

Directive,

# The Verdict

Directive's Expert Analysis  
and Recommendations on  
Paid Media Platforms, Gathered  
by Managing \$150M in 2022

On Paid Media  
Platforms



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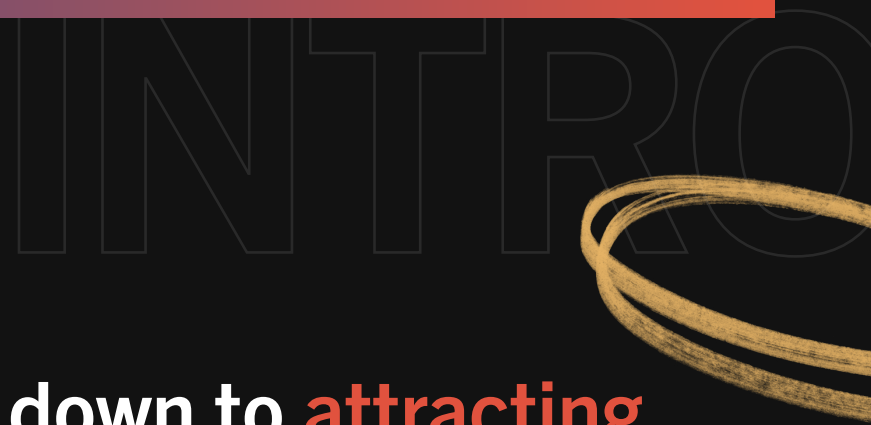
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DO YOU KNOW WHICH PAID MEDIA PLATFORM BRINGS IN THE HIGHEST ROI?

# Ramping up your revenue comes down to **attracting, converting, and retaining** more customers.

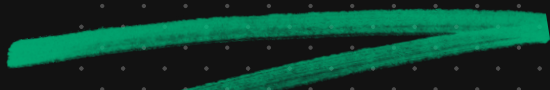
The first step to securing more customers? Figuring out where your Paid Media spend makes the biggest impact. When you know which marketing platforms set you up for faster, more cost-efficient growth, not only can you streamline your sales and marketing strategies — you can also optimize them for success.

To do that, you need data. Reviewing your company's data is a critical starting point, but internal numbers shouldn't be the only information you rely on. Zooming outward to analyze industry-wide data gives you a deeper understanding of the larger marketing trends and patterns that affect your bottom line.

At Directive Consulting, we use data to inform our marketing methods and client plans. Our comprehensive and always updated\* collection of industry-wide marketing metrics gives you valuable insights into our top 2023 technology Paid Media platform recommendations: Google, LinkedIn, Facebook, Bing, and Capterra.

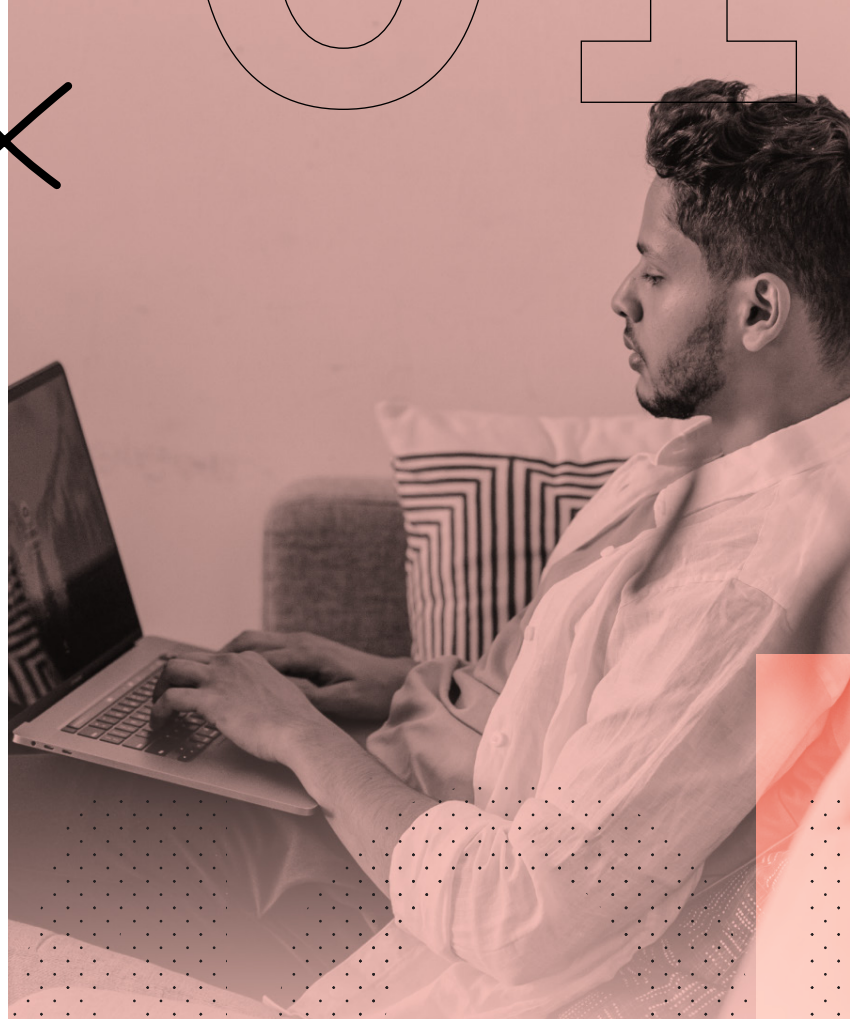
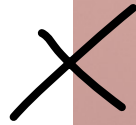
In this report, we'll dive into key metrics from each of the 5 major platforms, and share strategies for how to use these platforms to generate your greatest ROI. Keep reading to learn more about Directive's stance on marketing qualified leads, sales qualified leads, opportunity metrics, and customer acquisition costs.

\*2022 Client data is pulled from various platforms using Funnel.io. The raw data is normalized and grouped within Funnel.io. From Funnel.io, the data is exported to our benchmark library database where industry labels are layered on. Industry labels are based on data from Crunchbase. From there benchmark calculations are made on the aggregated data. Outliers are identified using the Tukey method and removed before calculating the final numbers. The data comes from 70+ SaaS/Tech Clients.





# Marketing Qualified Leads



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## MARKETING QUALIFIED LEADS

# Why it's time to retire MQLs.

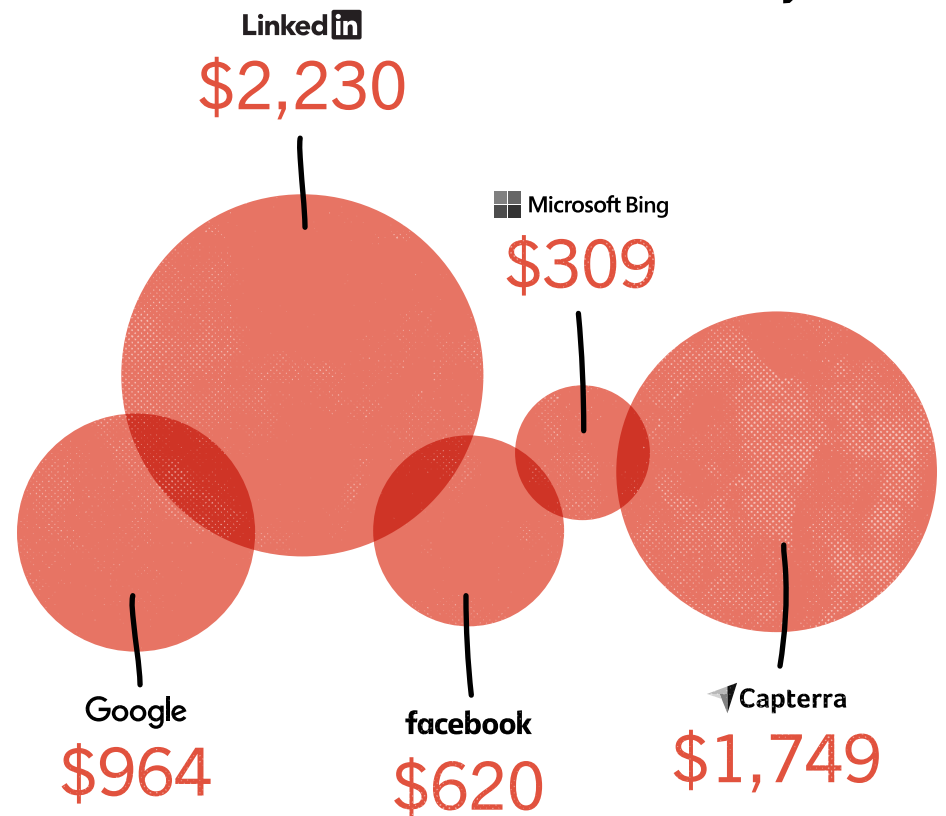
For many companies, marketing qualified leads (MQLs) are an essential component of an effective inbound marketing plan. But not all MQLs are created equal. Someone who requests a demo, for example, is significantly more valuable to your sales team and bottom line than someone who downloads an asset, even if both parties are technically classified as MQLs.

There's often a wide range of MQL qualifications — and no consistent, predictable timeframe for when an MQL makes the leap to a sales qualified lead (SQL). Meanwhile, it takes a significant amount of time and money to generate a steady stream of MQLs and nurture them at different stages.

On top of making daily calls and coordinating with sales to try to graduate MQLs to SQLs, you also have to funnel uninterested MQLs back into the appropriate nurture sequence to prepare them for a second try. The lack of consistency combined with the multitude of steps means the process isn't nearly as time or cost-efficient as it could be.

As a result, marketing teams whose primary focus is producing MQLs could find themselves further away from their revenue goals at the end of the day.

## Cost per MQL by platform

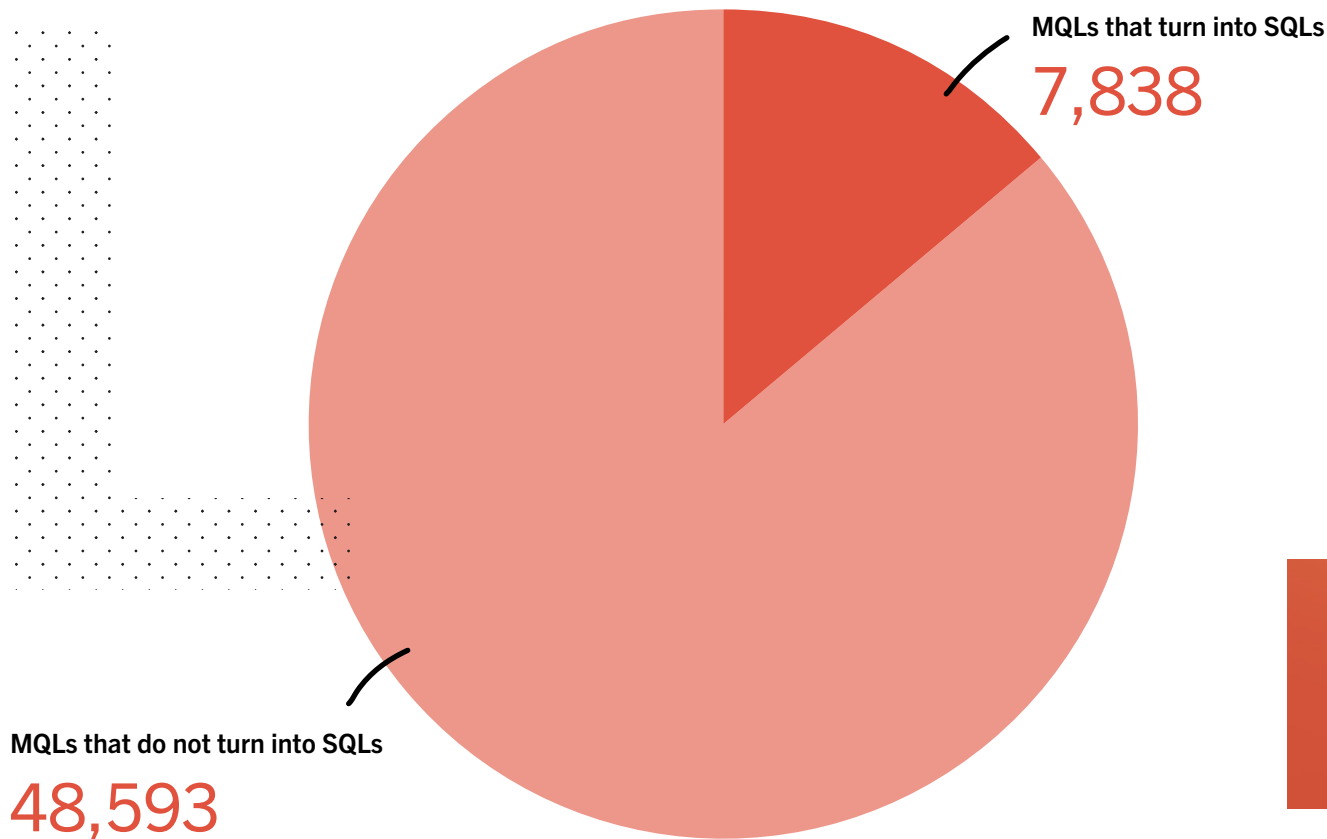


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MARKETING QUALIFIED LEADS

# Most MQLs fail to turn into qualified leads.

The data below shows the total amount of MQLs and SQLs and the number of MQLs that do not turn into SQLs (disqualified MQLs). Out of the 56k MQLs, only ~7.8k end up being SQLs while ~48.5k are disqualified MQLs.



**+86.11%** of MQLs result in a disqualified lead.



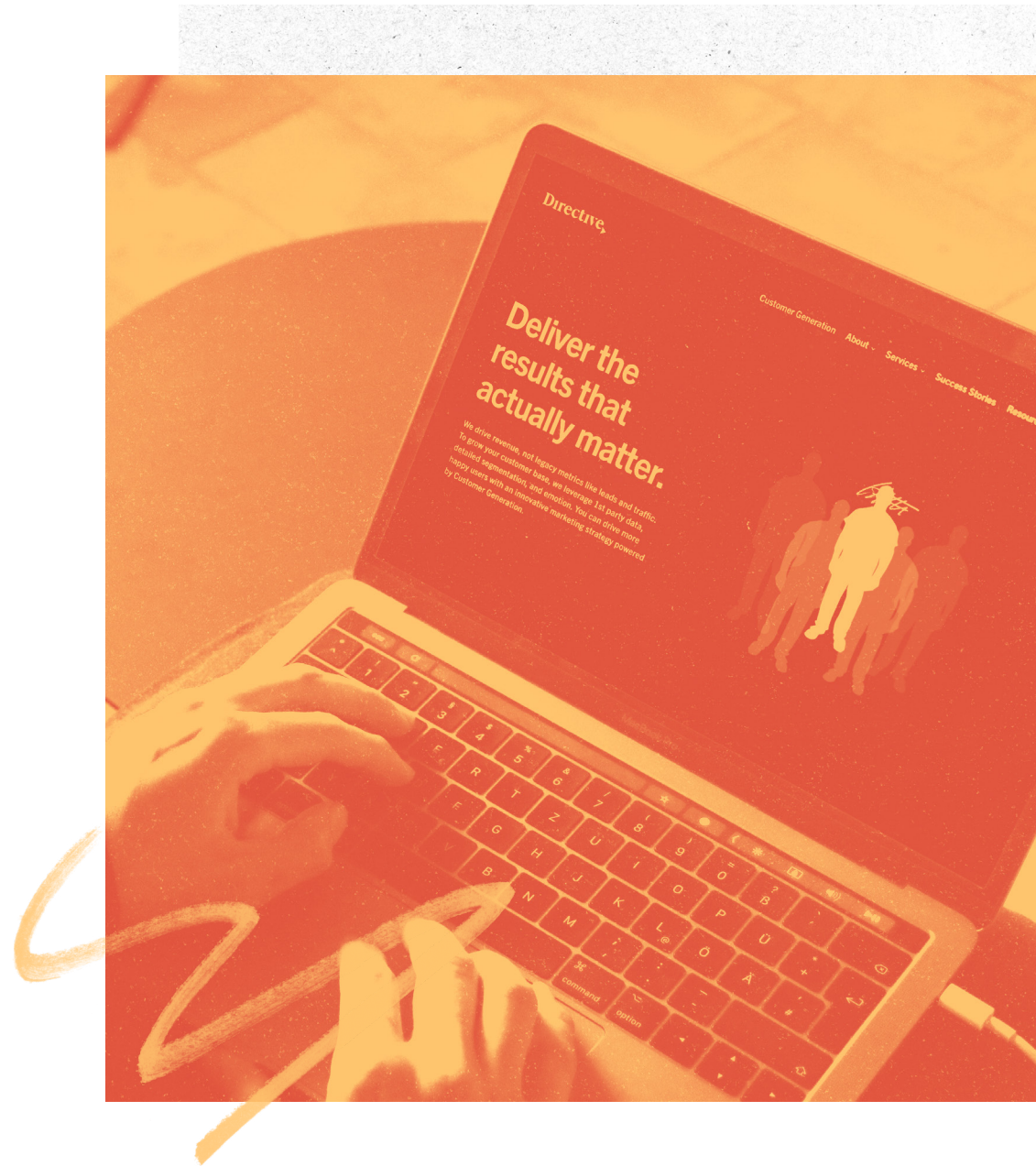
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MARKETING QUALIFIED LEADS

# Swapping MQLs for SQLs.

At Directive, we go straight to the root of the problem when looking at revenue growth: customers. That's why we focus less on MQLs — which require a lot of work for little payoff — and more on the step below them: SQLs.

