The Cash Flow Funnel: **Performance Branding Influences The 95% of Buyers Who Are Out-Of-Market At Any Time**

"In Market" Buyers
5%

"Out Market" Buyers
95%

Time

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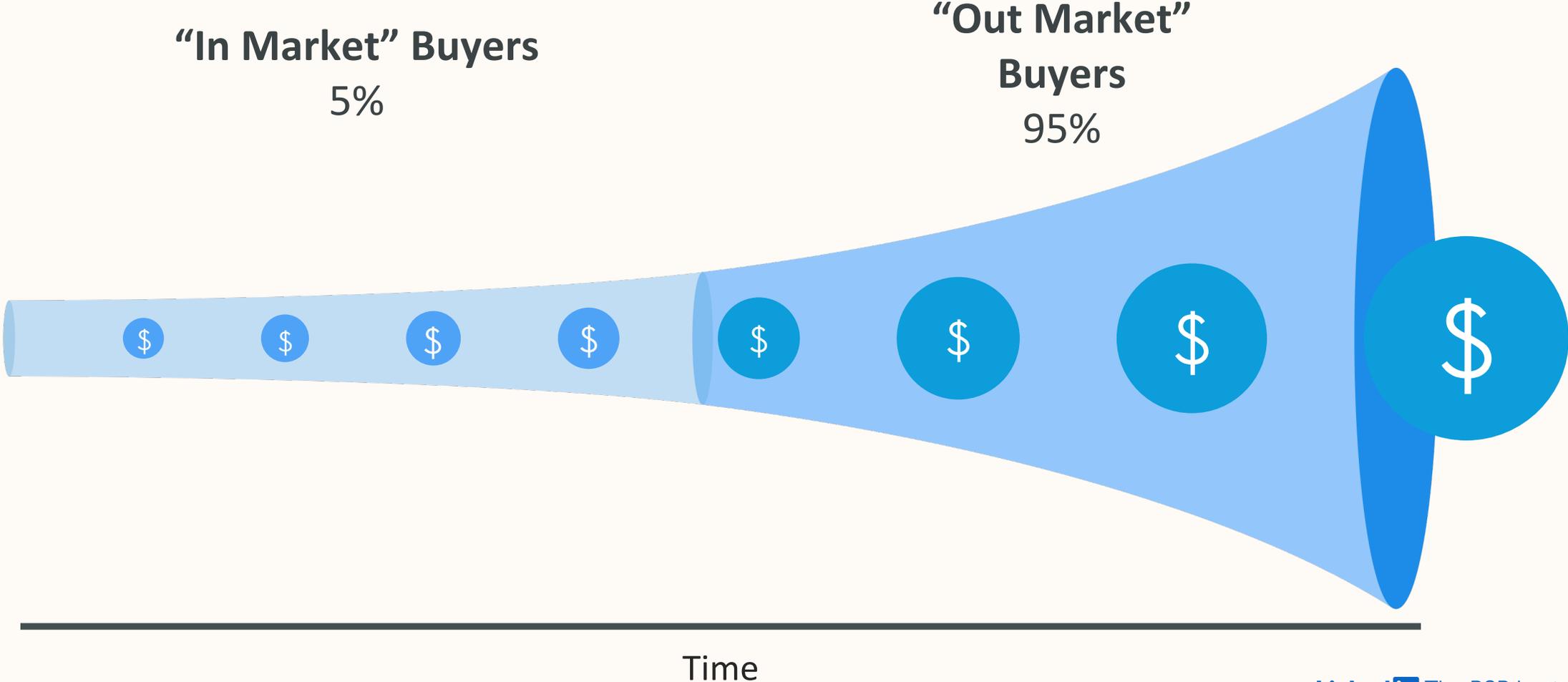
Win The Mind To Win The Market.
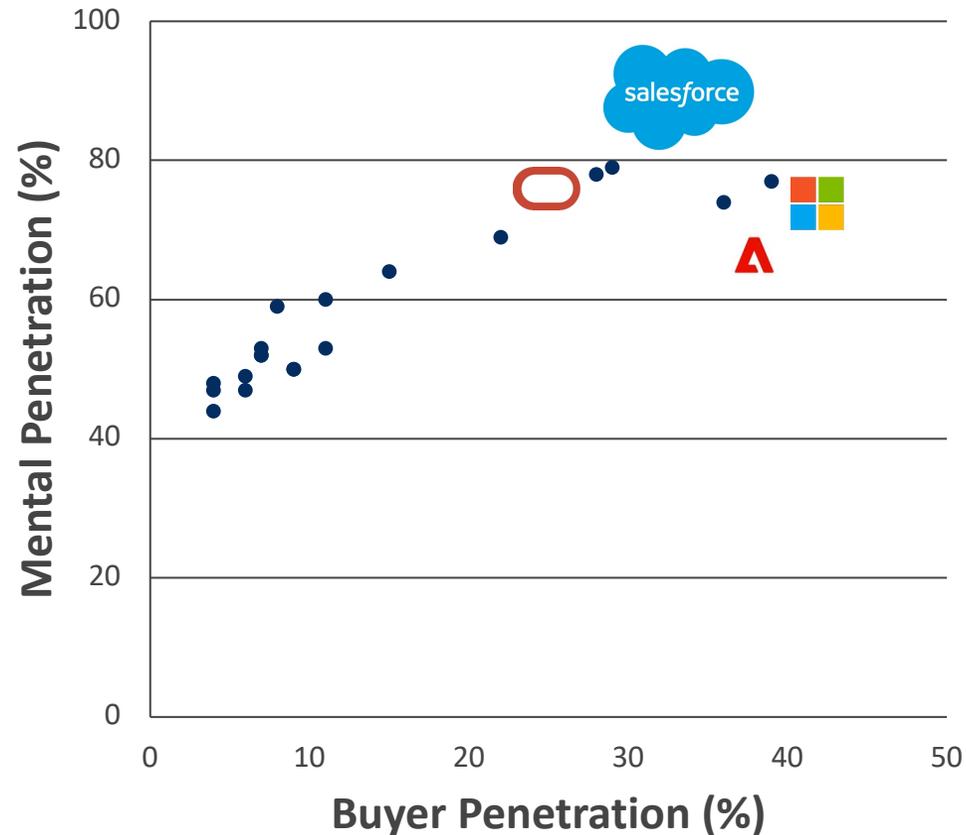
Brands Recalled In Top CRM Buying Situations

	To Make Customer Interactions More Efficient (e.g., Website Visits, Responding to Queries, Meetings)	When Real-Time Customer Information Reporting Is Important
CEP		
Brands Retrieved	• Microsoft Dynamics 365 • Oracle • SAP	• Oracle • SAP

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We're On A Mission **To Make Brand Marketing Just As Quantifiable As "Direct Response" Marketing.**

