

Q2 2024

Marketing achievements and plans

	April 2024	May 2024	June 2024
Marketing KPI			

Traffic

● Organic search



Website Conversion Rate

X%

XX% ▲

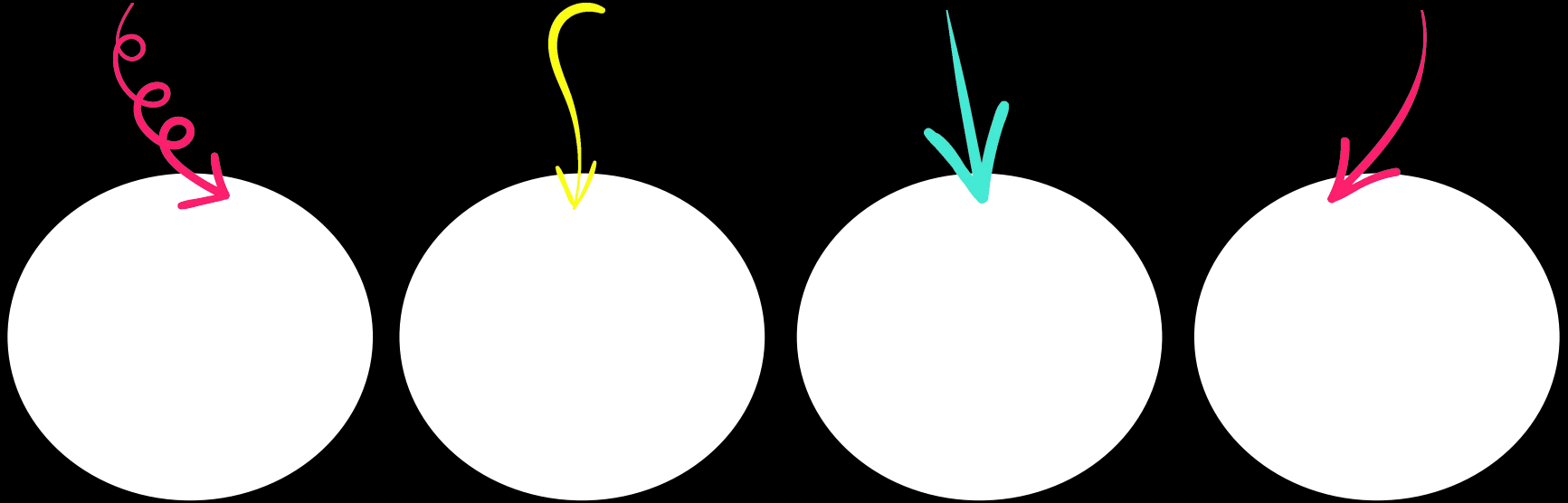
AGENDA

- Key Achievements
- KPIs and Funnel Numbers
- Q2 Key Activities
- Q2 Performance
- Competitor Insights
- Q3 Plans