Our unique [Customer Generation methodology](#) is time tested by 200 real-world clients, 70 of which share their financial data with us. This methodology is designed to generate SQLs that have a high likelihood of turning into paying customers. Our approach aligns sales, marketing, and lifetime customer success so the people you attract actually stick around — and your marketing campaigns drive measurable revenue results.



MARKETING QUALIFIED LEADS | CASE STUDY

# How one cybersecurity tech company increased SQLs by 69%.

OneSpan is a cybersecurity technology company that offers a cloud-based and open-architected anti-fraud platform. When they needed support scaling their paid campaigns, they came to Directive. To alleviate the burden on OneSpan's Paid Media team, our team took over coverage of 4 key geographic regions.

From there, we decided to create regional segments, each with their own unique metrics, goals, and strategies. We used Google text ads for the segmented campaigns, as well as display ads. The result was a 69% increase in SQLs across OneSpan's target markets, with a 66.7% increase in US SQLs and an impressive 300% increase in CA SQLs.

[Read the Full Case Study](#)



“A core part of the client-agency partnership is trusting the process.”

**Meredith Eddy**

PAID MEDIA STRATEGIST AT DIRECTIVE

## OneSpan's Results with Directive

▲ **66.7%** Increase in US SQLs

▲ **33.4%** Increase in UK SQLs

▲ **300%** Increase in CA SQLs

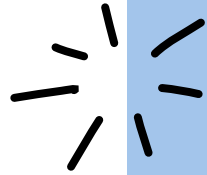




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Chapter Two  
Chapter Two

# Sales Qualified Leads



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## SALES QUALIFIED LEADS

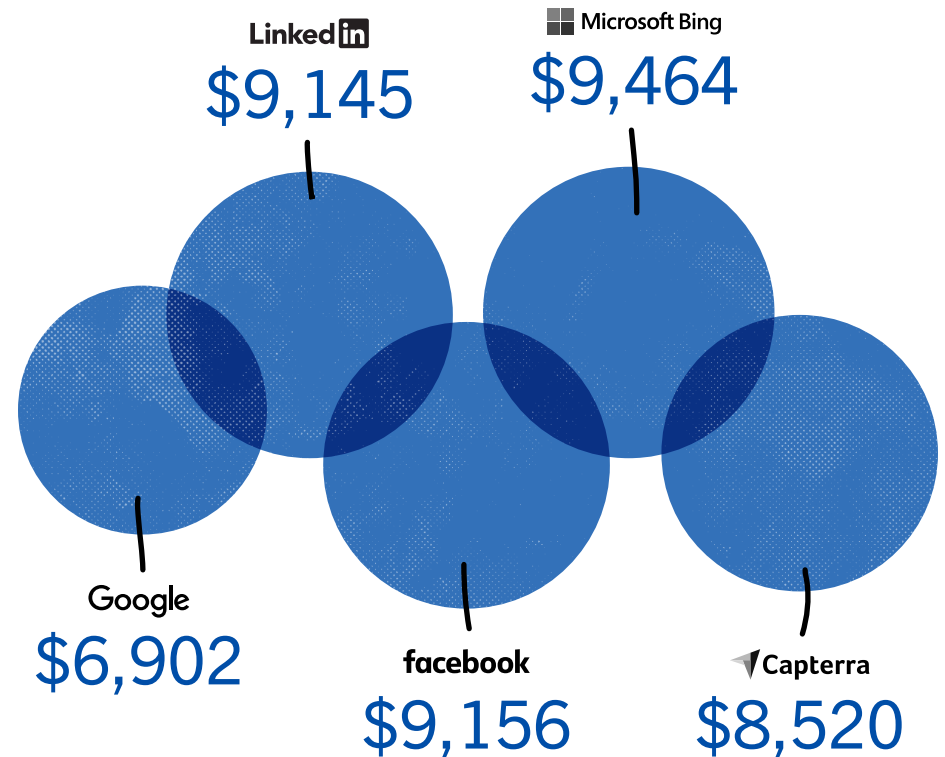
# Why sales qualified leads make you more money.



Unlike MQLs, SQLs are one step away from becoming paying customers. Measuring your marketing spend by SQLs isn't just simpler — after all, SQLs are closer to revenue — it's also more cost-efficient.

If you can reduce the steps needed to turn a lead into an SQL, and spend less time qualifying leads in general, you'll be able to generate and convert a greater number of SQLs in a shorter period of time. The result: more paying customers and more revenue to grow your business.

### Cost per SQL by platform

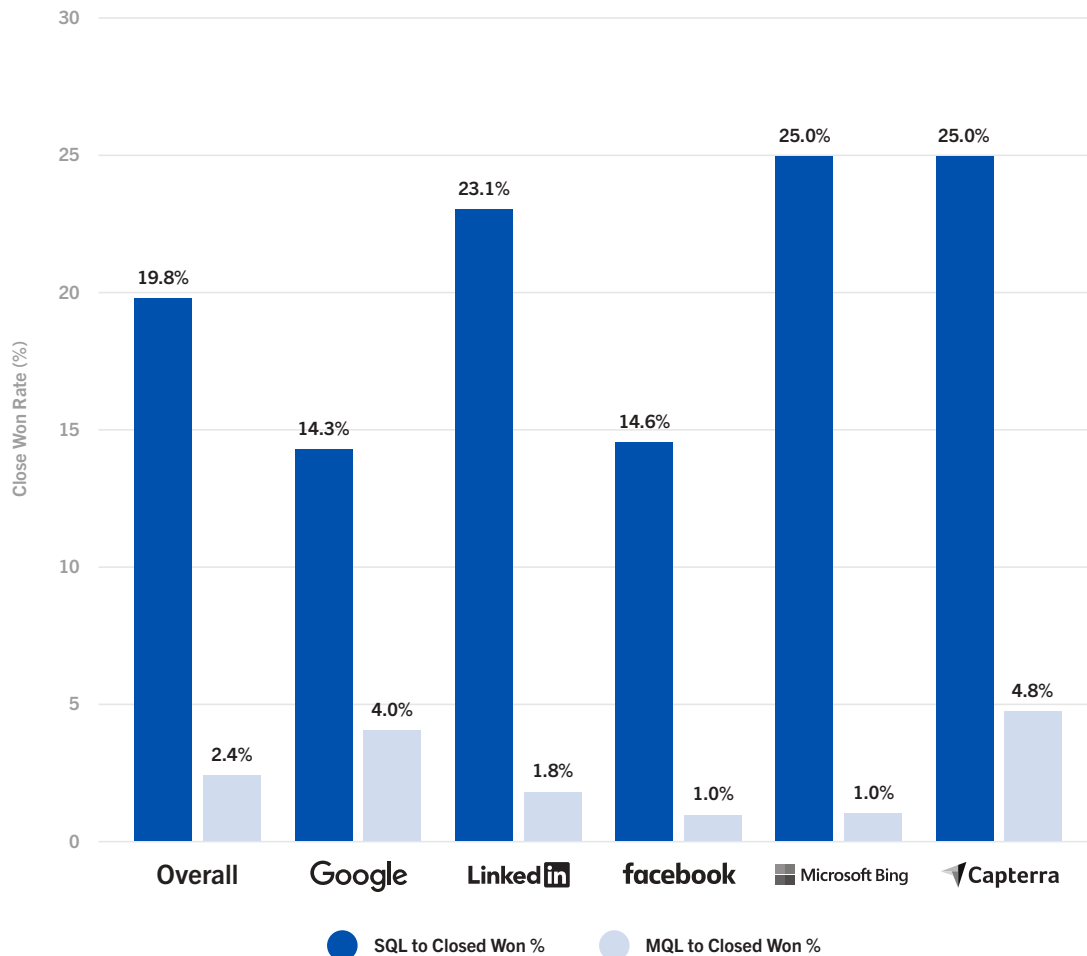


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## SALES QUALIFIED LEADS

# MQL vs. SQL close/won rate by platform.

The data below shows the comparison of SQL to Closed/Won Rate versus MQL to Closed/Won Rate overall and broken down by platform. SQLs tend to have a higher closed/won rate ratio per platform over MQLs.



SQLs are 8x more likely to result in customers than MQLs.

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## SALES QUALIFIED LEADS

# Save on steps from lead to SQL.

Turning a lead into an SQL takes time, strategy, and money, but there are ways to expedite the process. At Directive, our Customer Generation approach involves cutting out the middle of the funnel and going straight to the bottom, where potential paying customers exist.

Our proven Paid Media strategy puts the customer at the center of our campaigns. Instead of MQL targeting with 3rd-party data, we focus on SQL targeting using 1st-party data. The middle of the funnel can be leveraged for specialized program materials and uniquely valuable content, but should not be relied upon as a quick shortcut to revenue generation alone.

Using financial modeling and creative messaging based on customer needs, we create high-conversion, direct-response campaigns that drive revenue across all platforms.



## SALES QUALIFIED LEADS

# How one security operations platform increased their pipeline by 59% quarter over quarter.

Security operations platform Arctic Wolf came to Directive because they needed to grow their pipeline and revenue from digital media. Though digital media accounted for the majority of their lead volume, their pipeline wasn't growing at that same rate.

We started by cleaning up Arctic Wolf's reporting across Google and redefining what they qualified as a lead — and as a conversion. By focusing only on leads that had already been qualified by sales, we were able to grow Arctic Wolf's pipeline dramatically. Not only that, but the pipeline metrics in Google became much more efficient when we cleaned up their offline conversion tracking.

The efforts paid off with Arctic Wolf growing their pipeline by nearly 60%, and their closed revenue by 109%.

[Read the Full Case Study](#)

“

“Because we are optimizing much closer to actual revenue, leveraging value-based smart bidding, and budgeting based on performance, we're getting more deals that are bigger in size which is just what the Arctic Wolf team wanted.”

**Max Serrato**

ASSOCIATE DIRECTOR OF STRATEGY AT DIRECTIVE

03

Chapter Three  
Chapter Three

# Opportunity Metrics



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## OPPORTUNITY METRICS

# Personalization: The key to generating higher ROI and more opportunities.

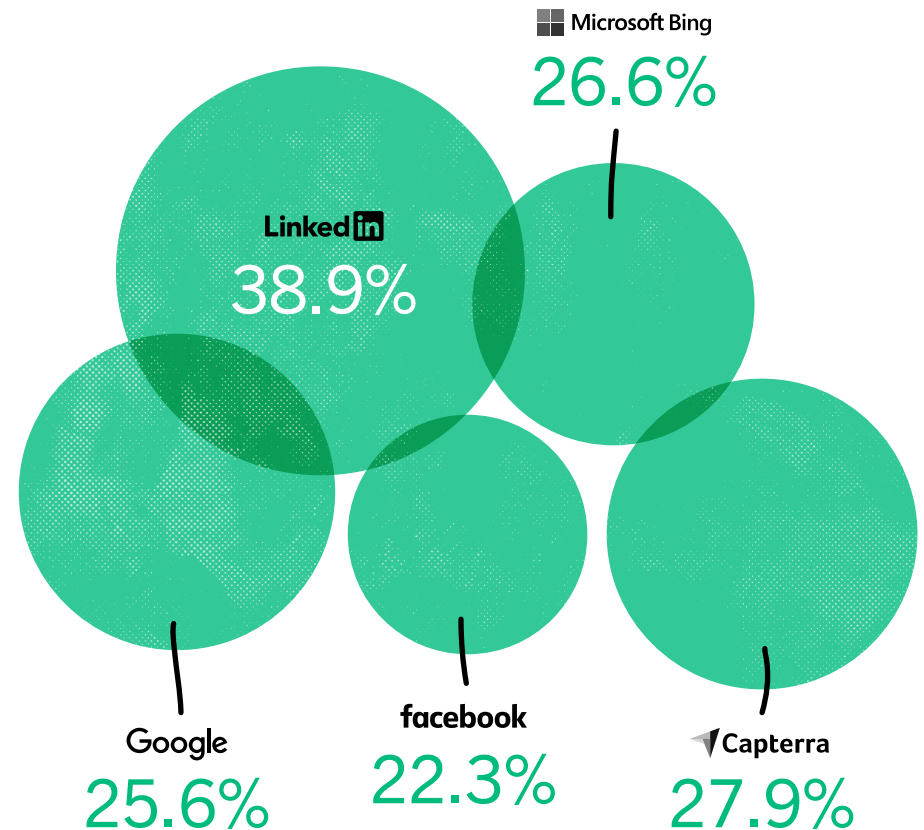
Opportunities are the bridge between marketing spend and revenue growth. When it comes to creating opportunities that turn into deals every time, it's crucial to prioritize personalization.

Relevant, personalized ads make customers feel seen — and end up creating stickier leads. Additionally, tailoring your brand messaging and marketing experiences to customers based on their different needs is a foolproof way to compound your impact without overextending your budget.

Creating personalized experiences and impressions starts with shrinking your audience size. When you break your target audience into smaller, more individualized groups, you can market more relevant content and build more meaningful connections.

The right media platform can aid you in your goals. While Google is a great option for reaching a general audience, LinkedIn and Facebook offer more personalization options. If you operate in a niche industry or cater to highly specific audiences, it's smart to spread your spend to platforms that support personalization — and ultimately give you a more reliable way to make a powerful first impression.

