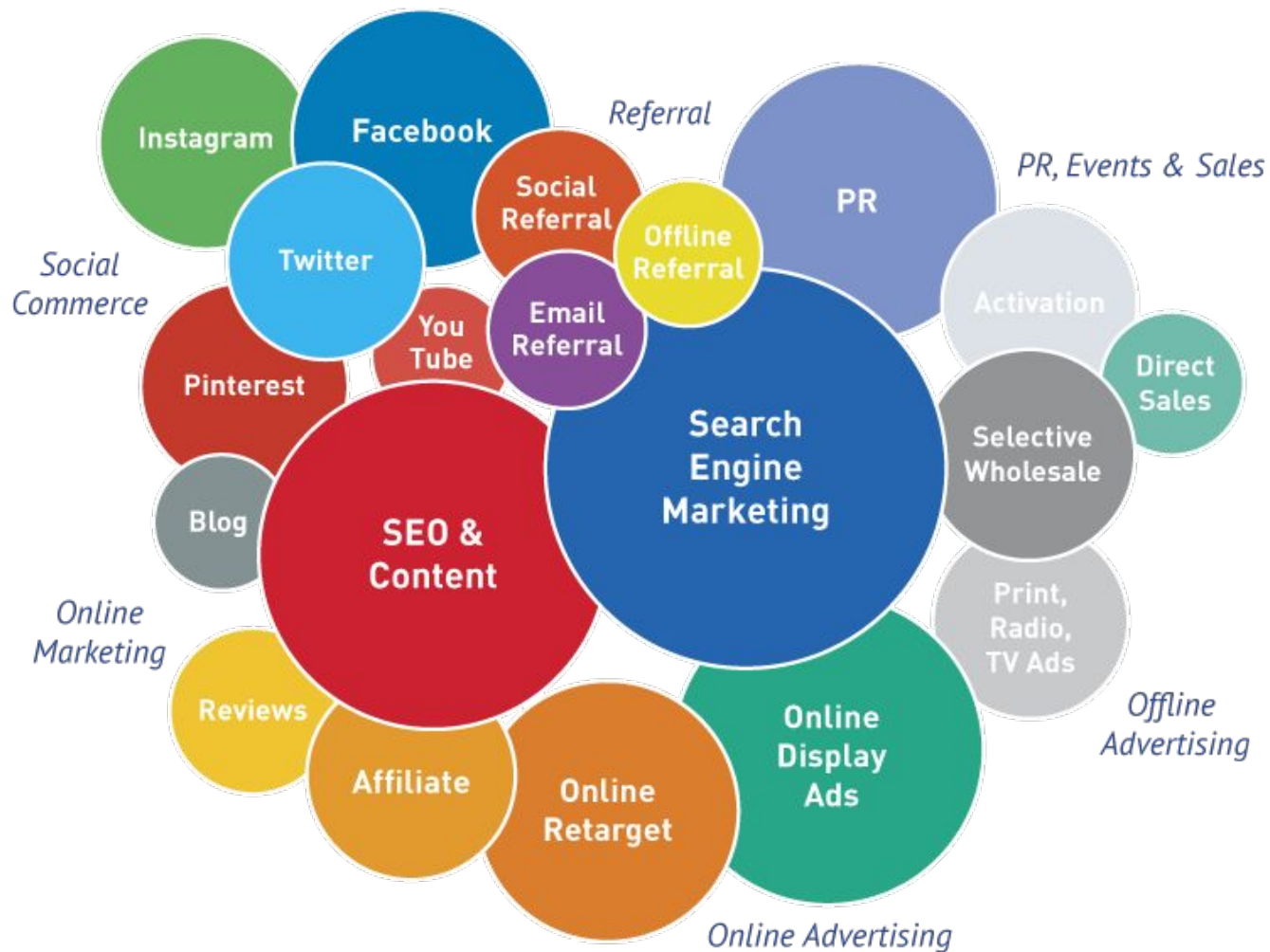
Introduction



Half the money I spent on marketing is wasted. The problem is I don't know which half.

John Wannamaker, American businessman (1880)

What marketing looks like today.



Reporting is one of the most tedious part
Of a marketer's job...
But it's also one of the most critical!



Do you know:

- How many opportunities did your last email campaign generate?
- How much revenue did your last PPC campaign brought to your company?
- What happens to your prospects after they have been converted as leads?