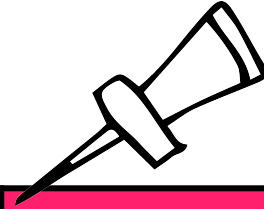


KEY ACHIEVEMENTS

1 SHORT BULLET POINT OF YOUR BIGGEST ACHIEVEMENT AGAINST
TARGET



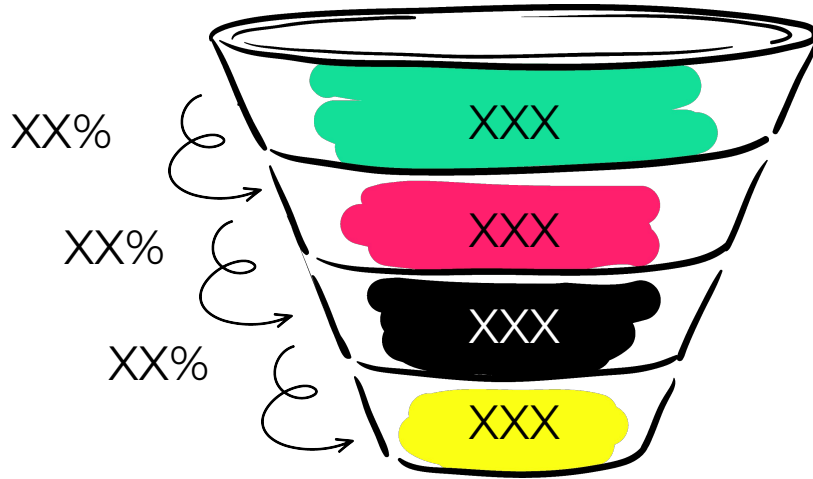
KEY ACHIEVEMENTS AGAINST KPI



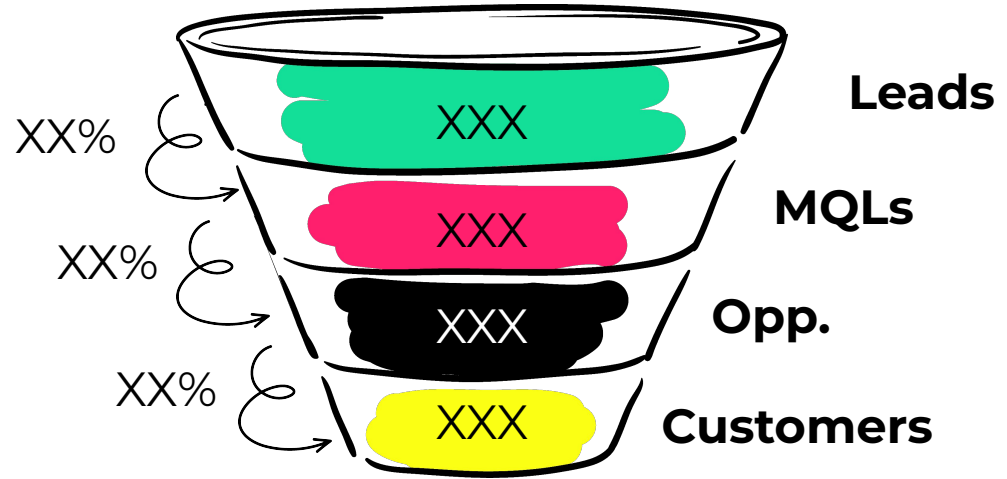
	Q2 2023	Q1 2024	Q2 2024 Plan	Q2 Actual	On Target Yes / No
LOB 1					
LOB 2					
Total					

FUNNELS PERFORMANCE, DIRECT ATTRIBUTION

ONLINE FUNNEL



OFFLINE FUNNEL



TOTAL MARKETING PERFORMANCE

[Number]
Leads

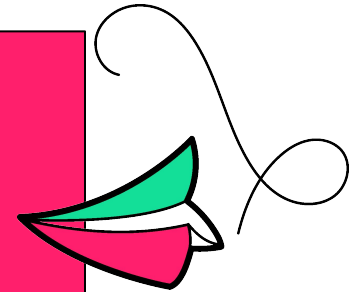
[Number]
MQLs

[Number]
Opportunities

[\$Number]
***CPL**

[\$Number]
CPMQL

[\$Number]
CP Opp



6 *CP = Cost per

Created by **ENVY**

NEW LOGOS ADDED (CUSTOMERS)