## Opportunity to Closed/Won Rate by platform

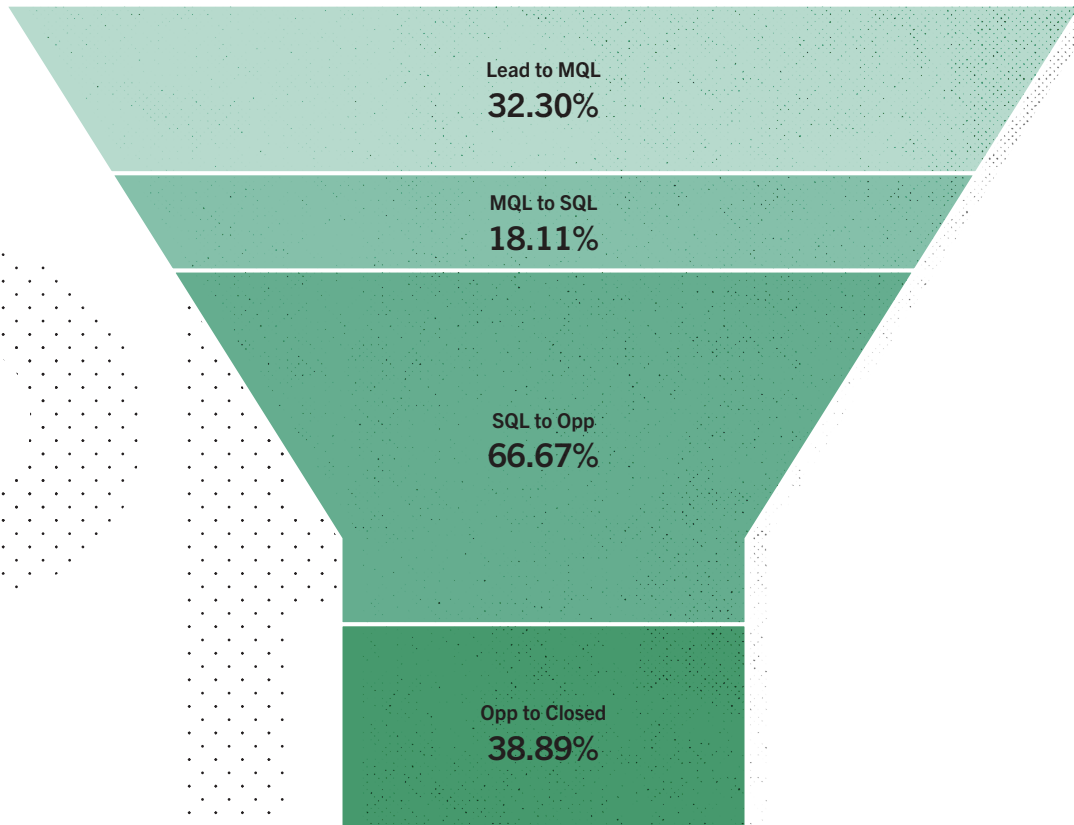


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## OPPORTUNITY METRICS

# LinkedIn's Opp to Close/Won rate.

The data below displays the performance metrics for LinkedIn — a platform where personalization pays off. The Opp to Closed/Won rate is the highest out of all other platforms because of the level of personalization we take with conversation ad campaigns and creatives in other LinkedIn campaigns.



**39%** of LinkedIn Opps convert into customers.





## OPPORTUNITY METRICS | CASE STUDY

# How a major content management system boosted their opportunities and revenue while cutting costs.

WordPress's enterprise offering — WordPress VIP (WPVIP) — approached Directive to grow their paid channels. Though the CMS platform had success connecting with the right potential customers, those customers often weren't ready to move forward with a deal.

To propel prospective WPVIP customers beyond the consideration phase of their buying journey, we decided to segment WordPress's audience based on company size and search intent. We broke the target market into 2 tiers made up of different individual personas.

Using LinkedIn conversation ads and Google Display, our team increased WPVIP's opportunities by a massive 607% and their closed deals by 175%. The best part: cost per opportunity decreased by 73%, saving WPVIP valuable marketing spend while they exceeded their revenue goals.

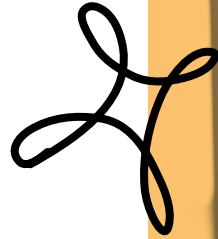
[Read the Full Case Study](#)

## WordPress VIP's Results with Directive

↑ **607%** Increase in opportunities

↓ **73%** Decrease in cost per opportunity

↑ **175%** Increase in closed/won deals



# Customer Acquisition Costs



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## CUSTOMER ACQUISITION COSTS

# Maximize your ROI with hyper-targeted ads across diversified platforms.

Customer acquisition and retention always requires a significant investment, but ultimately it's not about how much money you have to spend — it's about what you do with it.

One of the most strategic ways to allocate your marketing budget is to diversify your platform mix.

**There are a few key advantages to spreading your marketing spend across platforms:**

- You gather more comprehensive data, allowing you to make more informed decisions down the line
- You minimize your financial risk on any one platform
- It's easier to analyze and optimize your company's content in the future

Diversifying your spend starts with prioritizing your marketing and revenue goals. If you're creative about budget allocation and invest

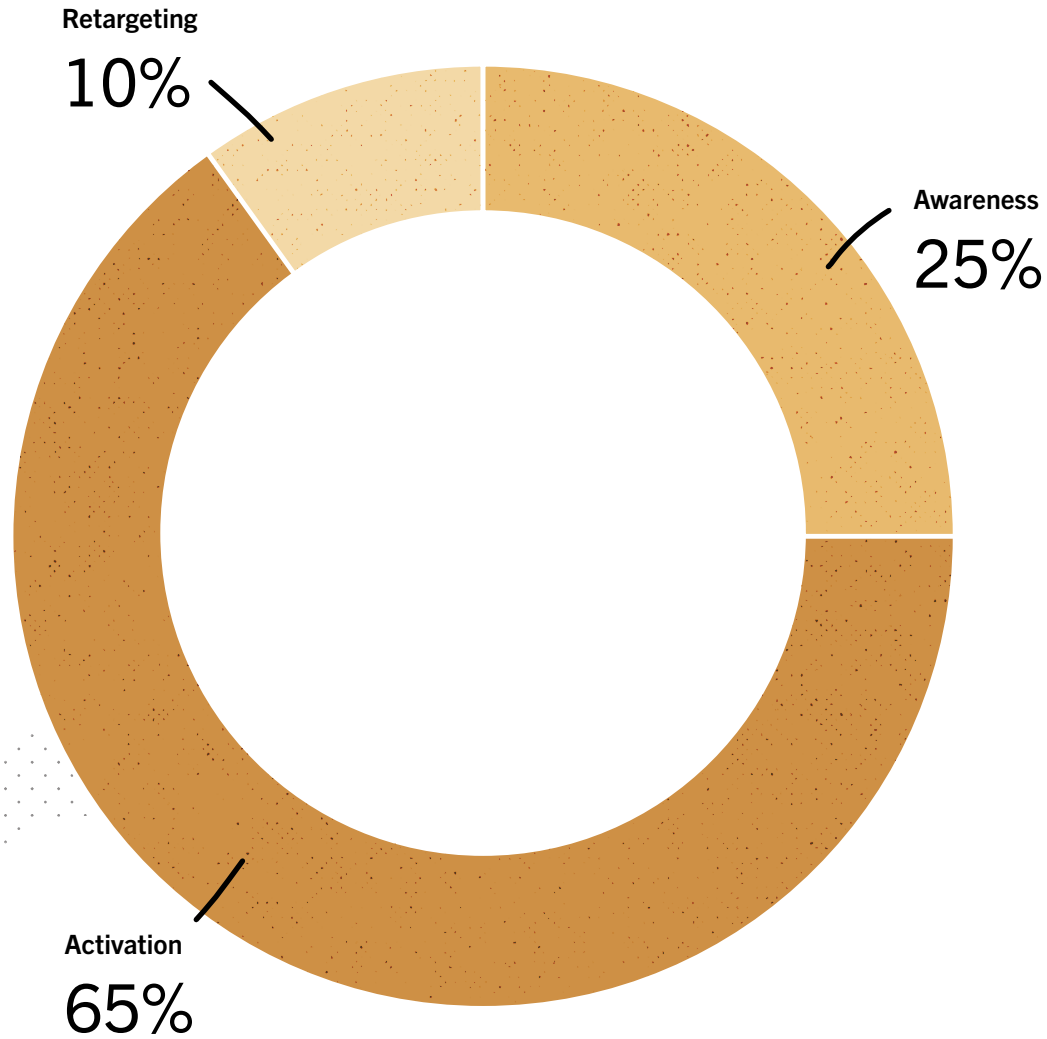
where it matters most, you can refine your approach along the way to optimize your spend. For example:

1. Maximize spend on Google ads with keyword targeting to tap into its low CAC rates and overall cost.
2. Allocate budget to LinkedIn to leverage firmographic personalization capabilities so even with an increased CAC, you're getting higher-value leads.

Focus on building hyper-targeted ads on LinkedIn and Facebook, backed by smaller investments in review sites such as Capterra and Bing. Hyper-targeting blended with weighted diversification and attribution is key to creating predictable revenue generation campaigns on Paid Media platforms.

CUSTOMER ACQUISITION COSTS

# Optimal Paid Media budget allocation



**65%** of Paid Media spend is allocated to activation.



CUSTOMER ACQUISITION COSTS | CASE STUDY

# How one event management platform increased their ROI 105% quarter over quarter.

Event management software Swoogo needed Directive's strategic support to stand out in an overly saturated market. To meet their lofty revenue goals — generating \$13 million in pipeline revenue in 2022 — Swoogo needed to create an even stronger customer lifetime value to customer acquisition cost ratio (LTV:CAC) across every channel and platform.

To do that, we diversified Swoogo's spend and strategies, using Google Ads, LinkedIn targeting and landing page optimization, and category-specific Capterra bidding to build out an even bigger pipeline. The result: all of the disparate channels within Directive's Paid Media strategy generated a healthy LTV:CAC ratio over 3, setting Swoogo up for continued growth.

[Read the Full Case Study](#)

## Swoogo's Results with Directive

▲ 69%

Increase in qualified opportunities

\$ 549K

Revenue generated in Q2 of 2022


▲ 105%

Increase in ROI quarter over quarter



# Here's our Paid Media platform verdict for Q1 2023:

## Google

 Lowest cost per opportunity

Google Ads has the lowest cost per SQL, CAC, and CPO. Run ads on LinkedIn, Google, and Bing together to create the optimal mix.

*\*To grow your customer base, take advantage of 1st-party data, detailed segmentation, and emotion to build innovative marketing campaigns that exceed your SQL goals yet don't over-rely on this one source.*


## LinkedIn

 Highest opp to close/won rate

LinkedIn has the highest cost per lead, but it also has the highest opportunity to close/won rate thanks to its robust personalization capabilities. Use it for hyper-targeted ads.

*\*Personalization creates opportunities. Win more deals by delivering tailored ads to your 1st-party verified TAM and hyper-targeted messages to the people your company cares about and consider investing more time here.*


## facebook

 Great for retargeting

Facebook is a great platform to invest in retargeting to ensure you stay top of mind and move prospects through the funnel.

*\*There is more potential for personalization that still follow privacy laws if you invest in tools such as Clearbit or MetaData.io, which allows you to target by firmographics, similar to LinkedIn.*


## Microsoft Bing

 Reach wider audiences

Bing sits right in the middle of the platforms in terms of performance and ROI, but you can reach a wider audience by including it in the mix.

*\*Platform diversification maximizes ROI. Strategically spreading your marketing investments across platforms gives you a greater chance of increasing your customers and revenue growth.*

## Capterra

 Good for lower funnel targeting

Second to Google with its cost per customer, Capterra has strong results with lower funnel targeting and it also yields much higher SQL to opportunity rates.

*\*It pays to rank. By targeting your funnel with marketing spend in different places, you quickly learn where to strategically reallocate capital to build on wins and minimize losses.*



[Click here to explore data from the report by industry](#)

Directive,

# Unlock maximum ROI on the right Paid Media platforms.

At Directive, our goal is to generate more revenue for your company by building a stronger customer base. We rely on customer intelligence insights and industry-wide data to inform our ever-evolving tactical recommendations.



Directive Consulting is the preferred global performance marketing agency for leading tech companies. CMOs and their executive marketing leaders trust our team to deliver best-in-class marketing strategy, execution, and content creation solutions. We implement scalable growth efficiency by acquiring, retaining, and growing your client base.

Our proprietary Customer Generation methodology is time tested by 200 real-world clients, 70 of which share their financial data with us. Our marketing campaigns drive measurable revenue results that convert millions of users around the world.

Learn more about our [custom-fit services](#) — from performance content, Paid Media, and design to video and strategy consulting.

- **10** years
- **\$1B** revenue
- **\$150M** ad-spend
- **1** call away

THE VERDICT

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**Ready to see results?**

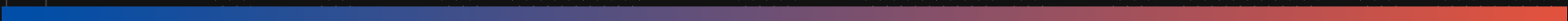
[Book a Call with Directive Today](#)

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# Appendix



INDUSTRIE

This appendix consists of detailed data from 70+ SaaS/Tech clients by industry. Below you can explore the data from the report and data specific to your industry to gain additional insights on how to best spread your budget on Paid Media platforms to yield the highest ROI.

Our proprietary 2022 Client data is pulled from various platforms using Funnel.io. The raw data is normalized and grouped within Funnel.io. From Funnel.io, the data is exported to our benchmark library database where industry labels are layered on.

Industry labels are based on data from Crunchbase. From there the benchmark calculations are made on the aggregated data. Outliers are identified using the Tukey method and removed before calculating the final numbers.



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# Platform Level Insights

The below table is a summary of all the data pieces from the report in one clean view.

	Google	LinkedIn	facebook	Microsoft Bing	Capterra
Cost / Lead	\$524.84	\$1,377.35	\$71.00	\$230.00	\$1,616.62
Cost / MQL	\$964.30	\$2,230.08	\$620.06	\$309.00	\$1,749.08
Cost / SAL	\$1,288.08	\$8,075.89	\$1,088.59	\$868.00	\$2,467.13
Cost / SQL	\$6,901.80	\$9,145.09	\$9,156.07	\$9,464.35	\$8,520.35
Cost / Opp	\$6,675.80	\$31,830.63	\$9,988.88	\$11,059.78	\$11,773.03
Cost / Customer	\$24,409.16	\$166,330.51	\$99,057.71	\$39,903.12	\$37,150.25
Lead > MQL	64.2%	32.3%	29.9%	74.5%	75.2%
MQL > SQL	17.8%	18.1%	4.8%	3.2%	20.9%
SQL > Opp	85.0%	66.7%	100.0%	100.0%	100.0%
Opp > Closed Won	25.6%	38.9%	22.3%	26.6%	27.9%
<b>TOTAL SPEND</b>	<b>\$85.4M</b>	<b>\$25.3M</b>	<b>\$6.9M</b>	<b>\$5.5M</b>	<b>\$1.5M</b>

# Analytics

DATA SAMPLE SIZE: 10-20

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$1,973.82	\$1.6K	\$2.0K	3
Cost / MQL	\$1,818.58	\$770	\$3.7K	4
Cost / SAL	\$1,055.23	\$1.1K	\$1.1K	1
Cost / SQL	\$5,720.58	\$3.7K	\$8.4K	4
Cost / Opp	\$27,841.15	\$3.9K	\$54.7K	4
Cost / Customer	\$24,367.80	\$24.0K	\$60.8K	4
Lead > MQL	43.40%	43.40%	43.40%	1
MQL > SQL	77.04%	48.96%	86.39%	3
SQL > Opp	158.75%	86.04%	231.46%	2
Opp > Closed Won	66.67%	33.57%	141.67%	3
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.39	\$2.57	\$4.45	13
CTR	0.70%	0.60%	0.98%	13
CPM	\$28.00	\$21.00	\$40.00	13
Cost / Conv.	\$235.00	\$186.00	\$475.00	13
Click > Conv.	1.32%	1.05%	2.62%	13
Cost / Open	\$34.00	\$11.00	\$49.00	12
Open Rate	55.90%	47.58%	61.85%	12
Cost / Video View	\$2.00	\$1.00	\$4.00	9
View Rate	0.85%	0.74%	2.12%	9