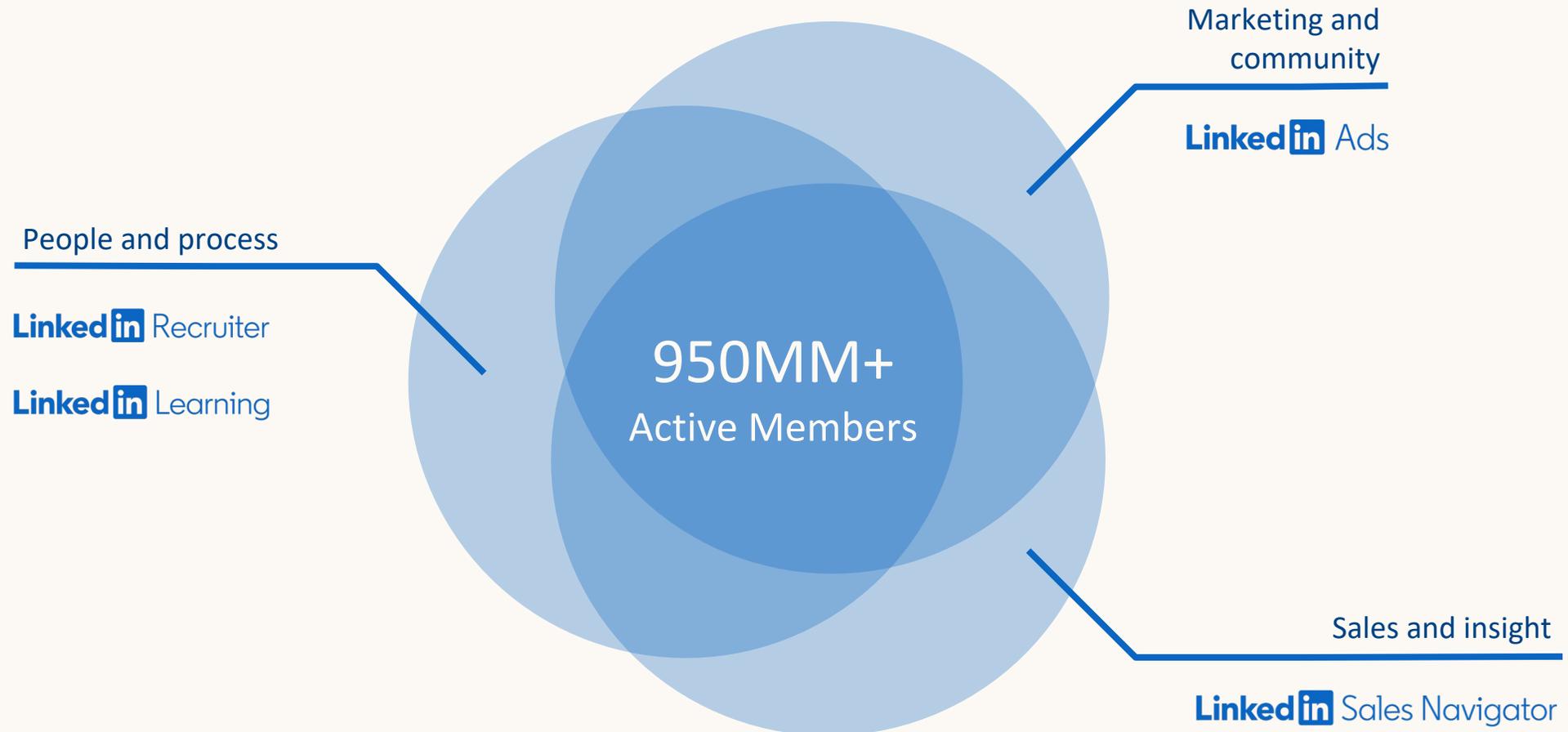|	B2B Index	Creative			Media			Outcomes		
		Attention	Branding	Linkage	Effectiveness	Efficiency	Evenness	Market	Hire	Sell
Company 1	1.00	0.17	0.91	0.84	0.00	0.53	1.00	0.76	1.00	0.93
Company 2	0.80	0.32	0.30	0.60	0.28	0.66	0.58	1.00	0.48	1.00
Company 3	0.72	0.42	1.00	0.50	0.67	0.78	0.16	0.18	0.55	0.63
Company 4	0.55	1.00	0.35	0.66	0.95	0.71	0.10	0.20	0.03	0.10
Company 5	0.52	0.35	0.00	0.55	0.45	0.71	0.68	0.00	0.93	0.32
Company 6	0.40	0.17	0.39	0.30	0.54	0.34	0.32	0.35	0.75	0.27
Company 7	0.39	0.52	0.96	0.08	0.95	0.79	0.02	0.07	0.02	0.00
Company 8	0.37	0.15	0.78	0.23	0.81	0.93	0.03	0.34	0.02	0.01

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Introducing

The CMO Scorecard
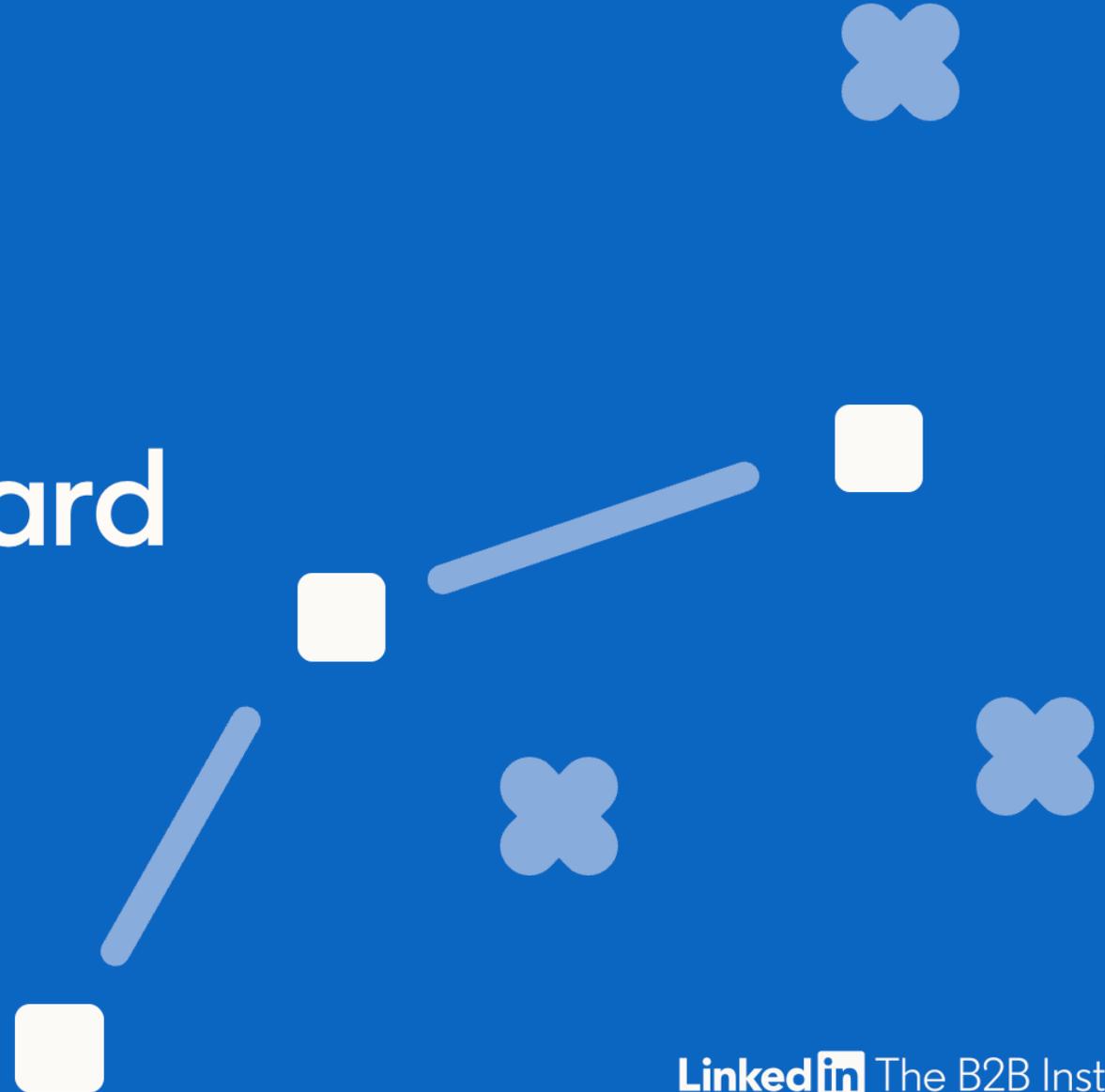
The CMO Scorecard Measures The Marketing Inputs That Matter: Creative And Media.

Context 2%

Targeting 9%

Recency 5%

Media 38%

Reach 22%

Creative 47%

Brand Size 15%

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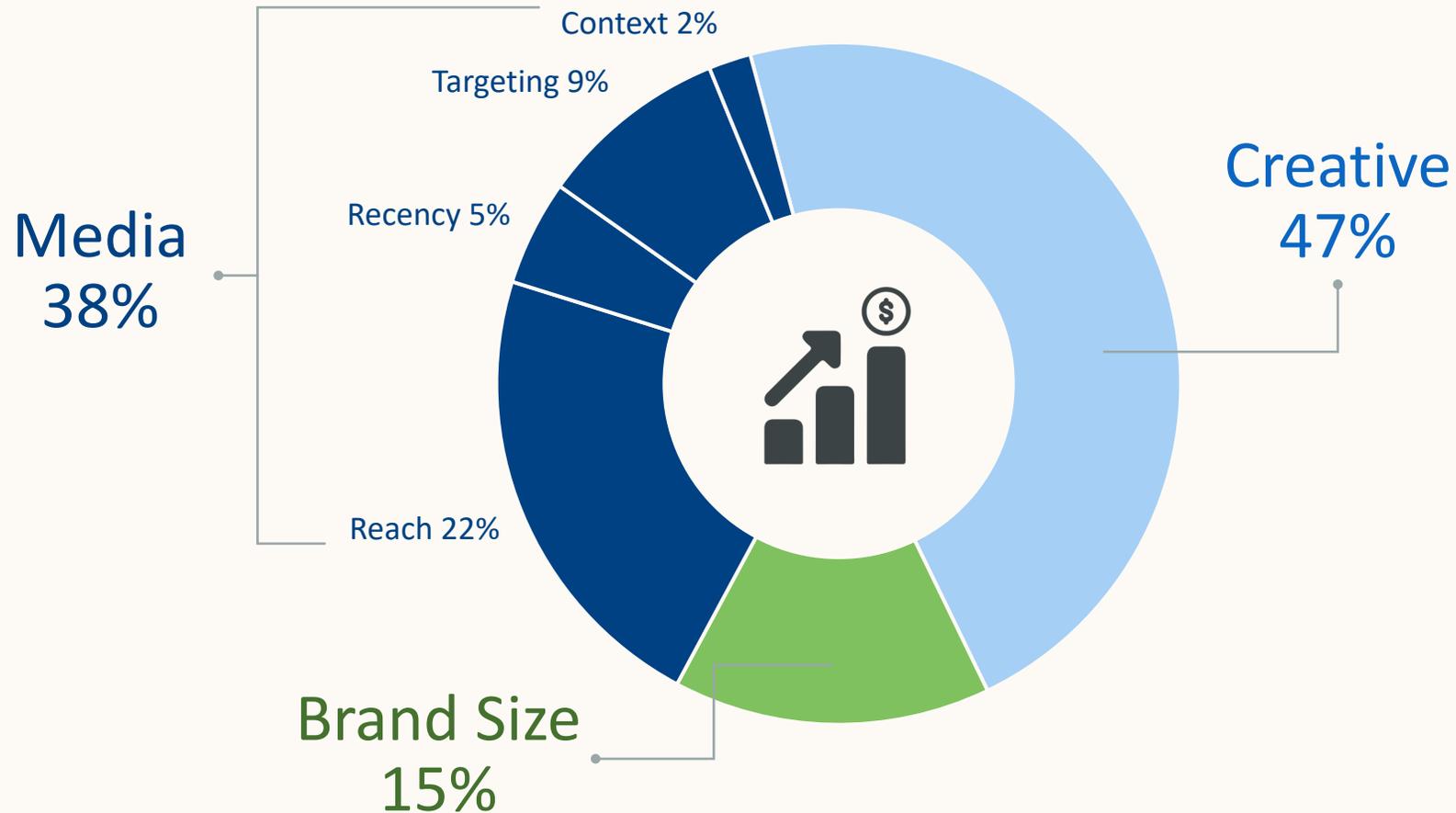
The CMO Scorecard Links Inputs to the **Outcomes You Can Expect to See With Strong Brands: Hire, Market, Sell**