Q1 KEY ACTIVITIES



KEY ACTIVITIES LAUNCHED

Date

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Date

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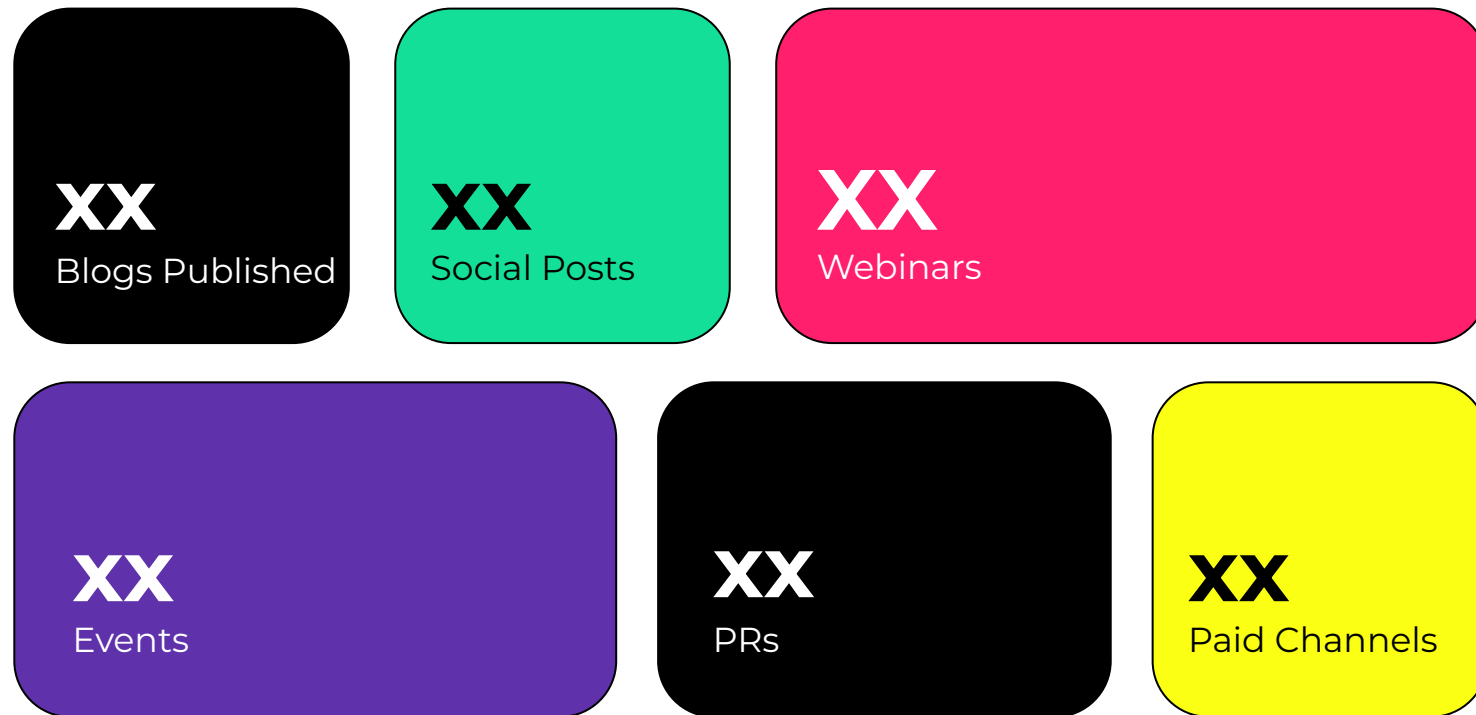
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Q2 MARKETING ACTIVITIES