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

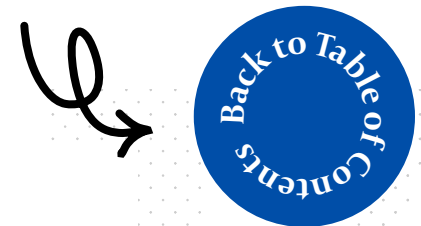
	LinkedIn	Google	6Sense	XING	Facebook
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$1,674.87	\$6,185.41	x	x	\$9,672.56
Cost / MQL	\$1,687.62	\$1,613.70	x	x	x
Cost / SAL	\$2,020.91	\$777.59	x	x	x
Cost / SQL	\$3,459.77	\$6,284.09	x	x	x
Cost / Opp	\$2,472.89	\$40,978.27	x	x	x
Cost / Customer	\$64,466.95	\$22,518.00	x	x	x
Lead > MQL	10.57%	468.42%	x	x	x
MQL > SQL	83.77%	75.16%	x	x	x
SQL > Opp	1750.00%	14.90%	x	x	x
Opp > Closed Won	50.23%	160.00%	x	x	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$5.94	\$3.23	\$60.27	\$4.83	\$0.82
CTR	0.43%	1.09%	0.01%	0.23%	2.33%
CPM	\$44.00	\$29.00	\$7.00	\$11.00	\$19.00
Cost / Conv.	\$372.00	\$352.00	x	x	\$95.00
Click > Conv.	1.18%	1.80%	x	x	0.86%
Cost / Open	\$17.00	x	x	x	x
Open Rate	55.90%	x	x	x	x
Cost / Video View	\$2.00	\$1.00	x	x	\$0.00
View Rate	2.34%	1.99%	x	x	18.60%
<b>Total Spend</b>	<b>\$3.9M</b>	<b>\$3.8M</b>	<b>\$198.5K</b>	<b>\$20.1K</b>	<b>\$19.3K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	265	231	290	3
MQLs	842	98	1.6K	4
SALs	1.5K	1.5K	1.5K	1
SQLs	45	35	95	4
Opportunities	40	6	109	4
Closed Won	4	3	9	4
<b>PRE-CONVERSION METRICS</b>				
Cost	\$431.5K	\$338.9K	\$497.5K	13
Clicks	123.3K	71.7K	193.6K	13
Impressions	14.1M	5.4M	23.7M	13
Conversions	1.9K	1.1K	2.6K	13
Opens	8.7K	3.1K	35.5K	12
Sends	22.3K	4.1K	69.3K	12
Video Views	225.3K	177.1K	308.9K	9

	LinkedIn	Google	6Sense	XING	Facebook
<b>POST-CONVERSION METRICS</b>					
Leads	246	24	x	x	2
MQLs	204	89	x	x	x
SALs	319	1.2K	x	x	x
SQLs	70	22	x	x	x
Opportunities	35	5	x	x	x
Closed Won	1	12	x	x	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$284.4K	\$155.3K	\$198.5K	\$20.1K	\$19.3K
Clicks	49.8K	44.3K	3.3K	4.2K	23.6K
Impressions	2.6M	5.3M	30.5M	1.8M	1.0M
Conversions	946	572	x	x	203
Opens	8.7K	x	x	x	x
Sends	22.3K	x	x	x	x
Video Views	168.6K	135.1K	x	x	188.4K



# Artificial Intelligence

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$397.17	\$397.00	\$397.00	1
Cost / MQL	\$906.81	\$553.00	\$1.3K	2
Cost / SAL	x	x	x	x
Cost / SQL	\$14,157.51	\$10.0K	\$19.5K	3
Cost / Opp	\$41,587.68	\$41.6K	\$41.6K	1
Cost / Customer	\$133,080.58	\$133.1K	\$133.1K	1
Lead > MQL	200.02%	200.02%	200.02%	1
MQL > SQL	7.38%	5.37%	9.39%	2
SQL > Opp	34.04%	34.04%	34.04%	1
Opp > Closed Won	31.25%	31.25%	31.25%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$5.61	\$4.89	\$6.11	7
CTR	0.85%	0.73%	1.99%	7
CPM	\$63.00	\$43.00	\$104.00	7
Cost / Conv.	\$428.00	\$332.00	\$546.00	7
Click > Conv.	1.12%	1.07%	2.03%	7
Cost / Open	\$175.00	\$49.00	\$865.00	5
Open Rate	52.30%	39.19%	64.08%	5
Cost / Video View	\$4.00	\$2.00	\$6.00	5
View Rate	1.28%	0.51%	1.95%	5

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

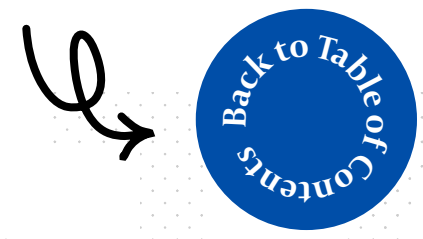
	Google	LinkedIn	Bing	Capterra	6Sense
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$153.32	\$814.24	\$313.90	\$4,640.88	x
Cost / MQL	\$845.84	\$406.98	\$156.61	\$2,416.13	x
Cost / SAL	x	x	x	x	x
Cost / SQL	\$14,157.51	\$5,512.93	\$16,747.34	\$14,203.90	x
Cost / Opp	\$41,587.68	x	x	x	x
Cost / Customer	\$133,080.58	x	x	x	x
Lead > MQL	200.10%	200.07%	200.44%	192.08%	x
MQL > SQL	6.68%	7.38%	1.49%	17.01%	x
SQL > Opp	34.04%	x	x	x	x
Opp > Closed Won	31.25%	x	x	x	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$5.70	\$7.93	\$3.09	\$51.20	\$60.27
CTR	1.69%	0.47%	2.77%	x	0.01%
CPM	\$114.00	\$43.00	\$72.00	x	\$7.00
Cost / Conv.	\$352.00	\$987.00	\$79.00	\$1.1K	x
Click > Conv.	1.28%	1.06%	3.78%	4.49%	x
Cost / Open	x	\$40.00	x	x	x
Open Rate	x	52.30%	x	x	x
Cost / Video View	\$7.00	\$3.00	x	x	x
View Rate	5.37%	2.69%	x	x	x
<b>Total Spend</b>	<b>\$5.2M</b>	<b>\$2.0M</b>	<b>\$489.0K</b>	<b>\$468.7K</b>	<b>\$198.5K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	6.5K	6.5K	6.5K	1
MQLs	6.7K	3.5K	9.8K	2
SALs	x	x	x	x
SQLs	108	78	271	3
Opportunities	16	16	16	1
Closed Won	5	5	5	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$665.4K	\$319.1K	\$2.1M	7
Clicks	69.7K	52.3K	114.1K	7
Impressions	10.2M	6.0M	33.8M	7
Conversions	1.1K	606	2.5K	7
Opens	1.4K	887	3.5K	5
Sends	2.7K	1.8K	7.9K	5
Video Views	117.0K	36.9K	209.9K	5

	Google	LinkedIn	Bing	Capterra	6Sense
<b>POST-CONVERSION METRICS</b>					
Leads	4.0K	1.5K	905	101	x
MQLs	4.2K	3.0K	1.8K	194	x
SALs	x	x	x	x	x
SQLs	100	218	18	33	x
Opportunities	16	x	x	x	x
Closed Won	5	x	x	x	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$386.5K	\$170.0K	\$183.8K	\$468.7K	\$198.5K
Clicks	43.2K	13.0K	54.9K	9.2K	3.3K
Impressions	3.2M	3.0M	3.9M	x	30.5M
Conversions	966	182	3.0K	411	x
Opens	x	1.4K	x	x	x
Sends	x	2.7K	x	x	x
Video Views	32.0K	141.8K	x	x	x



# Business Travel

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$575.76	\$576.00	\$576.00	1
Cost / SAL	\$772.13	\$772.00	\$772.00	1
Cost / SQL	\$10,644.14	\$10.6K	\$10.6K	1
Cost / Opp	\$12,509.14	\$12.5K	\$12.5K	1
Cost / Customer	\$30,811.99	\$30.8K	\$30.8K	1
Lead > MQL	x	x	x	x
MQL > SQL	5.41%	5.41%	5.41%	1
SQL > Opp	85.09%	85.09%	85.09%	1
Opp > Closed Won	40.60%	40.60%	40.60%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.38	\$4.38	\$4.38	1
CTR	0.88%	0.88%	0.88%	1
CPM	\$38.00	\$38.00	\$38.00	1
Cost / Conv.	\$214.00	\$214.00	\$214.00	1
Click > Conv.	2.05%	2.05%	2.05%	1
Cost / Open	\$4.4K	\$4.4K	\$4.4K	1
Open Rate	45.91%	45.91%	45.91%	1
Cost / Video View	\$4.00	\$4.00	\$4.00	1
View Rate	0.86%	0.86%	0.86%	1

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

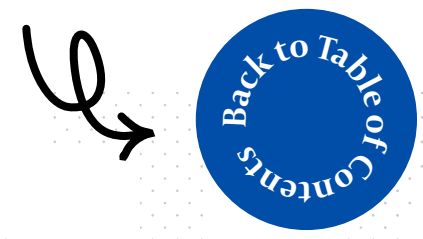
	Google	Bing	LinkedIn	Facebook	Capterra
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	x	x	x	x	x
Cost / MQL	\$547.48	\$383.83	\$10,836.96	\$4,681.33	\$728.80
Cost / SAL	\$731.30	\$528.31	\$14,120.88	\$5,436.39	\$862.25
Cost / SQL	\$9,866.80	\$9,469.37	\$155,329.72	\$56,176.00	\$3,401.09
Cost / Opp	\$11,606.48	\$10,536.34	\$232,994.58	\$84,264.00	\$4,709.20
Cost / Customer	\$27,225.07	\$37,404.02	\$232,994.58	\$84,264.00	\$15,304.90
Lead > MQL	x	x	x	x	x
MQL > SQL	5.55%	4.05%	6.98%	8.33%	21.43%
SQL > Opp	85.01%	89.87%	66.67%	66.67%	72.22%
Opp > Closed Won	42.63%	28.17%	100.00%	100.00%	30.77%
<b>PRE-CONVERSION METRICS</b>					
CPC	\$4.22	\$4.41	\$9.23	\$2.43	\$25.73
CTR	0.92%	1.41%	0.34%	0.58%	x
CPM	\$39.00	\$62.00	\$31.00	\$14.00	x
Cost / Conv.	\$203.00	\$145.00	\$1.8K	\$1.1K	\$537
Click > Conv.	2.08%	3.03%	0.52%	0.22%	4.79%
Cost / Open	x	x	\$354	x	x
Open Rate	x	x	45.91%	x	x
Cost / Video View	\$4.00	x	\$2.00	x	x
View Rate	0.89%	x	2.01%	x	x
<b>Total Spend</b>	<b>\$4.4M</b>	<b>\$748.1K</b>	<b>\$466.0K</b>	<b>\$168.5K</b>	<b>\$61.2K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	10.2K	10.2K	10.2K	1
SALs	7.6K	7.6K	7.6K	1
SQLs	550	550	550	1
Opportunities	468	468	468	1
Closed Won	190	190	190	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$5.9M	\$5.9M	\$5.9M	1
Clicks	1.3M	1.3M	1.3M	1
Impressions	152.7M	152.7M	152.7M	1
Conversions	27.4K	27.4K	27.4K	1
Opens	1.3K	1.3K	1.3K	1
Sends	2.9K	2.9K	2.9K	1
Video Views	1.3M	1.3M	1.3M	1

	Google	Bing	LinkedIn	Facebook	Capterra
<b>POST-CONVERSION METRICS</b>					
Leads	x	x	x	x	x
MQLs	8.1K	1.9K	43	36	84
SALs	6.0K	1.4K	33	31	71
SQLs	447	79	3	3	18
Opportunities	380	71	2	2	13
Closed Won	162	20	2	2	4
<b>PRE-CONVERSION METRICS</b>					
Cost	\$4.4M	\$748.1K	\$466.0K	\$168.5K	\$61.2K
Clicks	1.0M	169.7K	50.5K	69.4K	2.4K
Impressions	113.6M	12.1M	15.0M	12.0M	x
Conversions	21.7K	5.1K	265	153	114
Opens	x	x	1.3K	x	x
Sends	x	x	2.9K	x	x
Video Views	1.0M	x	301.9K	x	x



Directive,

# Call Center

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

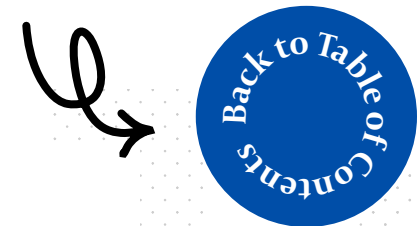
	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
CPC	\$1.61	\$1.61	\$1.61	1
CTR	8.01%	8.01%	8.01%	1
CPM	\$129.00	\$129.00	\$129.00	1
Cost / Conv.	\$153.00	\$153.00	\$153.00	1
Click > Conv.	1.06%	1.06%	1.06%	1
Cost / Open	\$76.00	\$76.00	\$76.00	1
Open Rate	68.35%	68.35%	68.35%	1
Cost / Video View	\$13.00	\$13.00	\$13.00	1
View Rate	0.98%	0.98%	0.98%	1

## PLATFORM BREAKDOWN - TOP 3 BY SPEND VOLUME BENCHMARKS

	Google	LinkedIn	Bing
<b>PRE-CONVERSION METRICS</b>			
CPC	\$1.51	\$5.19	\$0.91
CTR	9.80%	1.69%	2.95%
CPM	\$148.00	\$88.00	\$27.00
Cost / Conv.	\$136.00	\$1.3K	\$1.1K
Click > Conv.	1.11%	0.40%	0.08%
Cost / Open	x	\$8.00	x
Open Rate	x	68.35%	x
Cost / Video View	\$64.00	\$2.00	x
View Rate	0.23%	5.10%	x
<b>Total Spend</b>	<b>\$552.1K</b>	<b>\$66.8K</b>	<b>\$9.9K</b>

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
Cost	\$628.8K	\$628.8K	\$628.8K	1
Clicks	389.5K	389.5K	389.5K	1
Impressions	4.9M	4.9M	4.9M	1
Conversions	4.1K	4.1K	4.1K	1
Opens	8.3K	8.3K	8.3K	1
Sends	12.2K	12.2K	12.2K	1
Video Views	47.5K	47.5K	47.5K	1

	Google	LinkedIn	Bing
<b>PRE-CONVERSION METRICS</b>			
Cost	\$552.1K	\$66.8K	\$9.9K
Clicks	365.7K	12.9K	10.9K
Impressions	3.7M	761.0K	369.3K
Conversions	4.1K	51	9
Opens	x	8.3K	x
Sends	x	12.2K	x
Video Views	8.7K	38.8K	x



# Cloud

DATA SAMPLE SIZE: 10-20

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$1,185.84	\$352.00	\$1.3K	5
Cost / MQL	\$2,341.26	\$1.6K	\$2.9K	4
Cost / SAL	\$2,311.61	\$1.4K	\$3.4K	3
Cost / SQL	\$11,465.61	\$9.4K	\$12.3K	4
Cost / Opp	\$35,462.80	\$7.4K	\$64.8K	5
Cost / Customer	\$97,210.83	\$61.4K	\$119.5K	3
Lead > MQL	55.57%	34.05%	74.11%	4
MQL > SQL	13.32%	8.51%	17.97%	4
SQL > Opp	100.00%	56.00%	100.00%	4
Opp > Closed Won	28.95%	26.97%	47.81%	3
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.28	\$1.89	\$5.71	10
CTR	1.02%	0.59%	1.85%	10
CPM	\$21.00	\$16.00	\$102.00	10
Cost / Conv.	\$232.00	\$139.00	\$315.00	10
Click > Conv.	1.13%	0.64%	2.76%	10
Cost / Open	\$23.00	\$14.00	\$100.00	9
Open Rate	52.26%	48.35%	56.02%	8
Cost / Video View	\$2.00	\$1.00	\$2.00	8
View Rate	1.90%	1.04%	9.73%	8