Marketing and community

Linked in Ads

People and process

Linked in Recruiter

Linked in Learning

950MM+
Active Members

Sales and insight

Linked in Sales Navigator

The CMO Scorecard Links Your Brand Advertising **Performance To The Outcomes Your C-Suite Cares About.**

The "CMO" Scorecard

Creative

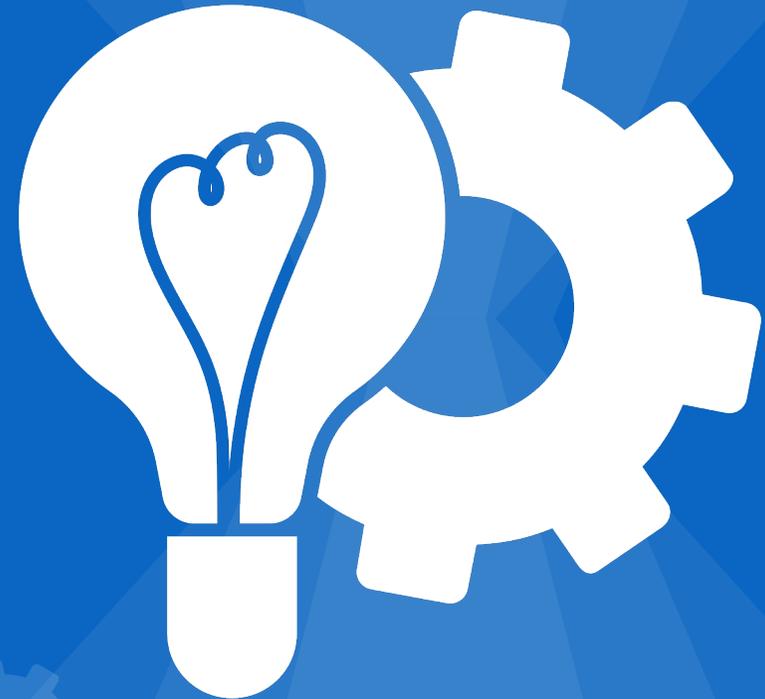How effectively does our creative drive attention, branding, and linkage?

Media

How effectively, evenly, and efficiently do we reach the category?

Outcomes

How effectively does our advertising drive business outcomes?

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Creative

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Creative Is The Biggest Edge Opportunity In B2B.
Effective Creative Drives 10-20X More Sales.

Routledge
Taylor & Francis Group

Creative That Sells: How Advertising Execution Affects Sales

Nicole Hartnett, Rachel Kennedy, Byron Sharp, and Luke Greenacre
Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Adelaide, Australia

Advertising creative is widely accepted as critical to advertising success. However, generalizations of what works in applied settings across different conditions are few. The present study replicates the seminal work of Stewart and Furse (1986), who investigated the effect of more than 150 creative devices on several copy-testing measures of advertising effectiveness. We replicate the analysis using the original codebook but examine the link to in-market, short-term sales effectiveness. We use a large sample of 312 television ads from several product categories aired in multiple countries. Our findings indicate that the codebook remains relevant for characterizing current advertising practices but many of the creative devices found most (or least) effective differ to those from the original study. Similar to Stewart and Furse (1986), no single creative device can do much alone to explain sales effectiveness. There is no one simple cookbook for making sales effective advertising, though such research offers some important guidelines.

Advertising creative, or content, is commonly acknowledged as the primary determinant of advertising effectiveness. Many studies drawing on diverse methods, including sales data audits (Blair and Kuse 2004), split-cable experiments (Lodish et al. 1995), and single-source analysis (Wood 2009), show enormous variation in the sales effects of different creative; variation that is larger than that recorded for typical changes in advertising weight or expenditure. Wood (2009), for example, found that powerful creative was 10 to 20 times more sales effective than mediocre creative.

Exploring the efficacy of the various creative message strategies (i.e., *what* is communicated) and creative execution devices (i.e., *how* it is communicated) used in advertising is therefore an important area of research that has a long history. Initial studies of advertising's creative effects examined mechanical devices (e.g., size, headline, color) that improved print advertising recognition and readership (Twedt 1952), which evolved to include message devices (e.g., quality appeals, comparisons) (Holbrook and Lehmann 1980), and then sound and motion devices for broadcast advertising (e.g., background music played, voiceovers, scene changes) (Stewart and Furse 1986).

How advertising creative contributes to advertising effectiveness continues to attract interest and debate in academic journals. Researchers have theorized and investigated how the dimensions of creativity (e.g., divergence, relevance) (Lehnert, Till, and Ospina 2014; Sasser and Koslow 2008; Smith and Yang 2004) or the nuances of specific creative devices relate to consumers' responses to advertising. Most recent examples include rhetorical figures (Theodorakis, Koritos, and Stathakopoulos 2014), gender stereotypes (Eisend, Plagemann, and Sollwedel 2014), and comedic violence (Yoon and Kim 2014). Exploring different conditions (e.g., products, services, social issues) and consumer groups (e.g., various demographic factors, involvement with the ad or brand) has also revealed dif-

... powerful creative to be **10 to 20 times** more sales effective than mediocre creative.

How Are We Measuring Creative Quality?
By Scoring Our Creative On Three Key Metrics.

Attention
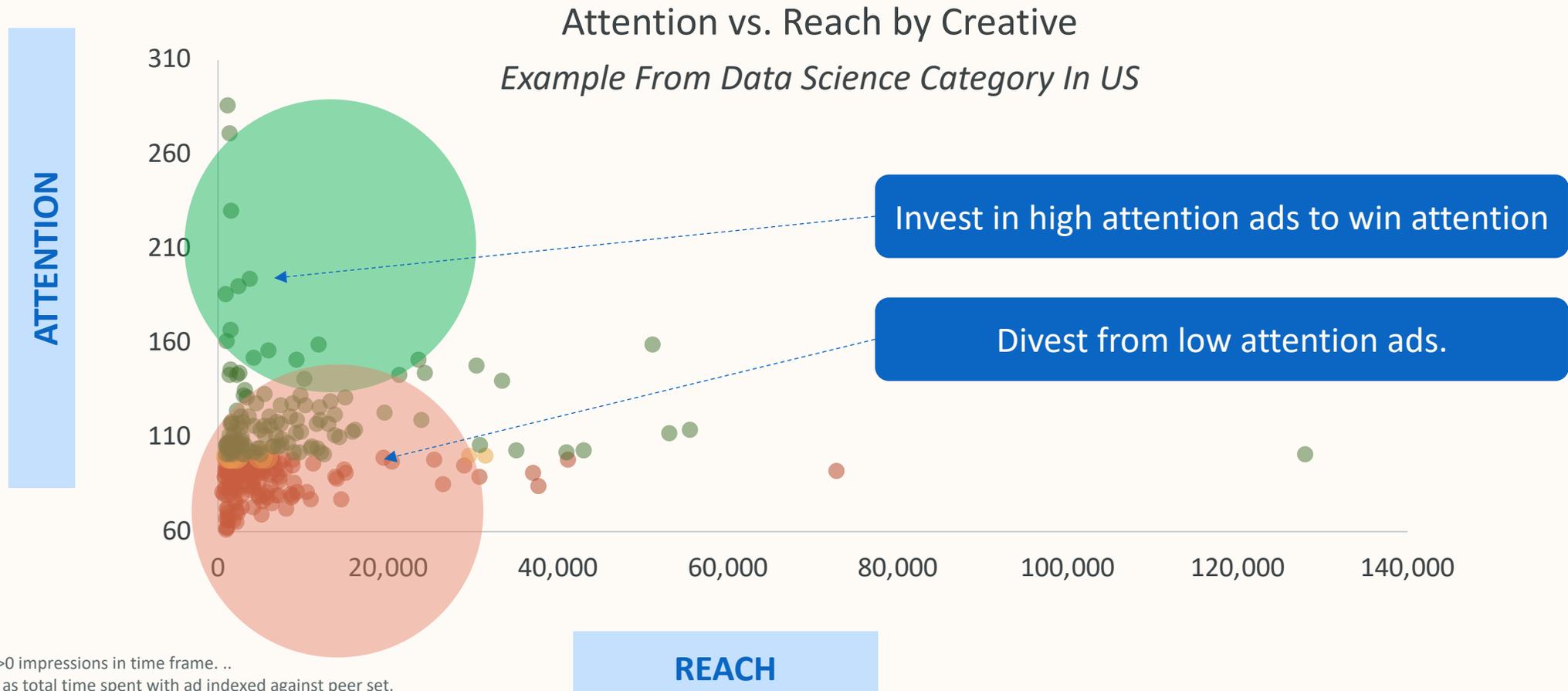Do buyers notice our ads?