Q1 PERFORMANCE



WEBSITE PERFORMANCE

Traffic



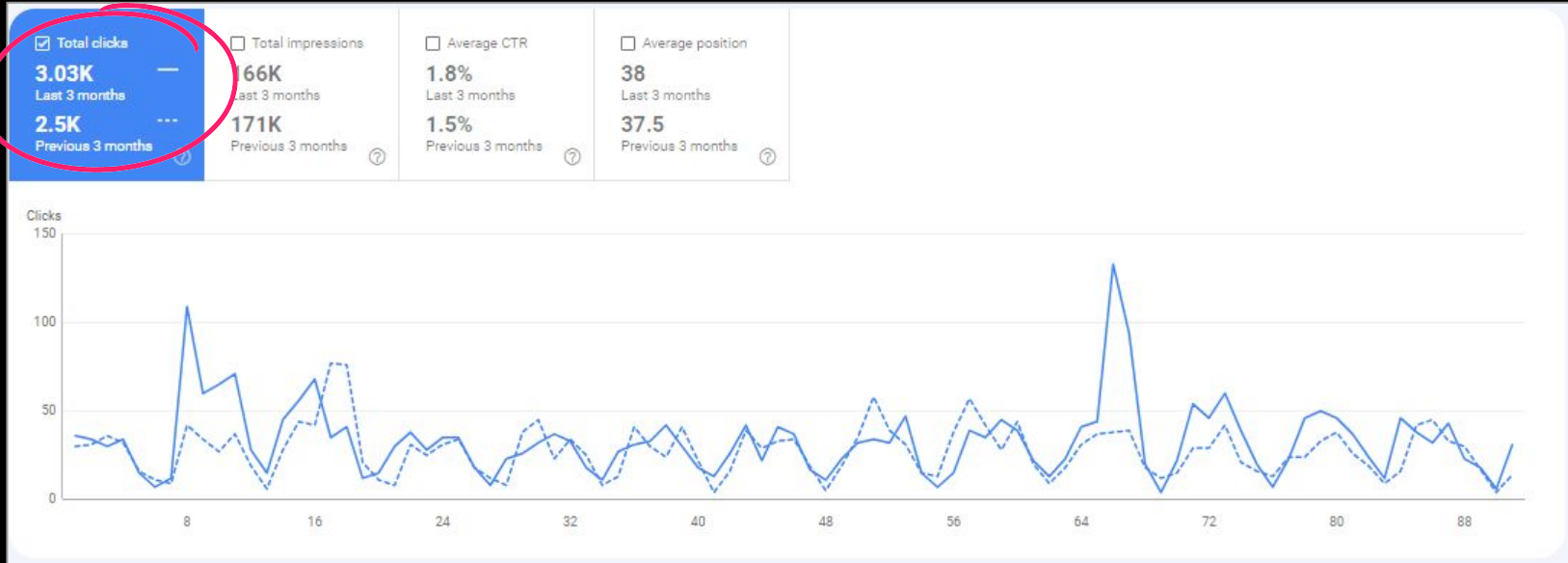
Website Conversion Rate

X%

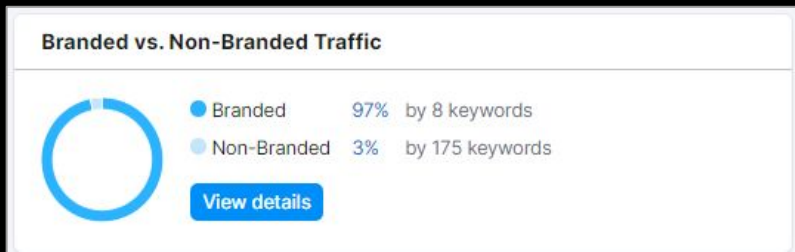
XX% ▲

	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
New Contacts					

STATE OF OUR BRAND



SEO PERFORMANCE & KEY POSITIONS



Total Website Traffic in Q2

[Number]

VS.

[Q1 2024 Number]

Positions of Non-Branded KWs

Top Position

Top 3

Top 10

Top 20

KEYWORDS WITH IMPROVED RANKING

KEYWORDS WITH DECREASED RANKING

PAID CAMPAIGNS PERFORMANCE

Paid Social

[Number]
MQLs

[\$ Number]
Cost Per
MQL

[\$ Number]
Budget

Paid Search

[Number]
MQLs

[\$ Number]
Cost Per
MQL

[\$ Number]
Budget



PAID SOCIAL - CAMPAIGNS PERFORMANCE

FUNNEL STAGE	BUDGET	LEADS	MQL	CPMQL
Awareness				
Content Download				
Webinars				
Events				
Contact Us / Demo				
TOTAL				

