

ROI: Best practices

ROI [abr] [Return On Investment]

1. The *ROI Institute* describes ROI as comparing “program benefits to cost”, and when measured and used correctly, it “shows not only the success of a particular project, program or solution, but also provides detail into how the project can be revised to add additional value.” ; --

Are you maximising results with ROI?



What does ROI mean to you?

Only **28%** of marketing leaders think they **demonstrate the value of marketing efforts internally** – this needs to be the first thing to change. Ask what ROI means your team and how you use it.



Understand attribution.

29% of B2B companies have no attribution system, and **only 27.6%** of companies are using their attribution system for the right reasons. You need a structured attribution model in place before you can accurately decipher your ROI.

Match the approach to the process.

If your approach to ROI measurement doesn't mirror the time scale and intricacies of your sales process, then **you'll end up making all the wrong investment decisions!**



Start at the end.

What is your desired ROI for a specific campaign? **Use the end figure to discover how this translates into numbers applicable to your channel.** Your ROI targets then become a palpable number that makes sense to you.

Think for today as well as tomorrow.

Instead of focusing on the final ROI throughout a campaign, **think about today and how you can set achievable goals.** Break them up into short term ROI, and long term ROI targets.

Use ROI to team up marketing and sales

When making decisions about investments for the future, you should incorporate sales into the conversation – what leads sell better and why? The return provided by sales is just as crucial as the investment made by marketing.



ROI is a complex value that carries a level of importance for companies everywhere.

Find out how to boost your ROI by revolutionising your lead generation with **Lead Forensics**. See which businesses are visiting your website, access their contact details and convert them into a sale! **Find out more with our free demo.**



Sign up to your **free demo and trial today!**

GET STARTED

Experience turbo-charged lead generation with a **free demo and trial** today:

GET STARTED

020 7206 7293 | leadforensics.com