Branding
Are our ads attributed to us?

Linkage
Do our ads link us to buying situations?

Buyers Must Notice An Ad To Produce A Response. Attention: Invest In High Attention Ads.

Attention vs. Reach by Creative

Example From Data Science Category In US

ATTENTION

310
260
210
160
110
60

REACH

0   20,000   40,000   60,000   80,000   100,000   120,000   140,000

Invest in high attention ads to win attention

Divest from low attention ads.

Reach defined as >0 impressions in time frame. ..
Attention defined as total time spent with ad indexed against peer set.
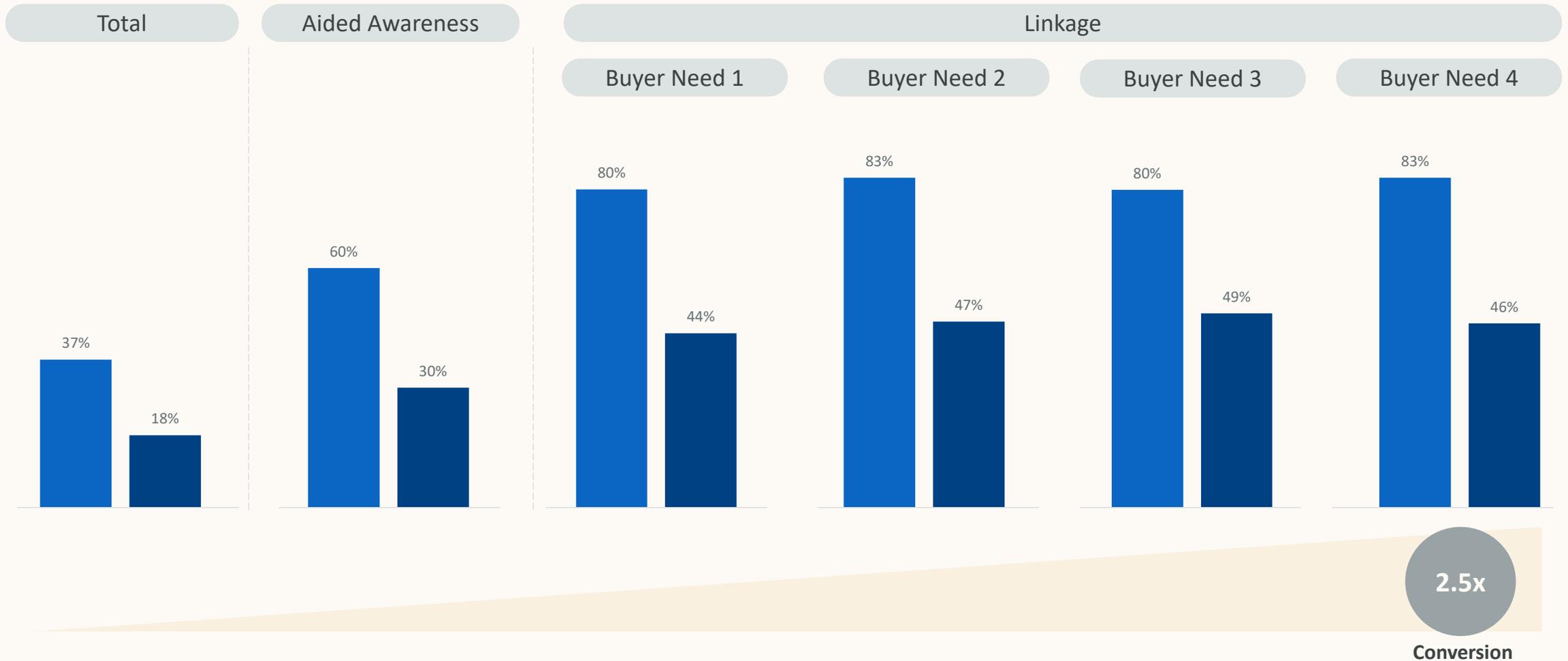2022-02-01 through 2023-02-28.

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Once Buyers See An Ad, They Must Know It's Yours. Branding: Use Brand Assets Early And Often.
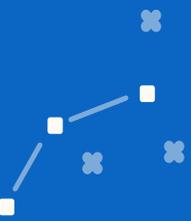
Asset Recognition Drives Brand Attribution In Cloud

Brand	Brand Assets	Asset Recognition	Brand Attribution	Misattribution	Category Association Only
AWS		93%	74%	3%	23%
Google Cloud		91%	68%	5%	27%
MSFT		65%	14%	11%	74%
Cloudflare		63%	6%	18%	76%
Dell		61%	1%	18%	81%
Digital Ocean		59%	13%	13%	75%
IBM		57%	38%	6%	57%
MSFT		56%	10%	17%	74%
Oracle		54%	20%	7%	73%
Linode		52%	9%	10%	81%

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Buyers Must Link Your Ad To Their Key Needs.
Linkage: Align Brand Messaging To Buyer Needs.

Total	Aided Awareness	Linkage

		Buyer Need 1	Buyer Need 2	Buyer Need 3	Buyer Need 4

Total
- 37% (Consideration)
- 18% (Usage)

Aided Awareness
- 60% (Consideration)
- 30% (Usage)

Buyer Need 1
- 80% (Consideration)
- 44% (Usage)

Buyer Need 2
- 83% (Consideration)
- 47% (Usage)

Buyer Need 3
- 80% (Consideration)
- 49% (Usage)

Buyer Need 4
- 83% (Consideration)
- 46% (Usage)

2.5x

Conversion

■ Consideration   ■ Usage

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The CMO Scorecard

Creative — Media — Outcomes

Recommendations

Attention
Put more media dollars behind ads with higher **dwell**.

Branding
Brand early and often, using distinctive brand assets, to drive **attribution**.
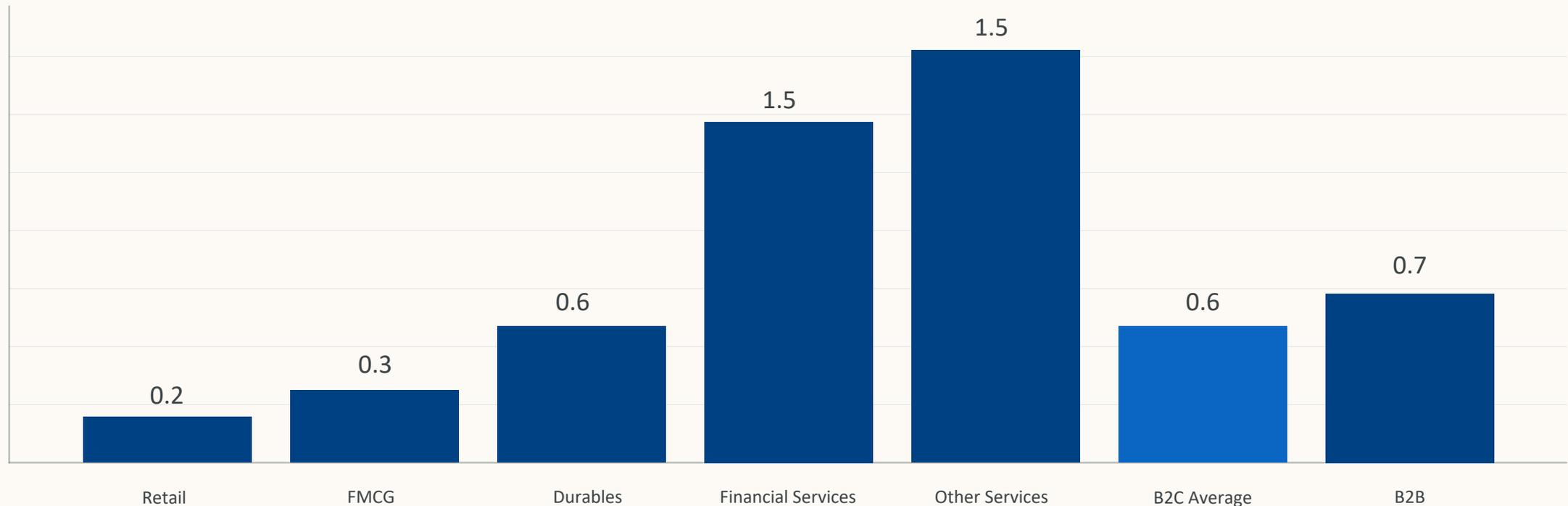
Linkage
Allocate your **keywords** to buyer key needs.