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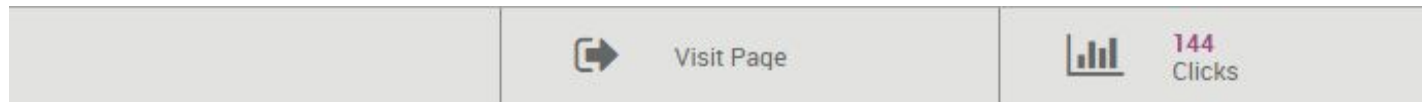
If you don't,
you're probably wasting your time and money
without even knowing it!



2

Odoo's Link Tracker :
Track your marketing
campaigns from the first
click to the final sale

What is it exactly?

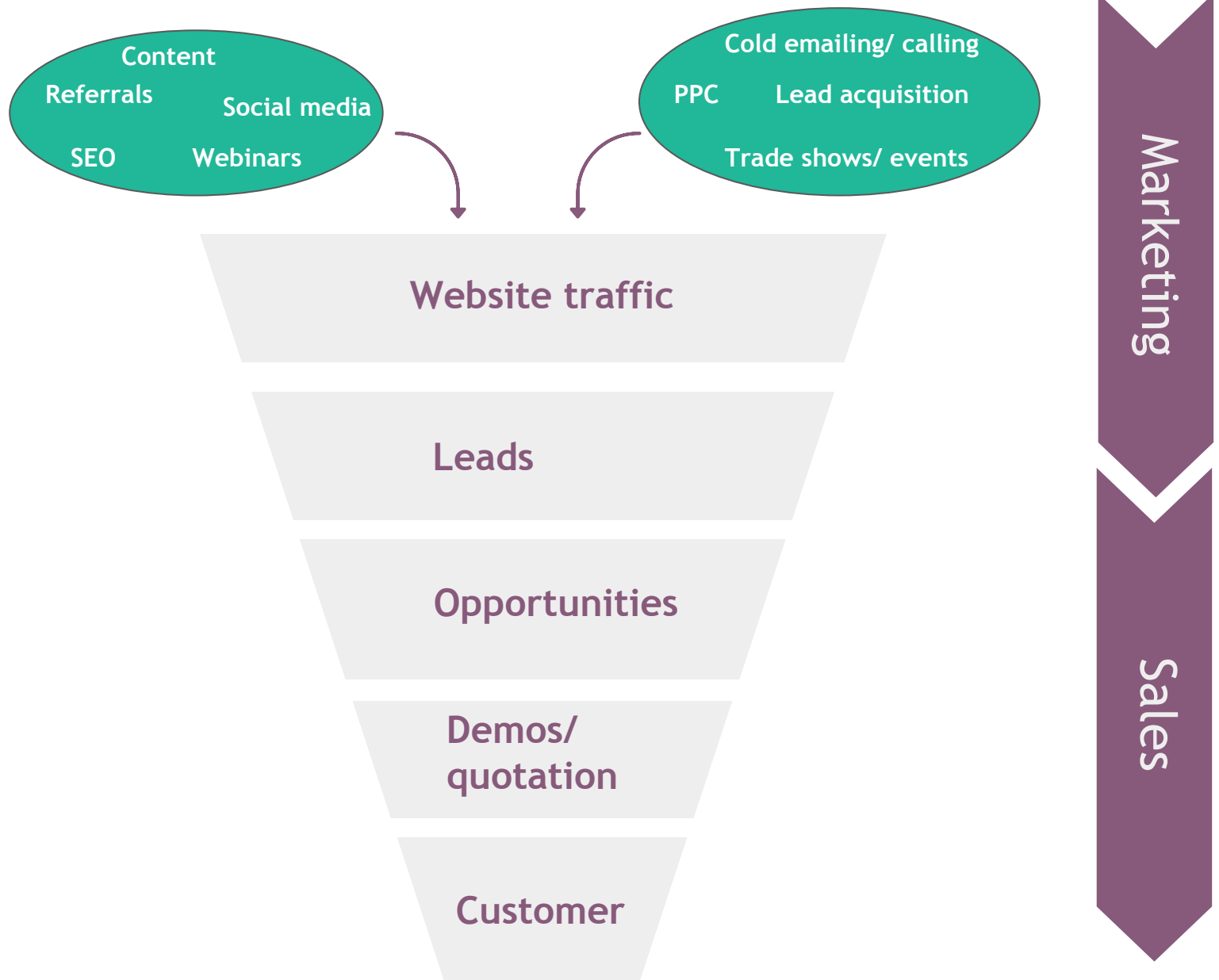


Page Title	Odoo: Get a free theme week 3 winner
Target URL	https://www.odoo.com/apps/themes/9.0/theme_treehouse/
Tracked URL	https://www.odoo.com/r/cYh
Campaign	win_a_theme
Medium	Twitter
Source	Social & website