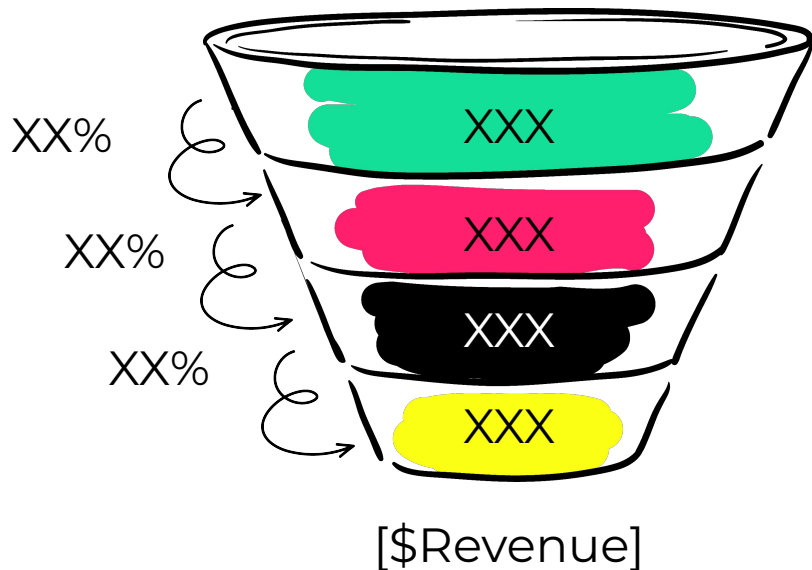
PAID SEARCH - CAMPAIGNS PERFORMANCE

NAME	BUDGET	LEADS	SQL	CPMQL
Brand				
Competitors				
Campaign Name				
Campaign Name				
Campaign Name				
TOTAL				

CAMPAIGN FUNNELS

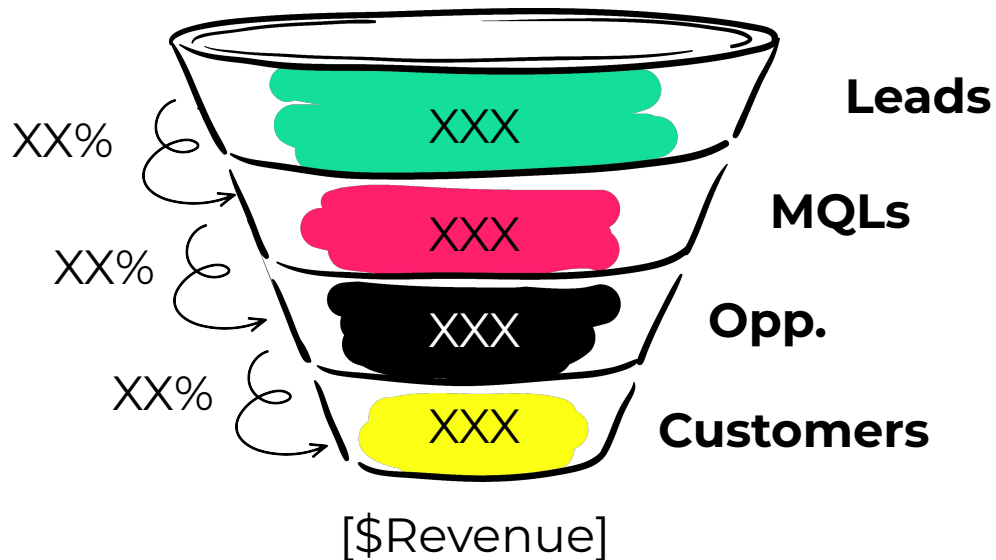
Paid Social

[\$Budget]