Media

Second Only To Creative In Significance Is Spend.
Grow Your Share Of Voice To Grow Your Share Of Market.
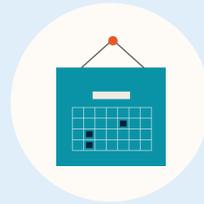
% Market Share Gains For +10 Points In eSOV

Retail	FMCG	Durables	Financial Services	Other Services	B2C Average	B2B
0.2	0.3	0.6	1.5	1.5	0.6	0.7

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How Are We Measuring Media Quality?
By Scoring Our Media On Three Key Reach Metrics.

Effectiveness

How many category buyers do our ads reach relative to competitors?

Evenness

How evenly do we spread our spend over the year?

Efficiency

How do we balance spend across objectives to optimize cost per reach?

Effective Media Maximizes Category Reach.
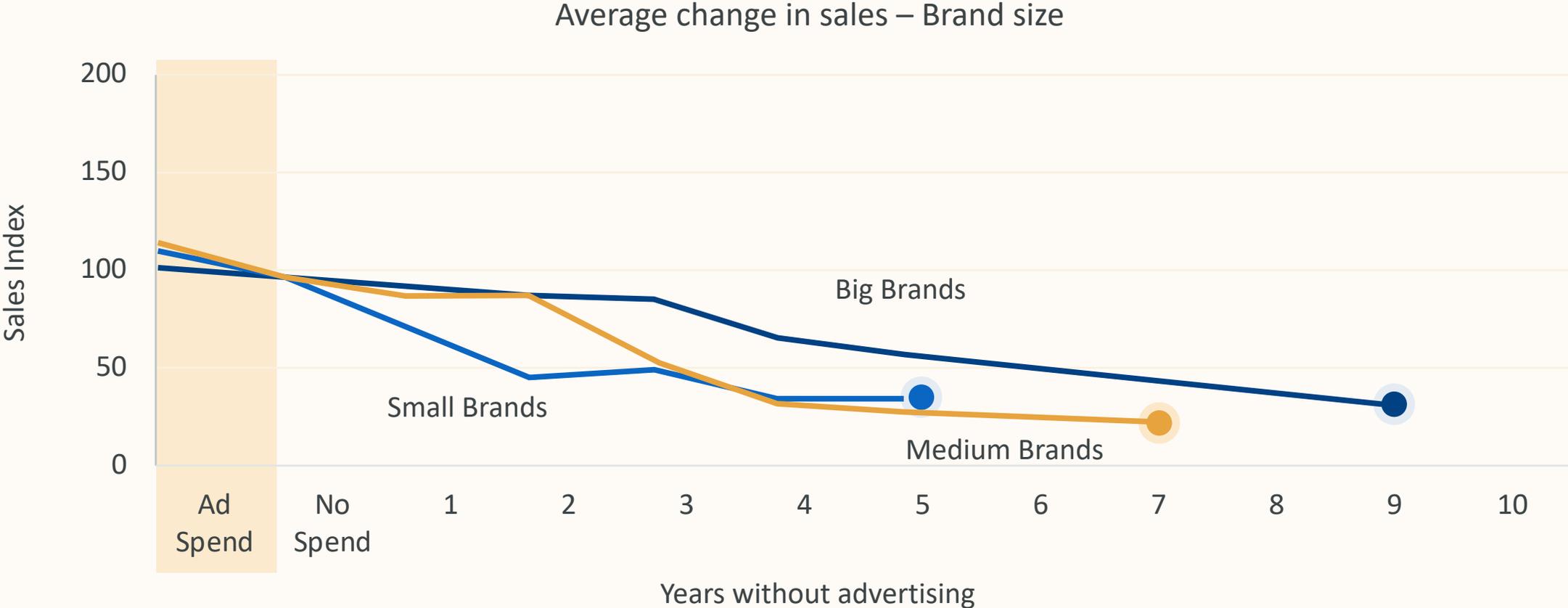# Effectiveness: Grow Your Cumulative Reach.

Cumulative Target Audience Reached
Example From Cloud Category In Latin America

Is 249K against category buyers enough to meet growth goals?
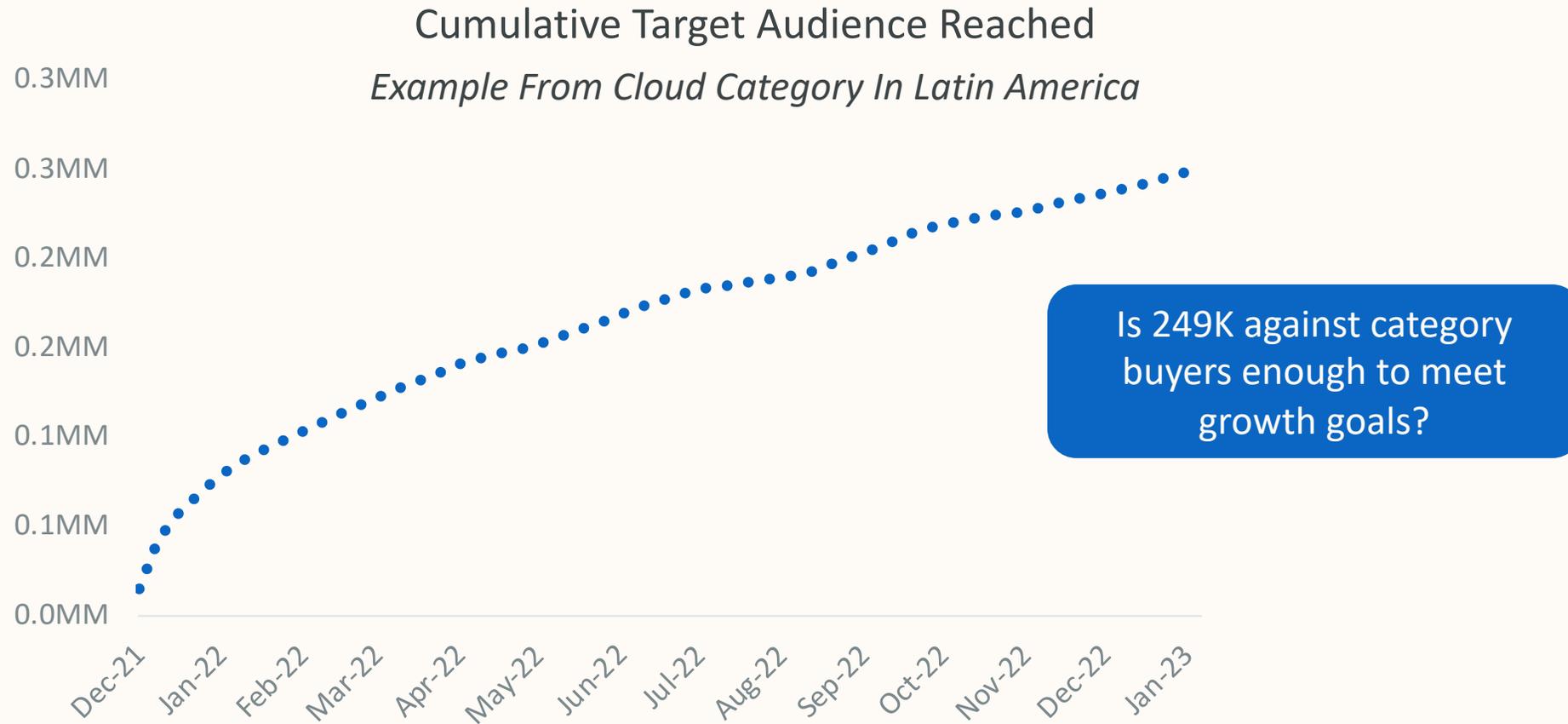
Effectiveness: And Grow Your Competitive Reach To Influence More Buyers Than Your Competitors.