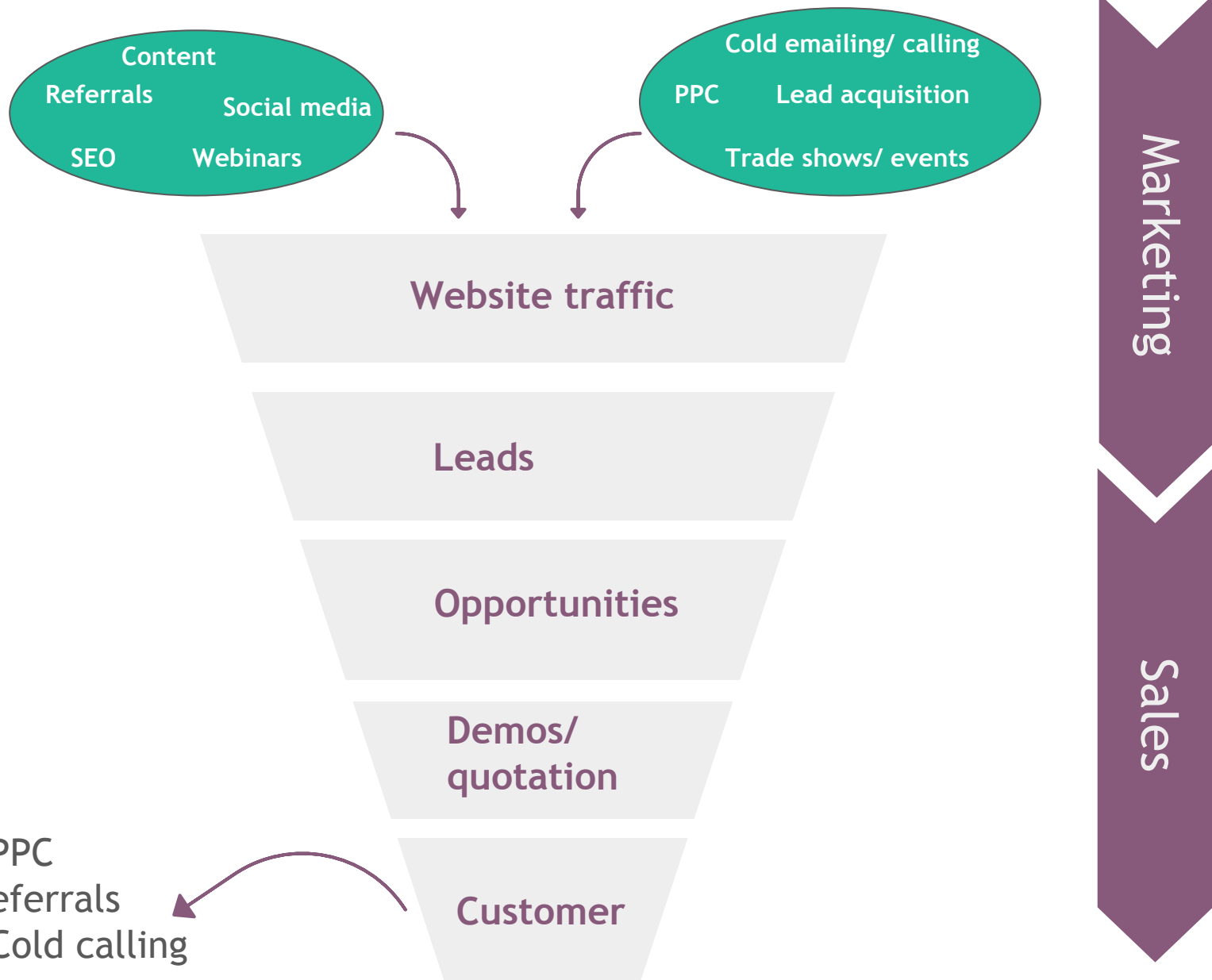
UTMs (name of the campaign, channel and specific source)

Customizable
Cleaner
Automatic 301 redirect

Sales and Marketing funnel



Sales and Marketing funnel



Odoo's Link Tracker benefits

- ✓ **Track** your marketing campaigns from the first click to the final sale
- ✓ **Analyze** who has interacted with your campaigns
- ✓ **Calculate the ROI** of all your activities
- ✓ **Optimize your campaigns:** Use actionable data to make smarter decisions



Demonstration



Conclusion

Link Tracker's best practices

- ✓ **Check your campaigns often** to focus on what is/isn't working and to adapt accordingly
- ✓ **Set goals** and see how you're performing for each campaign
- ✓ **Customize your reports**
- ✓ **Gather enough data** before taking decisions

Thank you.



#odooexperience

Send your questions to gbr@odoo.com