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

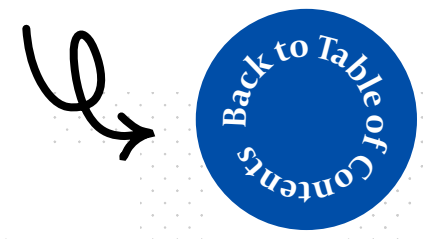
	Google	LinkedIn	Facebook	Bing	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$468.39	\$2,514.45	\$95.94	\$353.71	x
Cost / MQL	\$1,613.70	\$4,262.21	\$5,628.53	\$3,018.06	x
Cost / SAL	\$4,470.21	\$2,239.66	\$12,664.19	\$3,210.57	x
Cost / SQL	\$6,528.13	\$48,032.55	\$50,656.78	\$15,460.33	x
Cost / Opp	\$37,967.09	\$89,586.47	\$50,656.78	\$15,460.33	x
Cost / Customer	\$36,452.31	x	\$50,656.78	\$23,998.86	x
Lead > MQL	35.71%	41.53%	1.70%	45.45%	x
MQL > SQL	9.76%	12.97%	11.11%	16.18%	x
SQL > Opp	100.00%	1731.00%	100.00%	100.00%	x
Opp > Closed Won	53.64%	x	100.00%	40.00%	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$4.20	\$5.34	\$2.83	\$1.28	\$7.34
CTR	1.25%	0.49%	0.53%	2.39%	0.13%
CPM	\$64.00	\$55.00	\$14.00	\$31.00	\$9.00
Cost / Conv.	\$222.00	\$683.00	\$67.00	\$121.00	\$1.6K
Click > Conv.	1.85%	0.88%	4.36%	1.05%	0.47%
Cost / Open	x	\$12.00	x	x	x
Open Rate	x	52.26%	x	x	x
Cost / Video View	\$3.00	\$1.00	\$81.00	x	\$0.00
View Rate	1.73%	12.42%	2.97%	x	22.59%
<b>Total Spend</b>	<b>\$3.7M</b>	<b>\$2.6M</b>	<b>\$691.7K</b>	<b>\$184.7K</b>	<b>\$149.7K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	265	217	798	5
MQLs	115	99	131	4
SALs	124	93	345	3
SQLs	25	20	28	4
Opportunities	8	6	38	5
Closed Won	4	3	8	3
<b>PRE-CONVERSION METRICS</b>				
Cost	\$314.2K	\$283.7K	\$547.6K	10
Clicks	123.3K	65.0K	179.5K	10
Impressions	16.2M	3.0M	30.4M	10
Conversions	1.7K	1.1K	3.4K	10
Opens	20.3K	3.6K	35.1K	9
Sends	41.3K	22.7K	63.8K	8
Video Views	142.5K	123.5K	246.9K	8

	Google	LinkedIn	Facebook	Bing	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Leads	146	51	528	179	x
MQLs	41	82	9	36	x
SALs	32	120	4	24	x
SQLs	22	14	1	3	x
Opportunities	4	3	1	3	x
Closed Won	7	x	1	2	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$151.9K	\$226.4K	\$345.8K	\$34.7K	\$149.7K
Clicks	68.1K	53.7K	289.7K	26.6K	20.4K
Impressions	2.4M	1.8M	51.4M	2.1M	16.2M
Conversions	664	298	13.2K	588	95
Opens	x	20.3K	x	x	x
Sends	x	41.3K	x	x	x
Video Views	36.8K	268.7K	69.6K	x	3.7M





# Cloud Data Services

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$769.05	\$316	\$1.4K	4
Cost / MQL	\$2,732.59	\$1.6K	\$3.1K	3
Cost / SAL	\$2,536.68	\$1.5K	\$3.6K	2
Cost / SQL	\$13,093.68	\$10.2K	\$24.3K	3
Cost / Opp	\$21,430.02	\$6.6K	\$42.8K	4
Cost / Customer	\$97,210.83	\$61.4K	\$119.5K	3
Lead > MQL	43.40%	24.71%	68.31%	3
MQL > SQL	9.64%	7.37%	15.25%	3
SQL > Opp	100.00%	100.00%	202.08%	3
Opp > Closed Won	28.95%	26.97%	47.81%	3
<b>PRE-CONVERSION METRICS</b>				
CPC	\$2.18	\$1.78	\$4.38	8
CTR	1.02%	0.73%	1.48%	8
CPM	\$16.00	\$13.00	\$19.00	8
Cost / Conv.	\$210.00	\$114.00	\$288.00	8
Click > Conv.	1.13%	0.65%	2.70%	8
Cost / Open	\$53.00	\$17.00	\$127.00	7
Open Rate	48.61%	48.08%	52.26%	6
Cost / Video View	\$2.00	\$1.00	\$2.00	6
View Rate	1.12%	0.79%	1.75%	6

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

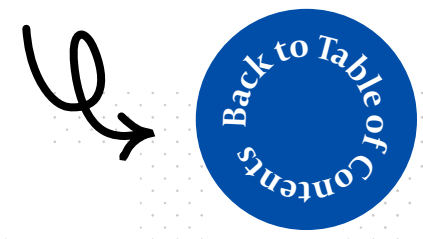
	Google	LinkedIn	Facebook	Bing	Twitter
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$298.17	\$6,167.28	\$95.94	\$353.71	x
Cost / MQL	\$1,613.70	\$6,562.67	\$5,628.53	\$3,018.06	x
Cost / SAL	\$2,689.11	x	\$12,664.19	\$3,210.57	x
Cost / SQL	\$6,528.13	\$85,314.72	\$50,656.78	\$15,460.33	x
Cost / Opp	\$37,967.09	\$93,212.44	\$50,656.78	\$15,460.33	x
Cost / Customer	\$36,452.31	x	\$50,656.78	\$23,998.86	x
Lead > MQL	93.75%	10.57%	1.70%	45.45%	x
MQL > SQL	9.76%	7.69%	11.11%	16.18%	x
SQL > Opp	100.00%	3450.00%	100.00%	100.00%	x
Opp > Closed Won	53.64%	x	100.00%	40.00%	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$2.77	\$4.67	\$2.83	\$1.28	\$0.13
CTR	1.25%	0.49%	0.53%	2.39%	0.95%
CPM	\$26.00	\$45.00	\$14.00	\$31.00	\$1.00
Cost / Conv.	\$222.00	\$683.00	\$67.00	\$121.00	\$425.00
Click > Conv.	1.27%	0.88%	4.36%	1.05%	0.03%
Cost / Open	x	\$13.00	x	x	x
Open Rate	x	48.61%	x	x	x
Cost / Video View	\$3.00	\$1.00	\$81.00	x	\$1.00
View Rate	1.73%	12.22%	2.97%	x	0.21%
<b>Total Spend</b>	<b>\$3.3M</b>	<b>\$1.7M</b>	<b>\$691.7K</b>	<b>\$184.7K</b>	<b>\$62.9K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	532	248	943	4
MQLs	115	99	430	3
SALs	314	188	439	2
SQLs	24	16	31	3
Opportunities	23	8	47	4
Closed Won	4	3	8	3
<b>PRE-CONVERSION METRICS</b>				
Cost	\$314.2K	\$282.4K	\$468.2K	8
Clicks	174.8K	94.1K	240.3K	8
Impressions	16.2M	9.4M	34.7M	8
Conversions	1.7K	1.3K	2.7K	8
Opens	12.2K	1.9K	20.5K	7
Sends	40.4K	14.3K	99.4K	6
Video Views	128.1K	122.0K	276.9K	6

	Google	LinkedIn	Facebook	Bing	Twitter
<b>POST-CONVERSION METRICS</b>					
Leads	342	3	528	179	x
MQLs	89	26	9	36	x
SALs	277	x	4	24	x
SQLs	22	2	1	3	x
Opportunities	4	35	1	3	x
Closed Won	7	x	1	2	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$151.9K	\$177.3K	\$345.8K	\$34.7K	\$62.9K
Clicks	121.0K	54.6K	289.7K	26.6K	472.6K
Impressions	7.8M	2.2M	51.4M	2.1M	49.9M
Conversions	664	298	13.2K	588	148
Opens	x	12.2K	x	x	x
Sends	x	40.4K	x	x	x
Video Views	36.8K	261.3K	69.6K	x	103.7K



Directive,

# Cloud Infrastructure

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$1,185.84	\$1.2K	\$1.2K	1
Cost / MQL	\$2,732.59	\$2.7K	\$2.7K	1
Cost / SAL	x	x	x	x
Cost / SQL	\$13,093.68	\$13.1K	\$13.1K	1
Cost / Opp	\$4,304.77	\$4.3K	\$4.3K	1
Cost / Customer	x	x	x	x
Lead > MQL	43.40%	43.40%	43.40%	1
MQL > SQL	20.87%	20.87%	20.87%	1
SQL > Opp	304.17%	304.17%	304.17%	1
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$1.80	\$1.80	\$1.80	1
CTR	1.11%	1.11%	1.11%	1
CPM	\$20.00	\$20.00	\$20.00	1
Cost / Conv.	\$63.00	\$63.00	\$63.00	1
Click > Conv.	2.84%	2.84%	2.84%	1
Cost / Open	\$16.00	\$16.00	\$16.00	1
Open Rate	48.08%	48.08%	48.08%	1
Cost / Video View	\$3.00	\$3.00	\$3.00	1
View Rate	0.77%	0.77%	0.77%	1

## PLATFORM BREAKDOWN - TOP 2 BY SPEND

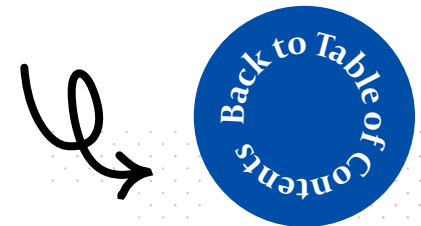
	LinkedIn	Google
<b>POST-CONVERSION METRICS</b>		
Cost / Lead	\$693.62	\$7,558.89
Cost / MQL	\$6,562.67	\$1,613.70
Cost / SAL	x	x
Cost / SQL	\$85,314.72	\$6,528.13
Cost / Opp	\$2,472.89	\$35,904.73
Cost / Customer	x	x
Lead > MQL	10.57%	468.42%
MQL > SQL	7.69%	24.72%
SQL > Opp	3450.00%	18.18%
Opp > Closed Won	x	x
<b>PRE-CONVERSION METRICS</b>		
CPC	\$5.58	\$1.00
CTR	1.17%	1.09%
CPM	\$65.00	\$11.00
Cost / Conv.	\$683.00	\$30.00
Click > Conv.	0.82%	3.27%
Cost / Open	\$9.00	x
Open Rate	48.08%	x
Cost / Video View	\$1.00	x
View Rate	4.67%	x
<b>Total Spend</b>	<b>\$170.6K</b>	<b>\$143.6K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	265	265	265	1
MQLs	115	115	115	1
SALs	x	x	x	x
SQLs	24	24	24	1
Opportunities	73	73	73	1
Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$314.2K	\$314.2K	\$314.2K	1
Clicks	174.8K	174.8K	174.8K	1
Impressions	15.8M	15.8M	15.8M	1
Conversions	5.0K	5.0K	5.0K	1
Opens	19.9K	19.9K	19.9K	1
Sends	41.3K	41.3K	41.3K	1
Video Views	122.0K	122.0K	122.0K	1

	Google	LinkedIn
<b>POST-CONVERSION METRICS</b>		
Leads	246	19
MQLs	26	89
SALs	x	x
SQLs	2	22
Opportunities	69	4
Closed Won	x	x
<b>PRE-CONVERSION METRICS</b>		
Cost	\$170.6K	\$143.6K
Clicks	30.6K	144.3K
Impressions	2.6M	13.2M
Conversions	250	4.7K
Opens	19.9K	x
Sends	41.3K	x
Video Views	122.0K	x



Directive,

# Cloud Storage

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
CPC	\$1.97	\$1.85	\$2.08	2
CTR	0.95%	0.91%	0.98%	2
CPM	\$19.00	\$17.00	\$21.00	2
Cost / Conv.	\$190.00	\$125.00	\$256.00	2
Click > Conv.	1.81%	1.24%	2.37%	2
Cost / Open	\$80.00	\$49.00	\$110.00	2
Open Rate	50.44%	49.53%	51.35%	2
Cost / Video View	\$1.00	\$1.00	\$1.00	1
View Rate	1.75%	1.75%	1.75%	1

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

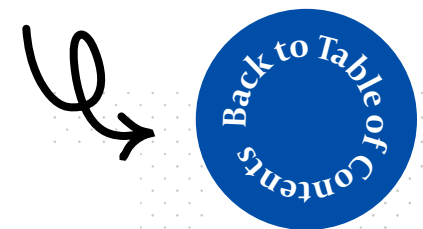
	Google	LinkedIn	Facebook	Bing	Twitter
<b>PRE-CONVERSION METRICS</b>					
CPC	\$2.56	\$4.72	\$1.13	\$1.27	\$0.13
CTR	1.69%	0.88%	0.57%	3.61%	0.95%
CPM	\$51.00	\$44.00	\$6.00	\$46.00	\$1.00
Cost / Conv.	\$170.00	\$825.00	\$25.00	\$121.00	\$425.00
Click > Conv.	2.37%	0.69%	4.58%	1.05%	0.03%
Cost / Open	x	\$12.00	x	x	x
Open Rate	x	50.44%	x	x	x
Cost / Video View	\$2.00	\$0.00	\$162.00	x	\$1.00
View Rate	4.21%	12.22%	0.00%	x	0.21%
<b>Total Spend</b>	<b>\$2.4M</b>	<b>\$781.1K</b>	<b>\$641.0K</b>	<b>\$94.2K</b>	<b>\$62.9K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
Cost	\$2.0M	\$1.6M	\$2.4M	2
Clicks	1.1M	796.5K	1.4M	2
Impressions	120.2M	85.0M	155.4M	2
Conversions	26.0K	14.8K	37.3K	2
Opens	39.2K	29.9K	48.5K	2
Sends	79.2K	59.4K	99.0K	2
Video Views	3.3M	3.3M	3.3M	1

	Google	LinkedIn	Facebook	Bing	Twitter
<b>PRE-CONVERSION METRICS</b>					
Cost	\$1.2M	\$390.5K	\$641.0K	\$94.2K	\$62.9K
Clicks	443.2K	83.4K	568.2K	74.2K	472.6K
Impressions	31.3M	12.6M	100.6M	2.1M	49.9M
Conversions	12.0K	590	26.0K	782	148
Opens	x	39.2K	x	x	x
Sends	x	79.2K	x	x	x
Video Views	884.1K	2.3M	4.0K	x	103.7K



Directive,

# CRM

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
CPC	\$5.84	\$4.28	\$7.40	2
CTR	1.67%	1.39%	1.96%	2
CPM	\$115.00	\$73.00	\$158.00	2
Cost / Conv.	\$594.00	\$515.00	\$672.00	2
Click > Conv.	0.91%	0.77%	1.05%	2
Cost / Open	\$133.00	\$133.00	\$133.00	1
Open Rate	55.59%	55.59%	55.59%	1
Cost / Video View	\$1.00	\$1.00	\$1.00	2
View Rate	10.44%	9.40%	11.48%	2

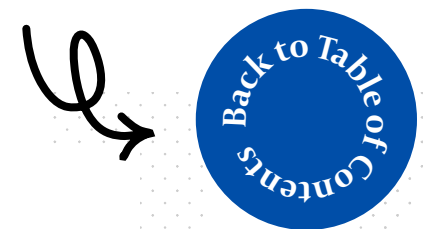
## PLATFORM BREAKDOWN - TOP 2 BY SPEND

	Google	LinkedIn
<b>PRE-CONVERSION METRICS</b>		
CPC	\$5.06	\$12.24
CTR	1.75%	0.63%
CPM	\$108.00	\$77.00
Cost / Conv.	\$1.2K	\$307.00
Click > Conv.	0.63%	3.98%
Cost / Open	x	\$85.00
Open Rate	x	55.59%
Cost / Video View	\$1.00	\$0.00
View Rate	8.55%	19.75%
<b>Total Spend</b>	<b>\$2.2M</b>	<b>\$204.9K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
Cost	\$1.2M	\$770.0K	\$1.7M	2
Clicks	177.0K	147.4K	206.6K	2
Impressions	10.6M	10.6M	10.6M	2
Conversions	1.8K	1.3K	2.3K	2
Opens	2.4K	2.4K	2.4K	1
Sends	4.3K	4.3K	4.3K	1
Video Views	1.1M	1000.0K	1.2M	2

	Google	LinkedIn
<b>PRE-CONVERSION METRICS</b>		
Cost	\$1.1M	\$204.9K
Clicks	168.6K	16.7K
Impressions	9.3M	2.7M
Conversions	1.4K	667
Opens	x	2.4K
Sends	x	4.3K
Video Views	843.5K	525.8K