Weekly % Of Audience Reached
Example From Data Science Category In US

Client Beats Competitor Average In 25 Of 52 Weeks.

— Client Reach

— Competitor Avg. Reach

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Media Isn't Just About Reach – It's Also About Recency.
Gaps In Reach Cause Memories To Decay.

Average change in sales – Brand size

Sales Index

200

150

100

50

0

Big Brands

Small Brands

Medium Brands

Ad Spend · No Spend · 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10

Years without advertising

Source: "What happens when brands stop advertising," Ehrenberg Bass Institute

Evenness: Spend Evenly Throughout The Year
To Increase Reach & Decrease Decay.

Weekly Target Audience Spend

Example From Tech Category In US

Client Ranks 2nd In Evenness, Minimizing Time Between Exposures.

Chart: Weekly Target Audience Spend from Dec-21 to Jan-23, with y-axis ranging from $K to $120K.

Efficient Media Is On-Target Media.
Efficiency: Spend Across Objectives To Minimize CPR.

Objectives, Spend vs. Cost Per Reach Past 90d

Example From Financial Services Category In UK

	Spend	Objective	Cost Per Reach
	$3,809	Brand Awareness	$0.10
	$3,259	Engagement	$0.27
	$2,201	Video View	$0.21
	$11,672	Lead Generation	$0.31
	$14,419	Website Visit	$0.45

Spend More At The Top Of The Funnel Where CPR Is Lower.

Spend for impressions to Audience: United Kingdom; Managers+. Demand Creation: Brand awareness, video view, and engagement objectives.
Demand Capture: Lead generation, website traffic, and website conversion objectives. For internal, non-commercial use only. Provided under license from LinkedIn and subject to the LinkedIn Subscription Agreement and Service Terms.

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The CMO Scorecard

Recommendations

Effectiveness

Maximize your **cumulative reach** and **competitive reach** in your category.

Evenness

Spread your **weekly spend** evenly over the year.

Efficiency

Spend more on demand creation objectives to optimize **cost per reach.**

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Outcomes

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Brand Creates Value That Activation Cannot.
The Benefits Of Brand Are Asymmetrical.

Activation

Short-Term
Sales

Brand

Short-Term Sales	Long-Term Sales	Pricing Power	Category Optionality	Talent Acquisition	Competitive Moat
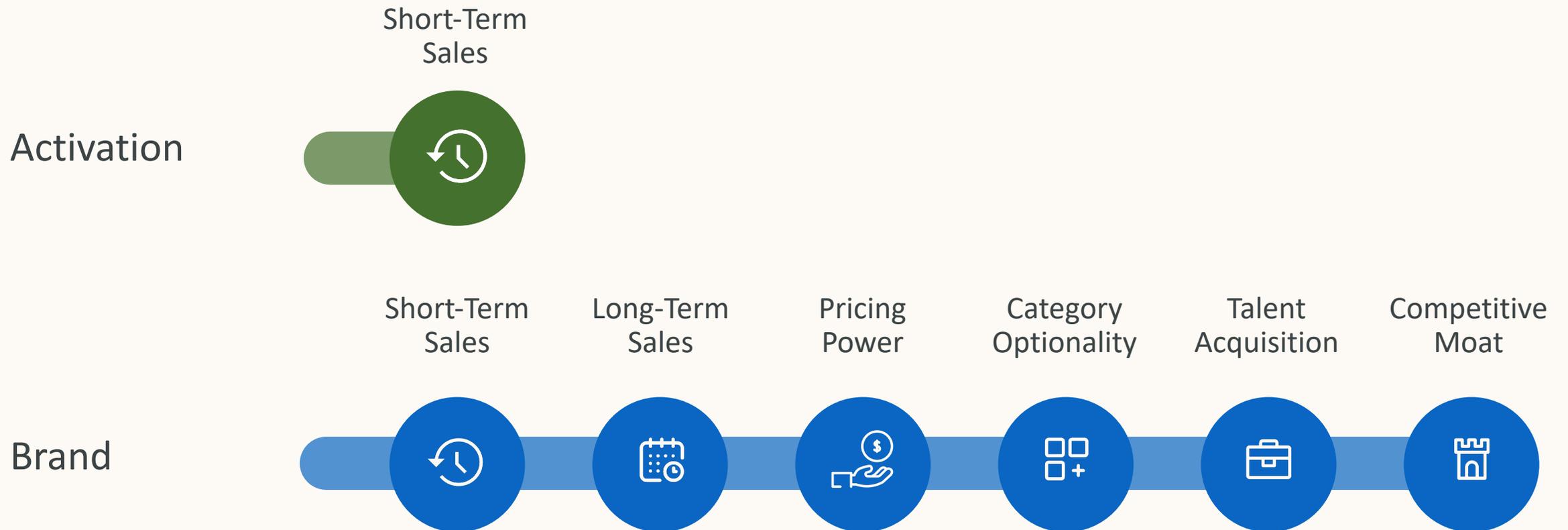
How Are We Measuring Outcomes?
By Scoring Our Impact On Three Key Business Centers.

Marketing

Are we helping marketers get more recall and more leads?

Selling

Are we helping sellers get more responses and more meetings?

Hiring

Are we helping recruiters hire better talent, faster?

Strong Brands Have Fatter Pipelines. People Who See a Company's Ad Are More Likely to Engage With the Brand

Example From Tech Category In US

CTR

0.35% → 71% → 0.60%

| | Cold | Warm |

Lead-Gen Completion Rate

4.38% → 90% → 8.32%

| | Cold | Warm |
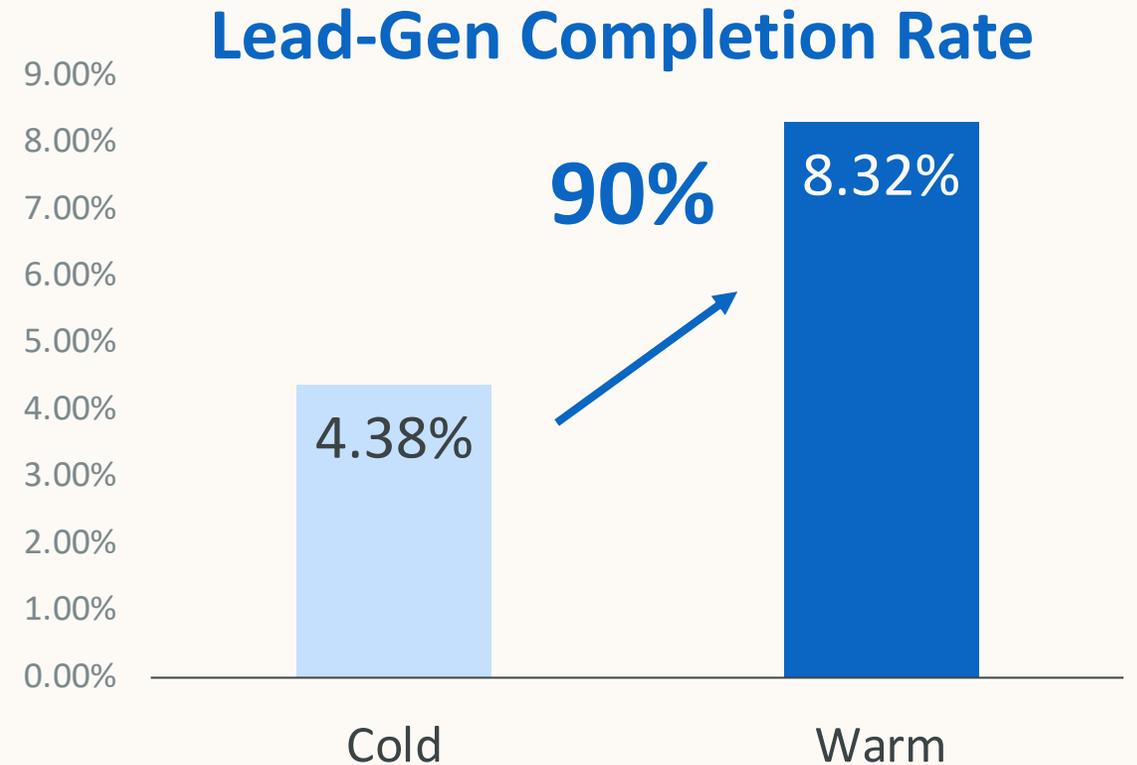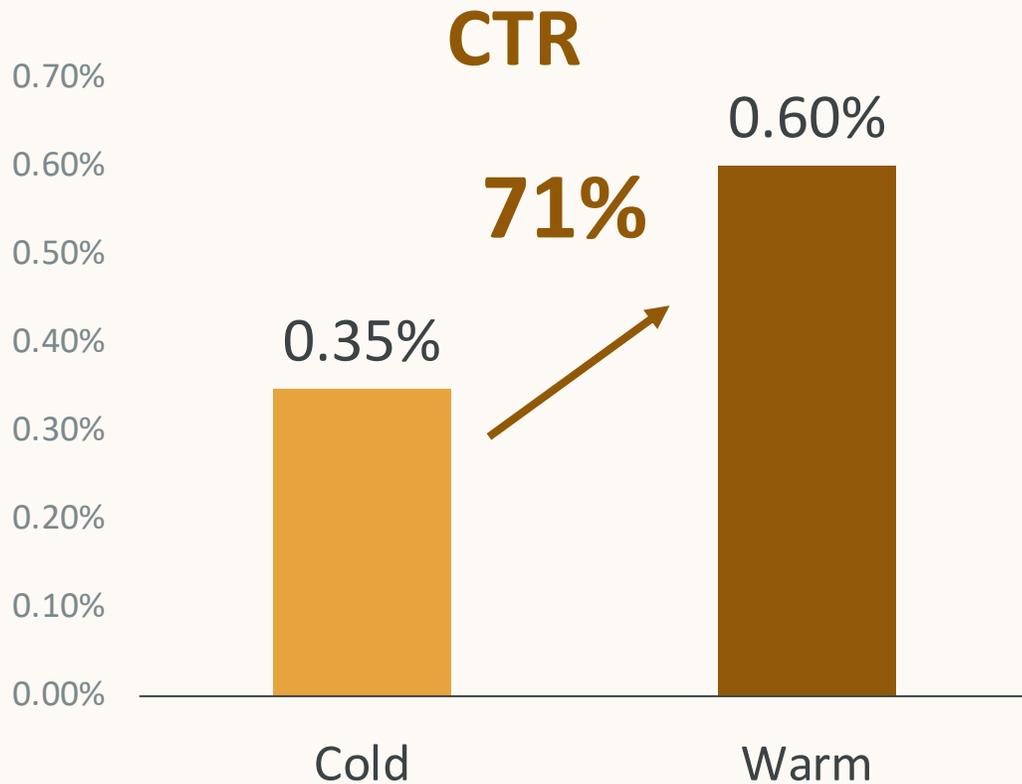
Strong Brands Open More Doors For Sellers. Brand Marketing Makes Buyers More Receptive to Outbound Sales