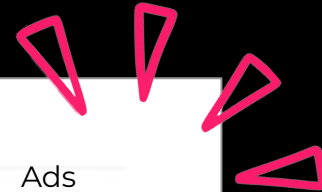
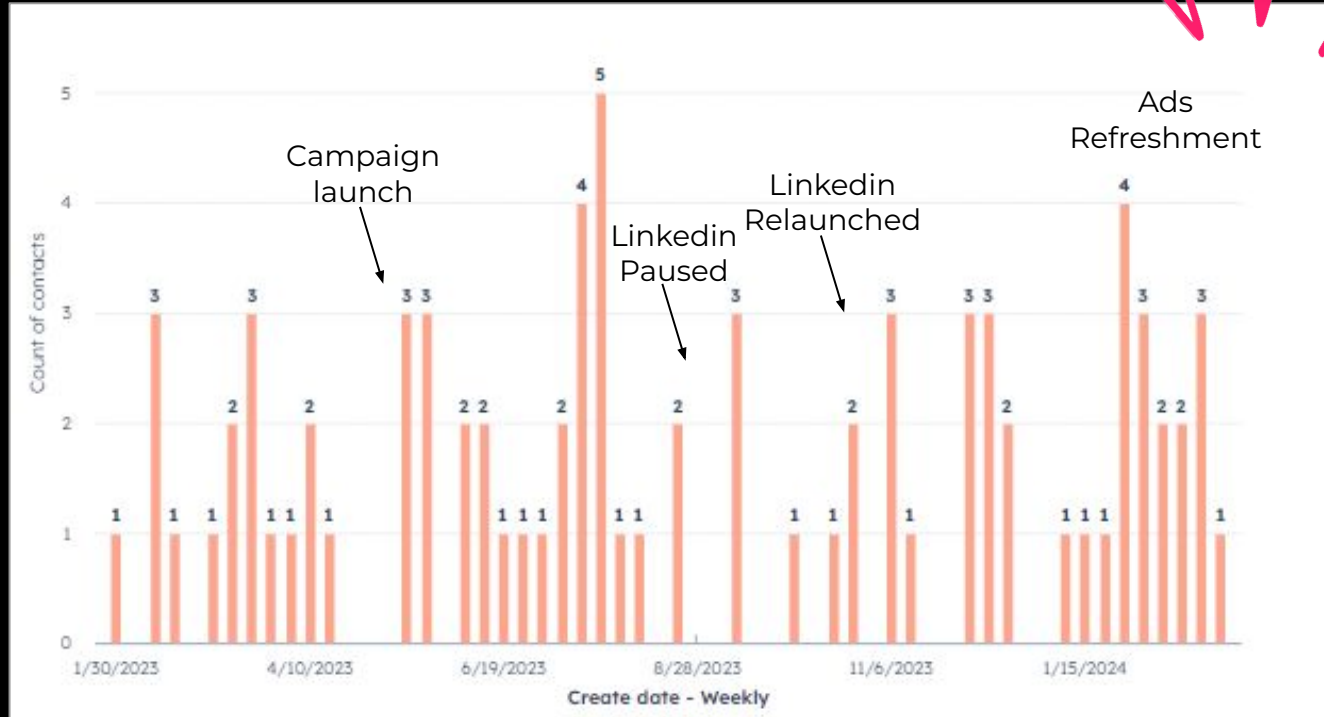


Paid Search

[\$Budget]



IMPACT OF PAID CAMPAIGN ON ORGANIC LIFT



PAID CAMPAIGNS - WHAT WORKED & WHAT DIDN'T

WHAT WORKED

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WHAT DIDN'T

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COMPETITOR INSIGHTS

Decrease in competitors showing on our brand name

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	95.20%	—	—	95.82%	91.68%	—
Competitor 1	20.79%	21.67%	8.39%	91.39%	8.08%	93.47%
Competitor 2	13.74%	14.29%	8.50%	84.68%	7.91%	94.04%

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	95.00%	—	—	96.11%	93.55%	—
Competitor 1	< 10%	7.84%	2.07%	78.53%	1.00%	94.85%
Competitor 2	< 10%	5.23%	36.73%	93.41%	34.87%	93.18%
Competitor 3	< 10%	9.68%	4.54%	86.61%	3.53%	94.58%

COMPETITOR INSIGHTS - AD EXAMPLES

Check these Ad Directories and paste your examples:

Google: <https://adstransparency.google.com/?region=IL>

LinkedIn: <https://www.linkedin.com/ad-library/home>

Bing: <https://adlibrary.ads.microsoft.com/>

FB:

[https://www.facebook.com/ads/library/?active_status=all&ad_type=political_and
_issue_ads&country=IL&media_type=all](https://www.facebook.com/ads/library/?active_status=all&ad_type=political_and_issue_ads&country=IL&media_type=all)

Tiktok: [https://library.tiktok.com/a
ds/](https://library.tiktok.com/ads/)

SOCIAL CHANNEL PERFORMANCE



XXX Followers

Total # of followers
69,540



XXX Followers

Followers' growth*
32,522 (87.85%)