# Cybersecurity

DATA SAMPLE SIZE: 10-20

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$796.04	\$257.00	\$1.9K	6
Cost / MQL	\$1,408.86	\$808.00	\$2.3K	5
Cost / SAL	\$1,882.74	\$1.4K	\$2.9K	5
Cost / SQL	\$11,144.43	\$7.3K	\$25.2K	6
Cost / Opp	\$10,823.26	\$6.1K	\$29.8K	6
Cost / Customer	\$57,339.82	\$42.6K	\$84.2K	4
Lead > MQL	34.20%	23.34%	40.22%	5
MQL > SQL	10.34%	9.64%	17.01%	5
SQL > Opp	100.00%	100.00%	100.00%	5
Opp > Closed Won	20.83%	14.22%	25.89%	4
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.72	\$2.32	\$4.93	12
CTR	1.10%	0.83%	1.84%	12
CPM	\$31.00	\$23.00	\$57.00	12
Cost / Conv.	\$285.00	\$184.00	\$363.00	12
Click > Conv.	1.57%	0.67%	2.39%	12
Cost / Open	\$23.00	\$12.00	\$28.00	8
Open Rate	54.97%	53.65%	59.00%	7
Cost / Video View	\$1.00	\$1.00	\$2.00	9
View Rate	2.05%	1.08%	4.54%	9

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

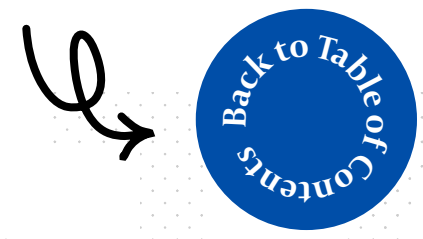
	Google	LinkedIn	Bing	Capterra	Facebook
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$680.69	\$1,674.87	\$93.99	\$916.73	\$126.94
Cost / MQL	\$1,788.08	\$1,961.75	\$475.85	\$1,095.67	\$632.76
Cost / SAL	\$4,470.21	\$2,239.66	\$845.95	\$1,563.81	\$1,480.34
Cost / SQL	\$24,741.65	\$7,105.07	\$14,283.07	\$8,891.35	\$24,946.07
Cost / Opp	\$9,668.20	\$89,586.47	\$20,952.56	\$8,891.35	\$24,946.07
Cost / Customer	\$49,740.10	x	x	\$25,423.70	\$50,656.78
Lead > MQL	36.01%	72.49%	19.75%	85.83%	17.84%
MQL > SQL	14.79%	18.25%	6.25%	16.41%	10.17%
SQL > Opp	100.00%	12.00%	100.00%	100.00%	100.00%
Opp > Closed Won	19.23%	x	x	50.00%	50.00%
<b>PRE-CONVERSION METRICS</b>					
CPC	\$4.16	\$6.45	\$1.27	\$11.42	\$4.33
CTR	2.09%	0.73%	1.72%	x	0.66%
CPM	\$75.00	\$70.00	\$41.00	x	\$25.00
Cost / Conv.	\$241.00	\$1.2K	\$46.00	\$344.00	\$231.00
Click > Conv.	1.58%	0.71%	2.35%	3.93%	1.15%
Cost / Open	x	\$8.00	x	x	x
Open Rate	x	54.97%	x	x	x
Cost / Video View	\$1.00	\$1.00	x	x	\$0.00
View Rate	1.30%	8.74%	x	x	3.87%
<b>Total Spend</b>	<b>\$10.3M</b>	<b>\$2.5M</b>	<b>\$413.9K</b>	<b>\$348.6K</b>	<b>\$283.2K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	629	241	1.3K	6
MQLs	147	83	406	5
SALs	124	62	211	5
SQLs	25	8	36	6
Opportunities	8	3	36	6
Closed Won	9	5	16	4
<b>PRE-CONVERSION METRICS</b>				
Cost	\$421.3K	\$285.2K	\$1.1M	12
Clicks	186.2K	62.8K	400.2K	12
Impressions	25.7M	7.2M	33.5M	12
Conversions	2.6K	1.2K	7.3K	12
Opens	36.5K	11.5K	54.9K	8
Sends	72.0K	40.5K	110.0K	7
Video Views	222.4K	113.3K	406.2K	9

	Google	LinkedIn	Bing	Capterra	Facebook
<b>POST-CONVERSION METRICS</b>					
Leads	86	189	107	33	528
MQLs	26	137	16	28	51
SALs	20	120	9	20	32
SQLs	6	81	1	5	1
Opportunities	14	3	1	5	1
Closed Won	6	x	x	1	1
<b>PRE-CONVERSION METRICS</b>					
Cost	\$205.7K	\$141.3K	\$21.3K	\$19.3K	\$35.0K
Clicks	112.3K	19.4K	16.7K	2.1K	11.2K
Impressions	5.6M	1.2M	1.3M	x	1.0M
Conversions	960	290	231	766	189
Opens	x	36.5K	x	x	x
Sends	x	72.0K	x	x	x
Video Views	121.0K	157.0K	x	x	102.5K



Directive,

# Database

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
CPC	\$1.89	\$1.82	\$1.97	2
CTR	0.53%	0.36%	0.70%	2
CPM	\$10.00	\$7.00	\$12.00	2
Cost / Conv.	\$55.00	\$53.00	\$57.00	2
Click > Conv.	3.49%	3.21%	3.77%	2
Cost / Open	\$140.00	\$140.00	\$140.00	1
Open Rate	52.26%	52.26%	52.26%	1
Cost / Video View	\$1.00	\$1.00	\$1.00	2
View Rate	1.12%	0.81%	1.44%	2

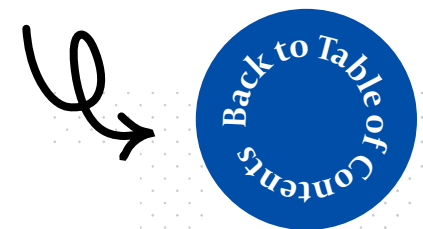
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	Google	LinkedIn	Facebook	Twitter
<b>PRE-CONVERSION METRICS</b>				
CPC	\$2.32	\$3.70	\$1.13	\$0.13
CTR	1.59%	0.28%	0.57%	0.95%
CPM	\$47.00	\$11.00	\$6.00	\$1.00
Cost / Conv.	\$53.00	\$295.00	\$25.00	\$425.00
Click > Conv.	4.73%	1.51%	4.58%	0.03%
Cost / Open	x	\$17.00	x	x
Open Rate	x	52.26%	x	x
Cost / Video View	\$2.00	\$0.00	\$162.00	\$1.00
View Rate	4.21%	6.41%	0.00%	0.21%
<b>Total Spend</b>	<b>\$2.0M</b>	<b>\$652.7K</b>	<b>\$641.0K</b>	<b>\$62.9K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
Cost	\$1.7M	\$1.1M	\$2.3M	2
Clicks	939.1K	579.0K	1.3M	2
Impressions	151.3M	131.7M	171.0M	2
Conversions	28.7K	18.8K	38.7K	2
Opens	20.7K	20.7K	20.7K	1
Sends	39.5K	39.5K	39.5K	1
Video Views	1.9M	1.3M	2.6M	2

	Google	LinkedIn	Bing	Capterra
<b>PRE-CONVERSION METRICS</b>				
Cost	\$992.1K	\$326.4K	\$641.0K	\$62.9K
Clicks	330.5K	88.2K	568.2K	472.6K
Impressions	20.5M	55.6M	100.6M	49.9M
Conversions	14.3K	1.3K	26.0K	148
Opens	x	20.7K	x	x
Sends	x	39.5K	x	x
Video Views	884.1K	1.5M	4.0K	103.7K



# Developer Tools

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	x	x	x	x
Cost / SAL	x	x	x	x
Cost / SQL	x	x	x	x
Cost / Opp	\$6,150.87	\$6.2K	\$6.2K	1
Cost / Customer	\$166,073.37	\$166.1K	\$166.1K	1
Lead > MQL	x	x	x	x
MQL > SQL	x	x	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	3.70%	3.70%	3.70%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.41	\$1.89	\$5.08	7
CTR	0.87%	0.57%	2.97%	7
CPM	\$29.00	\$11.00	\$107.00	7
Cost / Conv.	\$306.00	\$55.00	\$336.00	7
Click > Conv.	2.79%	1.55%	3.09%	7
Cost / Open	\$27.00	\$9.00	\$38.00	6
Open Rate	52.47%	52.26%	54.54%	5
Cost / Video View	\$1.00	\$1.00	\$1.00	6
View Rate	1.75%	1.11%	2.73%	6

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

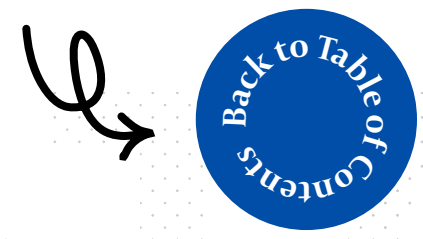
	Google	LinkedIn	Facebook	StackAdapt	Twitter
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	x	x	x	x	x
Cost / MQL	x	x	x	x	x
Cost / SAL	x	x	x	x	x
Cost / SQL	x	x	x	x	x
Cost / Opp	\$3,033.06	\$9,767.52	x	x	x
Cost / Customer	\$87,958.84	\$244,187.90	x	x	x
Lead > MQL	x	x	x	x	x
MQL > SQL	x	x	x	x	x
SQL > Opp	x	x	x	x	x
Opp > Closed Won	3.45%	4.00%	x	x	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$3.45	\$4.49	\$1.13	\$7.34	\$0.13
CTR	2.53%	0.45%	0.57%	0.13%	0.95%
CPM	\$65.00	\$21.00	\$6.00	\$9.00	\$1.00
Cost / Conv.	\$153.00	\$346.00	\$25.00	\$1.6K	\$425.00
Click > Conv.	3.24%	1.44%	4.58%	0.47%	0.03%
Cost / Open	x	\$15.00	x	x	x
Open Rate	x	52.47%	x	x	x
Cost / Video View	\$2.00	\$0.00	\$162.00	\$0.00	\$1.00
View Rate	4.21%	12.28%	0.00%	22.59%	0.21%
<b>Total Spend</b>	<b>\$2.9M</b>	<b>\$2.4M</b>	<b>\$641.0K</b>	<b>\$149.7K</b>	<b>\$62.9K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	x	x	x	x
SALs	x	x	x	x
SQLs	x	x	x	x
Opportunities	54	54	54	1
Closed Won	2	2	2	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$442.2K	\$418.5K	\$522.6K	7
Clicks	123.3K	110.7K	939.1K	7
Impressions	26.1M	8.9M	87.4M	7
Conversions	3.4K	1.3K	28.7K	7
Opens	20.7K	11.6K	38.0K	6
Sends	55.7K	36.0K	72.1K	5
Video Views	625.5K	442.4K	2.7M	6

	Google	LinkedIn	Facebook	StackAdapt	Twitter
<b>POST-CONVERSION METRICS</b>					
Leads	x	x	x	x	x
MQLs	x	x	x	x	x
SALs	x	x	x	x	x
SQLs	x	x	x	x	x
Opportunities	29	25	x	x	x
Closed Won	1	1	x	x	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$169.9K	\$292.1K	\$641.0K	\$149.7K	\$62.9K
Clicks	47.8K	63.6K	568.2K	20.4K	472.6K
Impressions	2.0M	7.2M	100.6M	16.2M	49.9M
Conversions	1.4K	981	26.0K	95	148
Opens	x	20.7K	x	x	x
Sends	x	55.7K	x	x	x
Video Views	306.8K	625.5K	4.0K	3.7M	103.7K



# Document Management

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$221.28	\$133.00	\$309.00	2
Cost / MQL	\$423.86	\$311.00	\$537.00	2
Cost / SAL	\$1,155.85	\$1.2K	\$1.2K	1
Cost / SQL	\$4,987.79	\$4.5K	\$5.5K	2
Cost / Opp	\$4,087.09	\$4.1K	\$4.1K	1
Cost / Customer	\$12,163.97	\$12.2K	\$12.2K	1
Lead > MQL	103.50%	55.25%	151.76%	2
MQL > SQL	9.68%	6.52%	12.85%	2
SQL > Opp	99.21%	99.21%	99.21%	1
Opp > Closed Won	33.60%	33.60%	33.60%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.31	\$2.35	\$3.36	4
CTR	3.04%	1.62%	4.30%	4
CPM	\$103.00	\$54.00	\$145.00	4
Cost / Conv.	\$108.00	\$90.00	\$125.00	4
Click > Conv.	2.35%	2.21%	2.56%	4
Cost / Open	\$16.00	\$11.00	\$19.00	3
Open Rate	55.15%	53.73%	59.45%	3
Cost / Video View	\$21.00	\$11.00	\$44.00	3
View Rate	0.74%	0.42%	1.21%	3

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

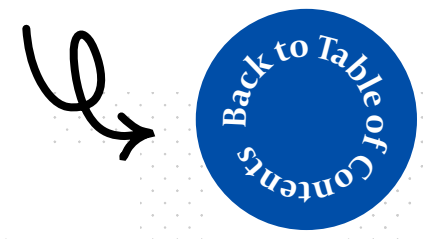
	LinkedIn	Google	Capterra	Bing	Facebook
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$783.11	\$101.71	\$3,128.57	\$261.49	\$17.50
Cost / MQL	\$3,963.42	\$241.77	\$2,651.15	\$455.65	\$1,386.71
Cost / SAL	\$12,533.11	\$734.71	\$5,050.81	\$1,146.03	\$2,435.20
Cost / SQL	\$15,289.57	\$3,178.22	\$17,203.58	\$7,839.37	\$16,640.55
Cost / Opp	\$25,066.21	\$2,449.03	\$20,203.25	\$5,157.14	\$16,640.55
Cost / Customer	\$37,599.32	\$7,347.10	x	\$15,471.42	\$49,921.65
Lead > MQL	105.03%	106.21%	124.04%	114.07%	1.26%
MQL > SQL	18.69%	9.36%	15.65%	8.06%	8.33%
SQL > Opp	100.00%	99.08%	100.00%	100.00%	100.00%
Opp > Closed Won	66.67%	33.33%	x	33.33%	33.33%
<b>PRE-CONVERSION METRICS</b>					
CPC	\$4.89	\$3.49	\$39.77	\$2.46	\$2.93
CTR	2.21%	3.66%	x	1.91%	0.94%
CPM	\$99.00	\$182.00	x	\$48.00	\$28.00
Cost / Conv.	\$508.00	\$68.00	\$1.1K	\$79.00	\$40.00
Click > Conv.	0.63%	4.24%	4.49%	3.13%	5.08%
Cost / Open	\$3.00	x	x	x	x
Open Rate	55.15%	x	x	x	x
Cost / Video View	\$5.00	\$13.00	x	x	\$1.00
View Rate	2.25%	1.22%	x	x	4.87%
<b>Total Spend</b>	<b>\$1.7M</b>	<b>\$1.5M</b>	<b>\$509.1K</b>	<b>\$315.0K</b>	<b>\$103.0K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	8.9K	7.7K	10.1K	2
MQLs	6.8K	3.8K	9.9K	2
SALs	442	442	442	1
SQLs	280	203	356	2
Opportunities	125	125	125	1
Closed Won	42	42	42	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$510.9K	\$491.8K	\$514.2K	4
Clicks	252.5K	152.0K	353.0K	4
Impressions	11.5M	3.4M	24.9M	4
Conversions	5.9K	4.4K	7.2K	4
Opens	89.3K	60.7K	104.6K	3
Sends	161.9K	106.2K	195.5K	3
Video Views	38.5K	31.8K	183.6K	3

	Google	LinkedIn	Facebook	StackAdapt	Twitter
<b>POST-CONVERSION METRICS</b>					
Leads	788	4.6K	63	527	5.7K
MQLs	1.5K	4.3K	104	928	72
SALs	6	360	8	27	41
SQLs	111	132	18	17	6
Opportunities	3	108	2	6	6
Closed Won	2	36	x	2	2
<b>PRE-CONVERSION METRICS</b>					
Cost	\$93.5K	\$342.6K	\$254.6K	\$157.5K	\$51.5K
Clicks	65.0K	84.3K	5.3K	61.3K	25.2K
Impressions	903.2K	1.9M	x	2.6M	2.8M
Conversions	374	3.3K	411	2.0K	2.5K
Opens	89.3K	x	x	x	x
Sends	161.9K	x	x	x	x
Video Views	18.4K	81.0K	x	x	46.5K