36% lift in InMail acceptance rates for sales teams when prospects were exposed to a campaign in Q4.
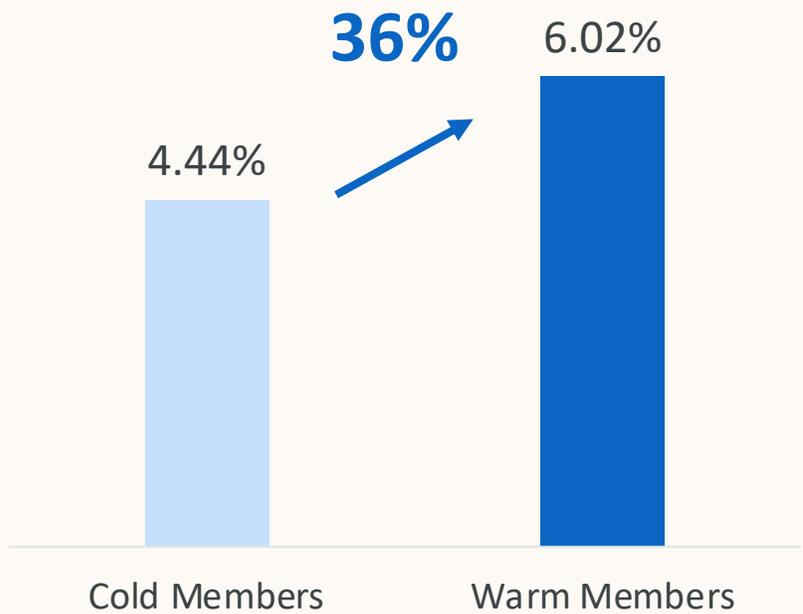
24% lift in connection requests for sales teams when prospects were exposed to a campaign in Q4.
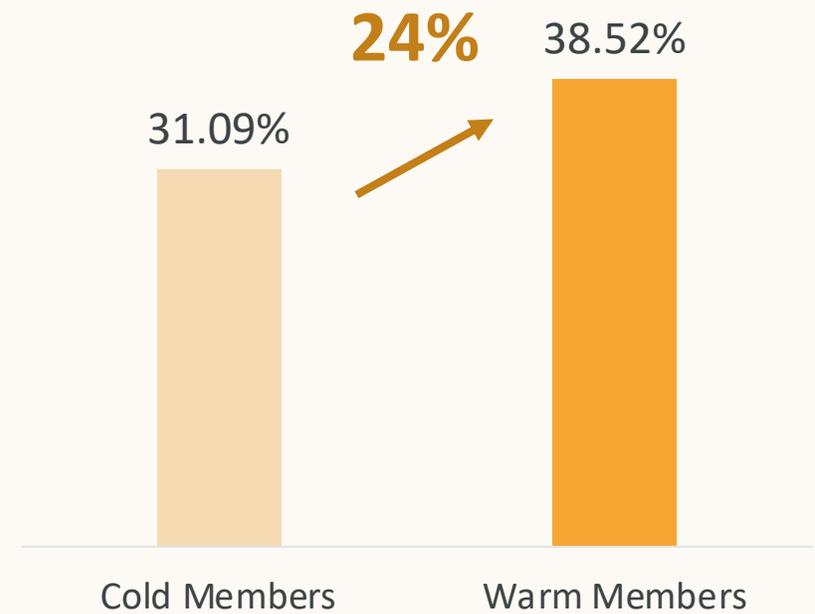
36%

6.02%

4.44%

Cold Members | Warm Members

24%

38.52%

31.09%

Cold Members | Warm Members

Strong Brands Attract The Best Talent. People Want to Work for Companies They Know & Believe In.

Warm members are **95%** more responsive

(COMPARED TO COLD MEMBERS)

95%

37.6%

19.2%

Cold members
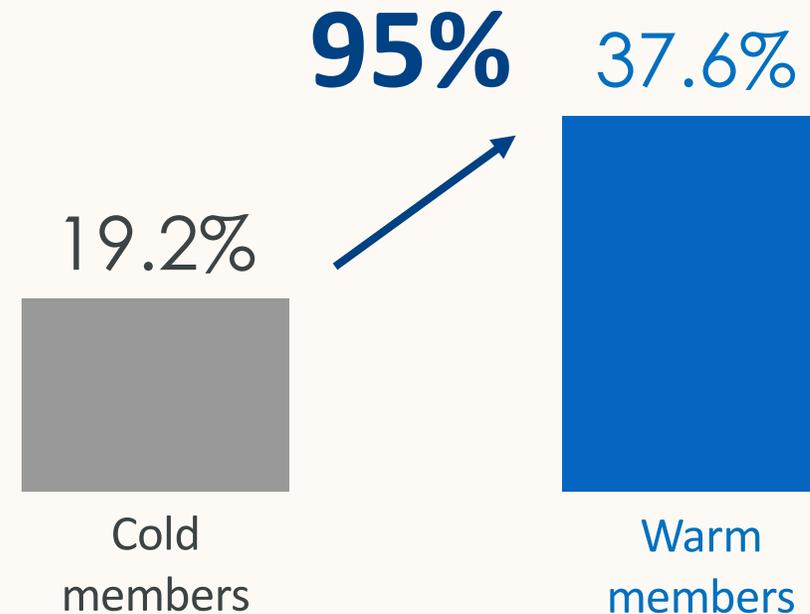
Warm members

These figures are calculated over the latest 12 months of LinkedIn data. These figures are calculated at the contract-level for selected contracts.
*Warm member = Visiting company/ career page, viewing a job, following your company, impressions and clicks on recruitment ads and clicks/social actions on updates.
*Data reflects period of X- Y; InMail Acceptance Rate is calculated as (# of job opportunity InMails accepted) / (# of job opportunity InMails sent) up to 30 days prior to receiving an InMail.

Brand Exposure Means More Chances to Get a Response in Marketing, Sales or Hiring.

Market

Leads

Reach correlates with leads (0.71).

Reach

Sell

Influenced Sales Outcomes

Reach

Hire

Influenced Hires

Reach

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The CMO Scorecard

Creative — Media — **Outcomes**

Recommendations

Marketing
Great creative and great media delivers more **conversions**.