XXX Followers

Total impressions
1,014,095

TRADE SHOWS

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Date

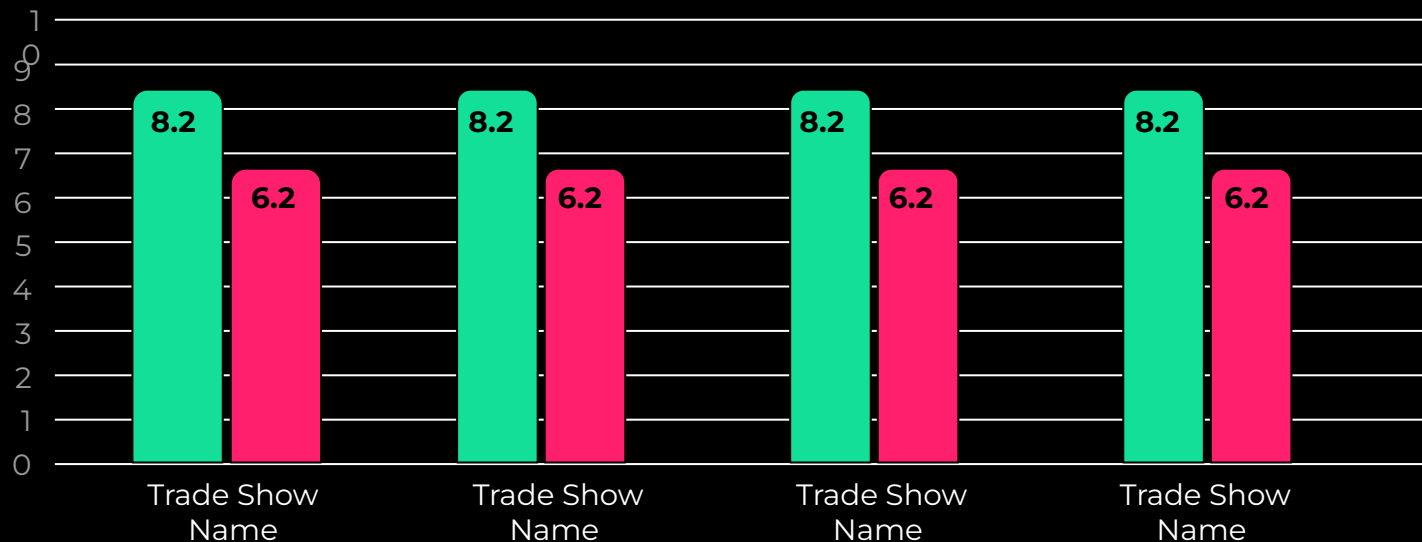
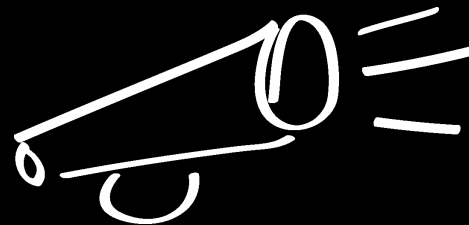
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TRADE SHOW PERFORMANCE



Leads

Moved to Sales

XX
Leads

\$XX
CPL

XX
Moved to Sales

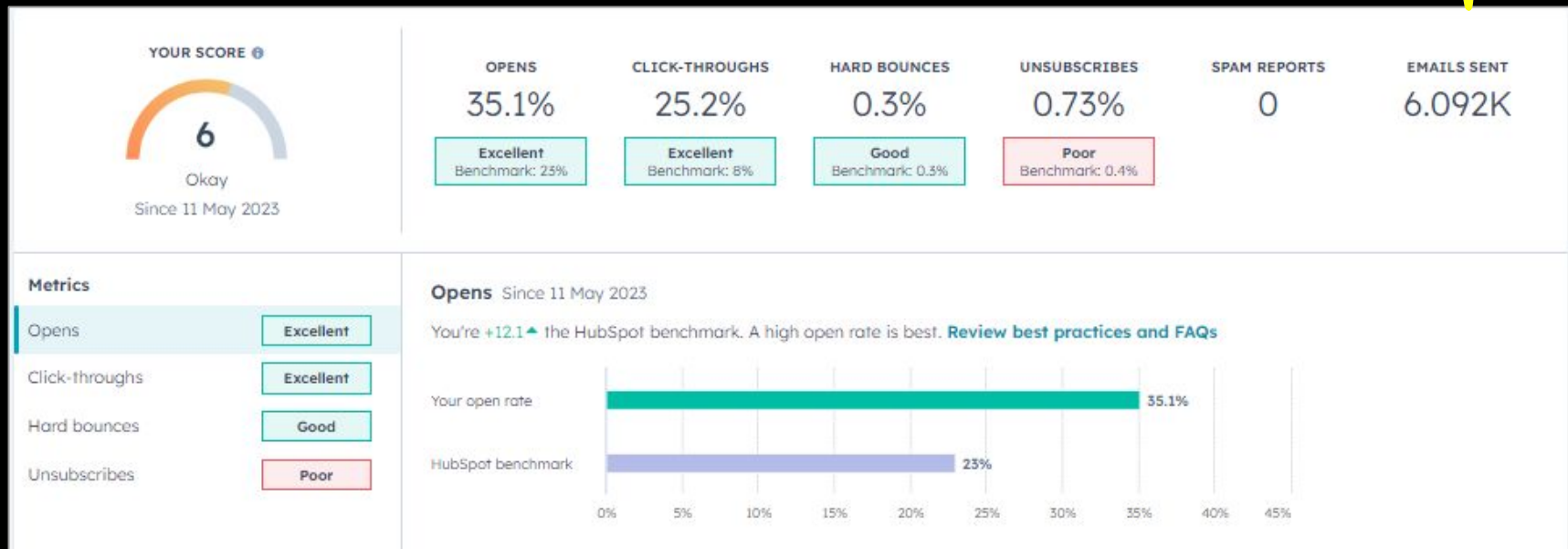
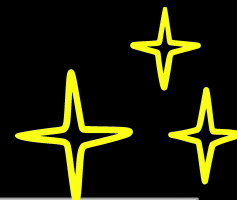
XX
Opp, Created