# E-Commerce

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$308.18	\$308.00	\$308.00	1
Cost / MQL	\$29,243.52	\$14.8K	\$43.7K	2
Cost / SAL	\$406,764.19	\$406.8K	\$406.8K	1
Cost / SQL	\$48,129.32	\$25.3K	\$71.0K	2
Cost / Opp	\$4,552.33	\$4.6K	\$4.6K	1
Cost / Customer	\$27,065.07	\$22.4K	\$31.7K	2
Lead > MQL	81.56%	81.56%	81.56%	1
MQL > SQL	38.86%	27.33%	50.38%	2
SQL > Opp	52.50%	52.50%	52.50%	1
Opp > Closed Won	25.71%	25.71%	25.71%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$2.86	\$2.53	\$3.18	2
CTR	0.94%	0.81%	1.07%	2
CPM	\$29.00	\$22.00	\$35.00	2
Cost / Conv.	\$735.00	\$495.00	\$974.00	2
Click > Conv.	0.58%	0.43%	0.72%	2
Cost / Open	\$86.00	\$86.00	\$86.00	1
Open Rate	61.64%	61.64%	61.64%	1
Cost / Video View	\$3.00	\$3.00	\$4.00	2
View Rate	1.31%	0.81%	1.82%	2

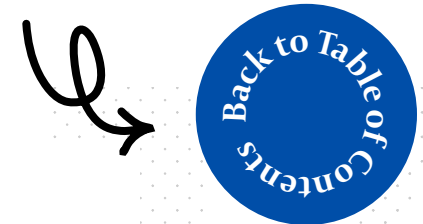
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	Google	Facebook	LinkedIn	Capterra
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$385.67	\$218.87	\$388.08	x
Cost / MQL	\$27,790.29	\$303.31	\$1,131.91	\$17,792.00
Cost / SAL	\$377,105.70	x	x	x
Cost / SQL	\$44,455.52	\$3,224.95	\$13,582.91	x
Cost / Opp	\$3,209.46	\$9,876.41	\$20,374.36	x
Cost / Customer	\$22,469.80	\$158,022.49	\$40,748.73	x
Lead > MQL	97.79%	72.16%	34.29%	x
MQL > SQL	42.16%	9.40%	8.33%	x
SQL > Opp	58.78%	32.65%	66.67%	x
Opp > Closed Won	28.74%	6.25%	50.00%	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.27	\$1.17	\$3.70	\$18.21
CTR	2.86%	0.63%	0.47%	x
CPM	\$87.00	\$7.00	\$18.00	x
Cost / Conv.	\$699.00	\$240.00	\$4.8K	\$2.2K
Click > Conv.	0.70%	0.62%	0.73%	0.82%
Cost / Open	x	x	\$7.00	x
Open Rate	x	x	61.64%	x
Cost / Video View	\$6.00	\$1.00	\$1.00	x
View Rate	0.86%	2.48%	4.56%	x
<b>Total Spend</b>	<b>\$2.5M</b>	<b>\$206.5K</b>	<b>\$152.4K</b>	<b>\$17.8K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	1.6K	1.6K	1.6K	1
MQLs	654	348	959	2
SALs	6	6	6	1
SQLs	113	70	157	2
Opportunities	105	105	105	1
Closed Won	47	37	57	2
<b>PRE-CONVERSION METRICS</b>				
Cost	\$1.5M	\$968.6K	\$1.9M	2
Clicks	456.1K	336.1K	576.0K	2
Impressions	44.9M	38.2M	51.6M	2
Conversions	1.9K	1.9K	2.0K	2
Opens	5.6K	5.6K	5.6K	1
Sends	9.0K	9.0K	9.0K	1
Video Views	725.7K	411.6K	1.0M	2

	Google	Facebook	LinkedIn	Capterra
<b>POST-CONVERSION METRICS</b>				
Leads	724	722	105	x
MQLs	375	521	36	1
SALs	6	x	x	x
SQLs	87	49	3	x
Opportunities	87	16	2	x
Closed Won	46	1	1	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$1.3M	\$103.3K	\$76.2K	\$17.8K
Clicks	352.3K	81.9K	21.4K	977
Impressions	22.9M	17.0M	5.0M	x
Conversions	1.5K	658	80	8
Opens	x	x	5.6K	x
Sends	x	x	9.0K	x
Video Views	374.3K	195.7K	342.8K	x



# Edtech

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	x	x	x	x
Cost / SAL	x	x	x	x
Cost / SQL	x	x	x	x
Cost / Opp	\$555.63	\$556.00	\$556.00	1
Cost / Customer	6,237.99\$	\$6.2K	\$6.2K	1
Lead > MQL	x	x	x	x
MQL > SQL	x	x	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	8.91%	8.91%	8.91%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$1.37	\$1.17	\$2.93	3
CTR	1.30%	0.84%	4.16%	3
CPM	\$18.00	\$11.00	\$166.00	3
Cost / Conv.	\$87.00	\$78.00	\$102.00	3
Click > Conv.	1.99%	1.55%	2.90%	3
Cost / Open	\$231.00	\$231.00	\$231.00	1
Open Rate	40.21%	40.21%	40.21%	1
Cost / Video View	\$56.00	\$28.00	\$84.00	2
View Rate	0.32%	0.17%	0.47%	2

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

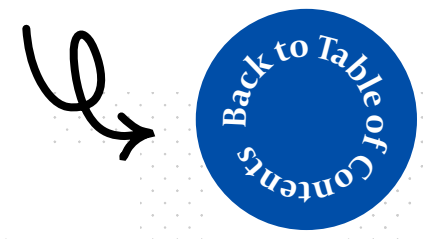
	Google	LinkedIn	Facebook	Twitter	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	x	x	x	x	x
Cost / MQL	x	x	x	x	x
Cost / SAL	x	x	x	x	x
Cost / SQL	x	x	x	x	x
Cost / Opp	\$555.63	x	x	x	x
Cost / Customer	\$6,237.99	x	x	x	x
Lead > MQL	x	x	x	x	x
MQL > SQL	x	x	x	x	x
SQL > Opp	x	x	x	x	x
Opp > Closed Won	8.91%	x	x	x	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$1.42	\$5.23	\$0.64	\$0.92	\$3.39
CTR	1.61%	0.89%	0.56%	0.81%	0.13%
CPM	\$20.00	\$41.00	\$5.00	\$7.00	\$5.00
Cost / Conv.	\$78.00	\$2.2K	\$176.00	\$406.00	\$611.00
Click > Conv.	2.34%	0.33%	0.12%	0.23%	0.55%
Cost / Open	x	\$30.00	x	x	x
Open Rate	x	40.21%	x	x	x
Cost / Video View	\$2.00	\$24.00	\$9.00	\$10.0K	x
View Rate	0.35%	0.18%	0.49%	0.00%	x
<b>Total Spend</b>	<b>\$2.1M</b>	<b>\$166.5K</b>	<b>\$124.9K</b>	<b>\$30.0K</b>	<b>\$14.7K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	x	x	x	x
SALs	x	x	x	x
SQLs	x	x	x	x
Opportunities	1.3K	1.3K	1.3K	1
Closed Won	119	119	119	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$746.6K	\$744.4K	\$857.6K	3
Clicks	708.5K	436.9K	740.0K	3
Impressions	54.4M	28.4M	128.5M	3
Conversions	8.6K	7.5K	11.3K	3
Opens	4.2K	4.2K	4.2K	1
Sends	10.4K	10.4K	10.4K	1
Video Views	636.5K	322.6K	950.4K	2

	Google	LinkedIn	Facebook	Twitter	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Leads	x	x	x	x	x
MQLs	x	x	x	x	x
SALs	x	x	x	x	x
SQLs	x	x	x	x	x
Opportunities	1.3K	x	x	x	x
Closed Won	119	x	x	x	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$734.6K	\$83.3K	\$62.5K	\$30.0K	\$14.7K
Clicks	446.9K	15.0K	183.2K	32.6K	4.3K
Impressions	36.9M	2.0M	52.0M	4.0M	3.2M
Conversions	8.1K	58	355	74	24
Opens	x	4.2K	x	x	x
Sends	x	10.4K	x	x	x
Video Views	370.6K	5.3K	448.5K	3	x



# Employee Benefits

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

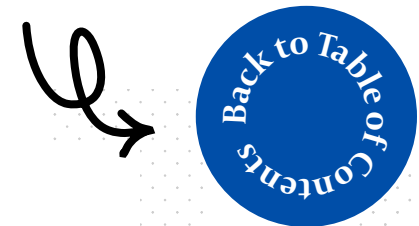
	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$639.64	\$640.00	\$640.00	1
Cost / SAL	x	x	x	x
Cost / SQL	x	x	x	x
Cost / Opp	\$3,544.43	\$3.5K	\$3.5K	1
Cost / Customer	\$23,949.37	\$23.9K	\$23.9K	1
Lead > MQL	x	x	x	x
MQL > SQL	x	x	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	14.80%	14.80%	14.80%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$2.05	\$2.05	\$2.05	1
CTR	0.78%	0.78%	0.78%	1
CPM	\$16.00	\$16.00	\$16.00	1
Cost / Conv.	\$83.00	\$83.00	\$83.00	1
Click > Conv.	2.48%	2.48%	2.48%	1
Cost / Open	\$10.00	\$10.00	\$10.00	1
Open Rate	81.43%	81.43%	81.43%	1
Cost / Video View	\$1.00	\$1.00	\$1.00	1
View Rate	3.04%	3.04%	3.04%	1

## PLATFORM BREAKDOWN - TOP 3 BY SPEND VOLUME BENCHMARKS

	LinkedIn	Google	Facebook
<b>POST-CONVERSION METRICS</b>			
Cost / Lead	x	x	x
Cost / MQL	\$1,116.68	\$494.16	\$451.17
Cost / SAL	x	x	x
Cost / SQL	x	x	x
Cost / Opp	\$5,421.66	\$2,030.23	\$5,201.93
Cost / Customer	\$74,860.56	\$10,135.91	\$47,290.30
Lead > MQL	x	x	x
MQL > SQL	x	x	x
SQL > Opp	x	x	x
Opp > Closed Won	7.24%	20.03%	11.00%
<b>PRE-CONVERSION METRICS</b>			
CPC	\$2.55	\$1.46	\$2.47
CTR	0.99%	0.85%	0.50%
CPM	\$25.00	\$12.00	\$12.00
Cost / Conv.	\$179.00	\$43.00	\$101.00
Click > Conv.	1.42%	3.38%	2.46%
Cost / Open	\$4.00	x	x
Open Rate	81.43%	x	x
Cost / Video View	\$8.00	\$0.00	\$0.00
View Rate	0.33%	2.96%	5.63%
<b>Total Spend</b>	<b>\$1.9M</b>	<b>\$1.3M</b>	<b>\$1.0M</b>

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	6.8K	6.8K	6.8K	1
SALs	x	x	x	x
SQLs	x	x	x	x
Opportunities	1.2K	1.2K	1.2K	1
Closed Won	181	181	181	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$4.3M	\$4.3M	\$4.3M	1
Clicks	2.1M	2.1M	2.1M	1
Impressions	270.5M	270.5M	270.5M	1
Conversions	52.5K	52.5K	52.5K	1
Opens	432.8K	432.8K	432.8K	1
Sends	531.5K	531.5K	531.5K	1
Video Views	8.2M	8.2M	8.2M	1

	LinkedIn	Google	Facebook
<b>POST-CONVERSION METRICS</b>			
Leads	x	x	x
MQLs	1.7K	2.7K	2.3K
SALs	x	x	x
SQLs	x	x	x
Opportunities	359	664	200
Closed Won	26	133	22
<b>PRE-CONVERSION METRICS</b>			
Cost	\$1.9M	\$1.3M	\$1.0M
Clicks	764.6K	925.8K	420.6K
Impressions	77.5M	108.8M	84.1M
Conversions	10.9K	31.3K	10.3K
Opens	432.8K	x	x
Sends	531.5K	x	x
Video Views	255.4K	3.2M	4.7M



# Event Management

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

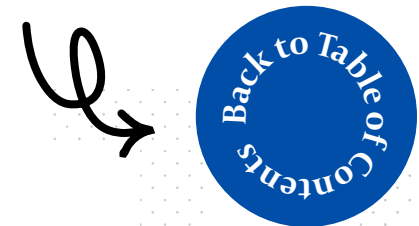
	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$1,126.64	\$1.1K	\$1.1K	1
Cost / SAL	x	x	x	x
Cost / SQL	\$1,995.63	\$2.0K	\$2.0K	1
Cost / Opp	\$5,115.23	\$5.1K	\$5.1K	1
Cost / Customer	\$20,228.39	\$20.2K	\$20.2K	1
Lead > MQL	x	x	x	x
MQL > SQL	56.46%	56.46%	56.46%	1
SQL > Opp	39.01%	39.01%	39.01%	1
Opp > Closed Won	25.29%	25.29%	25.29%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$6.21	\$5.10	\$7.33	2
CTR	1.62%	1.44%	1.79%	2
CPM	\$92.00	\$85.00	\$100.00	2
Cost / Conv.	\$355.00	\$306.00	\$404.00	2
Click > Conv.	1.71%	1.63%	1.79%	2
Cost / Open	x	x	x	x
Open Rate	x	x	x	x
Cost / Video View	\$30.00	\$30.00	\$30.00	1
View Rate	0.36%	0.36%	0.36%	1

## PLATFORM BREAKDOWN - TOP 3 BY SPEND VOLUME BENCHMARKS

	Google	LinkedIn	Facebook
<b>POST-CONVERSION METRICS</b>			
Cost / Lead	x	x	x
Cost / MQL	\$942.19	\$18,974.36	x
Cost / SAL	x	x	x
Cost / SQL	\$1,674.52	\$25,299.15	x
Cost / Opp	\$4,283.66	\$75,897.45	x
Cost / Customer	\$16,745.20	x	x
Lead > MQL	x	x	x
MQL > SQL	56.27%	75.00%	x
SQL > Opp	39.09%	33.33%	x
Opp > Closed Won	25.58%	x	x
<b>PRE-CONVERSION METRICS</b>			
CPC	\$5.72	\$12.54	\$0.53
CTR	2.64%	0.40%	0.55%
CPM	\$127.00	\$51.00	\$3.00
Cost / Conv.	\$302.00	\$3.4K	x
Click > Conv.	1.83%	0.64%	x
Cost / Open	x	x	x
Open Rate	x	x	x
Cost / Video View	\$45.00	\$11.00	x
View Rate	0.29%	0.64%	x
<b>Total Spend</b>	<b>\$554.4K</b>	<b>\$124.8K</b>	<b>\$733</b>

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	395	395	395	1
SALs	x	x	x	x
SQLs	223	223	223	1
Opportunities	87	87	87	1
Closed Won	22	22	22	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$340.0K	\$287.4K	\$392.5K	2
Clicks	55.8K	54.3K	57.4K	2
Impressions	3.6M	3.3M	3.9M	2
Conversions	948	930	965	2
Opens	x	x	x	x
Sends	x	x	x	x
Video Views	15.0K	15.0K	15.0K	1

	Google	LinkedIn	Facebook
<b>POST-CONVERSION METRICS</b>			
Leads	x	x	x
MQLs	391	4	x
SALs	x	x	x
SQLs	220	3	x
Opportunities	86	1	x
Closed Won	22	x	x
<b>PRE-CONVERSION METRICS</b>			
Cost	\$277.2K	\$62.4K	\$733
Clicks	50.2K	4.9K	1.4K
Impressions	2.2M	1.3M	251.1K
Conversions	914	34	x
Opens	x	x	x
Sends	x	x	x
Video Views	8.1K	6.9K	x