Selling
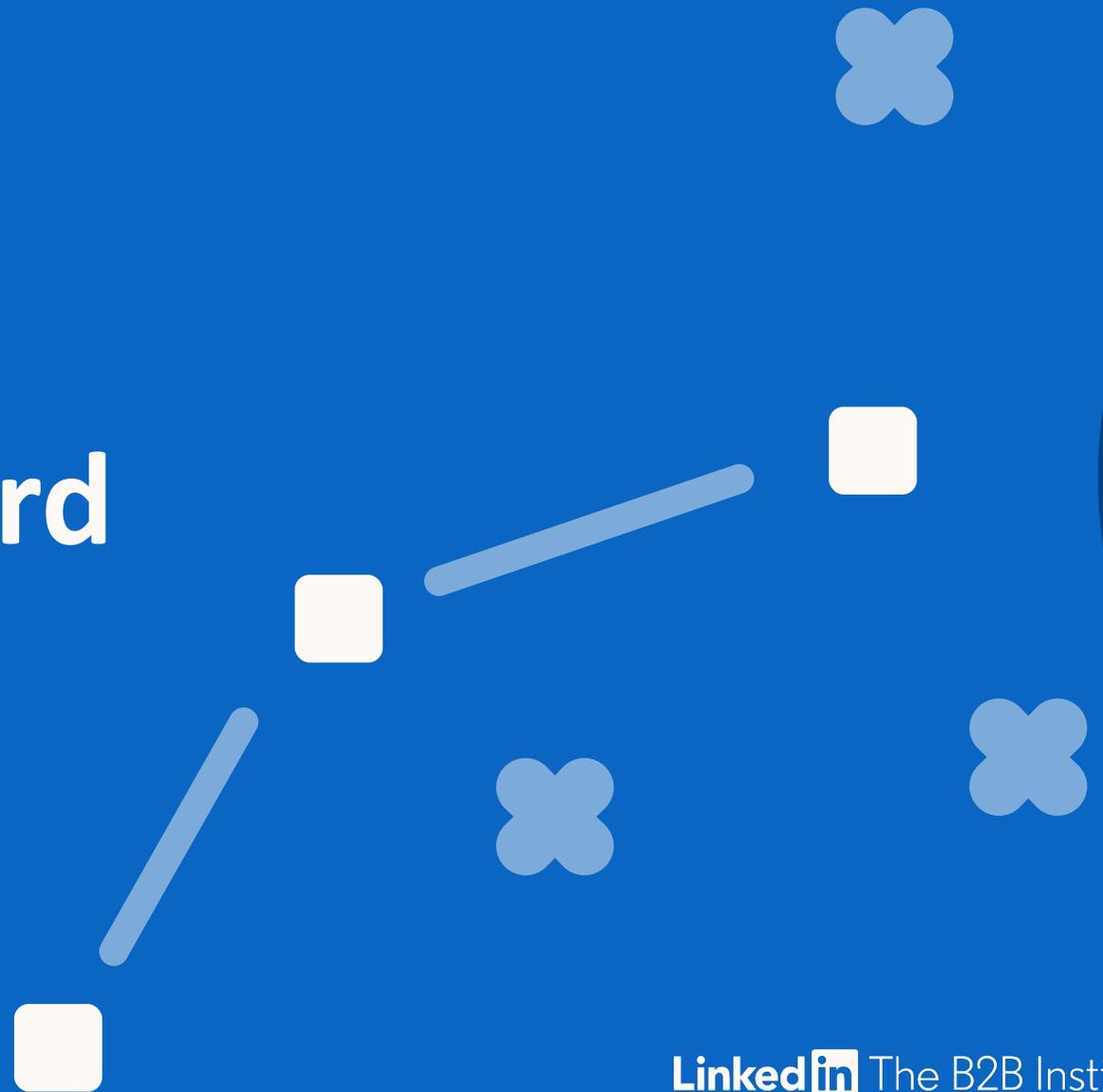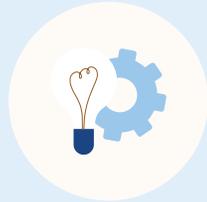Great creative and great media delivers more **seller responses**.

Hiring
Great creative and great media delivers more **recruiter responses**.

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Recap

The CMO Scorecard

Prove & Improve Your Advertising Performance With The CMO Scorecard.

The "CMO" Scorecard

Creative

How effectively does our creative drive attention, branding, and linkage?

Media

How effectively, evenly, and efficiently do we reach the category?

Outcomes

How effectively does our advertising drive business outcomes?

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Thank You!

Download The Full Report At b2binstitute.org.

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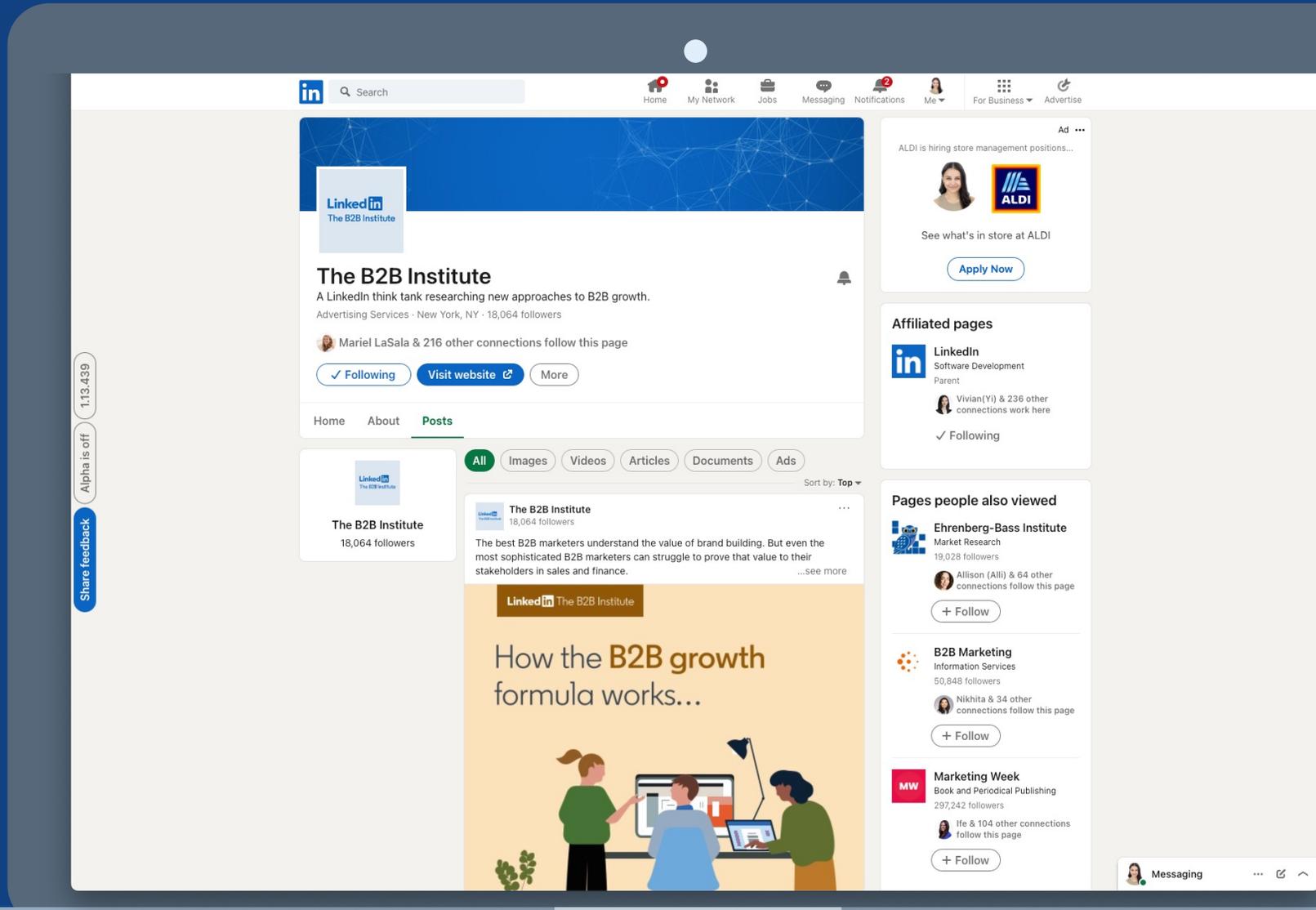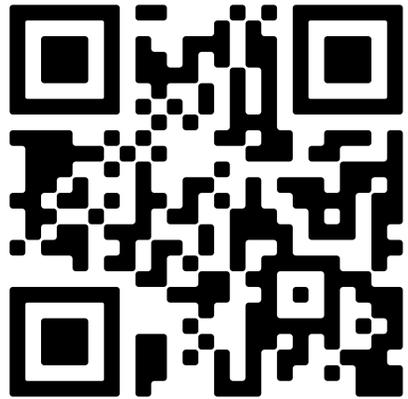
Get notified about LinkedIn CRM Sync!

What is LinkedIn CRM Sync?

This integration makes your HubSpot CRM and Sales Navigator better and stronger. Bringing up-to-date Sales Navigator data and insights into your CRM enriches, improves, and brings your CRM to life! Integrating your CRM with Sales Navigator unlocks the workflows and efficiencies of Sales Navigator.

Benefits:

- Streamline your sales process
- Enhance lead targeting and engagement
- Access rich data insights, all in one place

Private Beta Fall 2023 | Full Access in 2024

Want to take your marketing to the next level?

Check out these amazing resources!
Scan to learn more