XX
Cost Per Opp.

WEBINARS

WEBINAR NAME	LIVE / ON DEMAND	REGISTERED	ATTENDED	MQLS
Webinar Name				
Webinar Name				
Webinar Name				
Webinar Name				
Webinar Name				
TOTAL				

EMAIL MARKETING



LESSONS LEARNED

BLOCKERS TO OUR SUCCESS

WHAT'S NEXT



YEARLY PLAN



Q1

Lorem ipsum
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Q2

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dolor sit amet,
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sed diam
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nonummy nibh

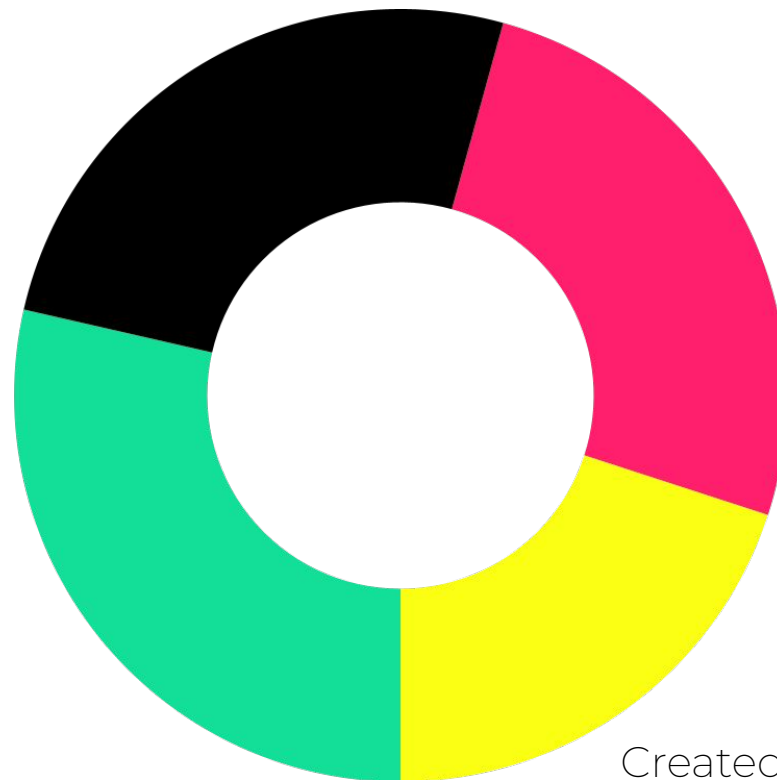
Q3

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Q4

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consectetur
adipiscing elit,
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Q3 2024 BUDGET



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Lorem ipsum dolor

Lorem ipsum dolor

Lorem ipsum dolor



MARKETING ACTION PLANS



Q3 KPIs & TARGETS

**THANK
YOU**