# Events

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$1,126.64	\$1.1K	\$1.1K	1
Cost / SAL	x	x	x	x
Cost / SQL	\$1,995.63	\$2.0K	\$2.0K	1
Cost / Opp	\$5,115.23	\$5.1K	\$5.1K	1
Cost / Customer	\$20,228.39	\$20.2K	\$20.2K	1
Lead > MQL	x	x	x	x
MQL > SQL	56.46%	56.46%	56.46%	1
SQL > Opp	39.01%	39.01%	39.01%	1
Opp > Closed Won	25.29%	25.29%	25.29%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.98	\$2.48	\$6.21	3
CTR	1.26%	0.82%	1.62%	3
CPM	\$78.00	\$41.00	\$92.00	3
Cost / Conv.	\$258.00	\$172.00	\$355.00	3
Click > Conv.	1.55%	1.33%	1.71%	3
Cost / Open	x	x	x	x
Open Rate	x	x	x	x
Cost / Video View	\$15.00	\$8.00	\$22.00	2
View Rate	0.49%	0.43%	0.56%	2

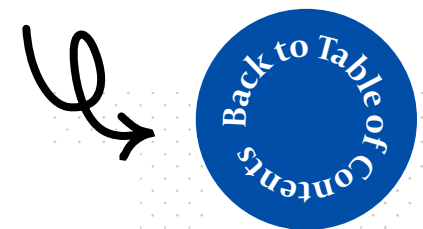
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	Google	LinkedIn	Facebook	Bing
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$942.19	\$18,974.36	x	x
Cost / SAL	x	x	x	x
Cost / SQL	\$1,674.52	\$25,299.15	x	x
Cost / Opp	\$4,283.66	\$75,897.45	x	x
Cost / Customer	\$16,745.20	x	x	x
Lead > MQL	x	x	x	x
MQL > SQL	56.27%	75.00%	x	x
SQL > Opp	39.09%	33.33%	x	x
Opp > Closed Won	25.58%	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.41	\$11.09	\$0.37	\$1.71
CTR	1.62%	0.50%	0.43%	2.13%
CPM	\$125.00	\$40.00	\$2.00	\$37.00
Cost / Conv.	\$206.00	\$3.4K	\$176.00	\$50.00
Click > Conv.	1.81%	0.64%	0.12%	3.46%
Cost / Open	x	x	x	x
Open Rate	x	x	x	x
Cost / Video View	\$24.00	\$11.00	\$0.00	x
View Rate	0.32%	0.64%	0.92%	x
<b>Total Spend</b>	<b>\$1.2M</b>	<b>\$166.5K</b>	<b>\$63.1K</b>	<b>\$7.2K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	395	395	395	1
SALs	x	x	x	x
SQLs	223	223	223	1
Opportunities	87	87	87	1
Closed Won	22	22	22	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$445.0K	\$340.0K	\$595.8K	3
Clicks	59.0K	55.8K	415.3K	3
Impressions	4.2M	3.6M	103.4M	3
Conversions	983	948	4.8K	3
Opens	x	x	x	x
Sends	x	x	x	x
Video Views	639.6K	327.3K	952.0K	2

	Google	LinkedIn	Facebook	Bing
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	391	4	x	x
SALs	x	x	x	x
SQLs	220	3	x	x
Opportunities	86	1	x	x
Closed Won	22	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$368.4K	\$48.9K	\$31.5K	\$7.2K
Clicks	54.6K	5.4K	154.8K	4.2K
Impressions	2.8M	1.1M	48.5M	196.6K
Conversions	925	34	355	145
Opens	x	x	x	x
Sends	x	x	x	x
Video Views	189.4K	6.9K	893.6K	x



# Fintech

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$233.86	\$234.00	\$234.00	1
Cost / MQL	\$3,506.49	\$2.0K	\$5.0K	2
Cost / SAL	\$4,772.76	\$4.8K	\$4.8K	1
Cost / SQL	\$3,692.78	\$2.1K	\$5.3K	2
Cost / Opp	\$28,764.19	\$17.5K	\$40.1K	2
Cost / Customer	\$94,893.04	\$59.3K	\$130.5K	2
Lead > MQL	51.49%	51.49%	51.49%	1
MQL > SQL	90.30%	87.58%	93.02%	2
SQL > Opp	13.33%	13.33%	13.33%	1
Opp > Closed Won	110.19%	56.94%	163.43%	2
<b>PRE-CONVERSION METRICS</b>				
CPC	\$5.72	\$4.83	\$7.74	7
CTR	1.24%	1.17%	1.32%	7
CPM	\$73.00	\$48.00	\$164.00	7
Cost / Conv.	\$187.00	\$119.00	\$351.00	7
Click > Conv.	1.91%	1.67%	5.79%	7
Cost / Open	\$47.00	\$8.00	\$151.00	5
Open Rate	52.47%	39.90%	57.23%	5
Cost / Video View	\$41.00	\$8.00	\$65.00	5
View Rate	0.27%	0.14%	0.49%	5

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

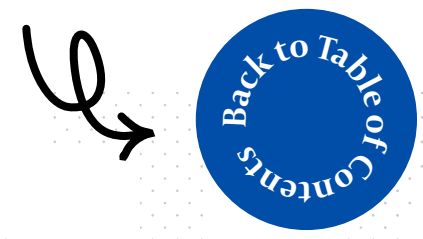
	Google	LinkedIn	Capterra	Bing	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$229.67	\$239.70	x	x	x
Cost / MQL	\$3,113.29	\$19,393.85	x	x	x
Cost / SAL	\$3,884.80	\$6,862.87	x	x	x
Cost / SQL	\$3,416.46	\$9,771.34	x	x	x
Cost / Opp	\$28,538.13	\$23,908.33	x	x	x
Cost / Customer	\$55,238.42	\$141,118.52	x	x	x
Lead > MQL	65.19%	32.46%	x	x	x
MQL > SQL	78.84%	171.27%	x	x	x
SQL > Opp	11.63%	50.00%	x	x	x
Opp > Closed Won	121.72%	52.00%	x	x	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$6.72	\$7.30	\$13.51	\$2.03	\$18.99
CTR	3.62%	0.48%	x	1.38%	0.15%
CPM	\$178.00	\$70.00	x	\$24.00	\$9.00
Cost / Conv.	\$275.00	\$300.00	\$344	\$1.2K	\$21.6K
Click > Conv.	2.40%	1.42%	3.93%	0.24%	0.19%
Cost / Open	x	\$14.00	x	x	x
Open Rate	x	52.47%	x	x	x
Cost / Video View	\$13.00	\$4.00	x	x	\$0.00
View Rate	13.39%	0.94%	x	x	36.22%
<b>Total Spend</b>	<b>\$3.3M</b>	<b>\$1.4M</b>	<b>\$263.6K</b>	<b>\$156.1K</b>	<b>\$65.0K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	4.4K	4.4K	4.4K	1
MQLs	1.2K	608	1.7K	2
SALs	218	218	218	1
SQLs	995	520	1.5K	2
Opportunities	30	18	42	2
Closed Won	8	5	10	2
<b>PRE-CONVERSION METRICS</b>				
Cost	\$1.0M	\$320.2K	\$1.1M	7
Clicks	184.2K	42.3K	230.4K	7
Impressions	5.9M	2.6M	12.9M	7
Conversions	2.6K	2.1K	2.8K	7
Opens	7.1K	682	19.5K	5
Sends	17.8K	1.7K	43.1K	5
Video Views	20.9K	15.9K	54.8K	5

	Google	LinkedIn	Capterra	Bing	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Leads	2.6K	1.9K	x	x	x
MQLs	867	303	x	x	x
SALs	153	65	x	x	x
SQLs	563	432	x	x	x
Opportunities	17	13	x	x	x
Closed Won	7	1	x	x	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$594.4K	\$141.3K	\$263.6K	\$78.1K	\$32.5K
Clicks	34.4K	14.0K	19.5K	41.6K	5.8K
Impressions	3.0M	1.8M	x	3.6M	3.6M
Conversions	2.0K	483	766	80	16
Opens	x	7.1K	x	x	x
Sends	x	17.8K	x	x	x
Video Views	407.3K	25.9K	x	x	1.2M



# Health Care

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$803.60	\$804.00	\$804.00	1
Cost / SAL	x	x	x	x
Cost / SQL	\$4,443.42	\$4.4K	\$4.4K	1
Cost / Opp	\$2,348.70	\$1.5K	\$3.2K	2
Cost / Customer	\$10,462.99	\$8.4K	\$12.6K	2
Lead > MQL	x	x	x	x
MQL > SQL	18.09%	18.09%	18.09%	1
SQL > Opp	107.28%	107.28%	107.28%	1
Opp > Closed Won	18.55%	13.73%	23.38%	2
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.80	\$4.65	\$6.59	3
CTR	1.27%	0.92%	4.14%	3
CPM	\$106.00	\$67.00	\$211.00	3
Cost / Conv.	\$147.00	\$133.00	\$372.00	3
Click > Conv.	3.26%	2.33%	3.54%	3
Cost / Open	\$191.00	\$182.00	\$199.00	2
Open Rate	63.40%	59.44%	67.37%	2
Cost / Video View	\$2.00	\$1.00	\$3.00	2
View Rate	6.73%	4.81%	8.66%	2

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

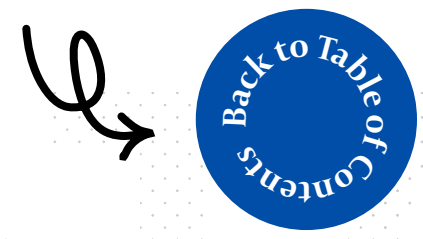
	Google	LinkedIn	Facebook	StackAdapt	Bing
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	x	x	x	x	x
Cost / MQL	\$1,157.07	\$578.91	\$192.25	x	x
Cost / SAL	x	x	x	x	x
Cost / SQL	\$3,915.16	\$11,751.95	\$7,822.37	x	x
Cost / Opp	\$2,082.71	\$13,057.72	\$8,343.86	x	x
Cost / Customer	\$9,290.04	\$117,519.51	\$62,578.92	x	x
Lead > MQL	x	x	x	x	x
MQL > SQL	29.55%	4.93%	2.46%	x	x
SQL > Opp	108.46%	90.00%	93.75%	x	x
Opp > Closed Won	19.08%	11.11%	13.33%	x	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$4.49	\$11.17	\$10.30	\$7.20	\$2.19
CTR	5.97%	0.87%	0.40%	0.14%	11.17%
CPM	\$315.00	\$94.00	\$41.00	\$8.00	\$245.00
Cost / Conv.	\$118.00	\$521.00	\$157.00	\$230.00	\$130.00
Click > Conv.	3.64%	2.07%	5.99%	4.93%	1.69%
Cost / Open	x	\$34.00	x	x	x
Open Rate	x	63.40%	x	x	x
Cost / Video View	\$6.00	\$11.00	\$3.00	\$0.00	x
View Rate	13.43%	6.79%	1.93%	5.17%	x
<b>Total Spend</b>	<b>\$2.2M</b>	<b>\$197.1K</b>	<b>\$150.5K</b>	<b>\$98.9K</b>	<b>\$17.9K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	2.0K	2.0K	2.0K	1
SALs	x	x	x	x
SQLs	357	357	357	1
Opportunities	860	621	1.1K	2
Closed Won	114	111	116	2
<b>PRE-CONVERSION METRICS</b>				
Cost	\$742.3K	\$518.9K	\$1.2M	3
Clicks	165.3K	113.4K	177.2K	3
Impressions	10.7M	6.5M	12.8M	3
Conversions	2.7K	2.3K	4.5K	3
Opens	5.3K	3.3K	7.2K	2
Sends	9.2K	5.6K	12.8K	2
Video Views	780.1K	604.6K	955.6K	2

	Google	LinkedIn	Facebook	StackAdapt	Bing
<b>POST-CONVERSION METRICS</b>					
Leads	x	x	x	x	x
MQLs	1.1K	203	651	x	x
SALs	x	x	x	x	x
SQLs	331	10	16	x	x
Opportunities	848	9	15	x	x
Closed Won	112	1	2	x	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$742.3K	\$98.6K	\$75.3K	\$49.5K	\$17.9K
Clicks	143.0K	11.3K	7.8K	10.0K	8.2K
Impressions	2.4M	1.2M	1.8M	6.7M	73.2K
Conversions	1.6K	198	798	223	138
Opens	x	5.3K	x	x	x
Sends	x	9.2K	x	x	x
Video Views	465.8K	122.4K	46.2K	291.4K	x



# Human Resources

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$792.43	\$792.00	\$792.00	1
Cost / MQL	\$639.64	\$640.00	\$640.00	1
Cost / SAL	x	x	x	x
Cost / SQL	\$5,101.27	\$5.1K	\$5.1K	1
Cost / Opp	\$3,544.43	\$3.5K	\$3.5K	1
Cost / Customer	\$23,949.37	\$23.9K	\$23.9K	1
Lead > MQL	x	x	x	x
MQL > SQL	x	x	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	14.80%	14.80%	14.80%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.81	\$2.93	\$4.69	2
CTR	1.12%	0.95%	1.29%	2
CPM	\$49.00	\$32.00	\$65.00	2
Cost / Conv.	\$227.00	\$155.00	\$299.00	2
Click > Conv.	1.99%	1.74%	2.24%	2
Cost / Open	\$1.7K	\$863	\$2.6K	2
Open Rate	81.43%	81.43%	81.43%	1
Cost / Video View	\$8.00	\$4.00	\$11.00	2
View Rate	1.79%	1.17%	2.41%	2

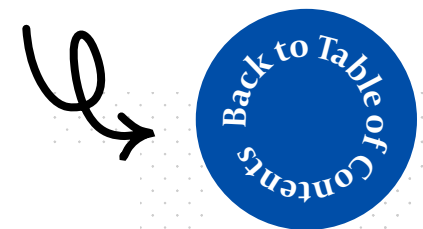
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	Google	LinkedIn	Facebook	Bing
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$923.13	\$1,207.43	x	\$480.12
Cost / MQL	\$494.16	\$1,116.68	\$451.17	x
Cost / SAL	x	x	x	x
Cost / SQL	\$5,041.69	x	x	\$4,032.99
Cost / Opp	\$2,030.23	\$5,421.66	\$5,201.93	x
Cost / Customer	\$10,135.91	\$74,860.56	\$47,290.30	x
Lead > MQL	x	x	x	x
MQL > SQL	x	x	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	20.03%	7.24%	11.00%	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.97	\$5.37	\$2.47	\$3.38
CTR	1.13%	0.71%	0.50%	2.26%
CPM	\$52.00	\$31.00	\$12.00	\$76.00
Cost / Conv.	\$332.00	\$115.00	\$101.00	\$621.00
Click > Conv.	2.21%	8.71%	2.46%	0.54%
Cost / Open	x	\$105.00	x	x
Open Rate	x	81.43%	x	x
Cost / Video View	\$6.00	\$8.00	\$0.00	x
View Rate	1.85%	0.39%	5.63%	x
<b>Total Spend</b>	<b>\$2.2M</b>	<b>\$2.0M</b>	<b>\$1.0M</b>	<b>\$221.8K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	1.4K	1.4K	1.4K	1
MQLs	6.8K	6.8K	6.8K	1
SALs	x	x	x	x
SQLs	224	224	224	1
Opportunities	1.2K	1.2K	1.2K	1
Closed Won	181	181	181	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$2.7M	\$1.9M	\$3.5M	2
Clicks	1.2M	681.7K	1.6M	2
Impressions	142.3M	78.2M	206.4M	2
Conversions	27.8K	15.4K	40.1K	2
Opens	216.6K	108.5K	324.7K	2
Sends	531.5K	531.5K	531.5K	1
Video Views	4.1M	2.1M	6.2M	2

	Google	LinkedIn	Facebook	Bing
<b>POST-CONVERSION METRICS</b>				
Leads	923	57	x	462
MQLs	2.7K	1.7K	2.3K	x
SALs	x	x	x	x
SQLs	169	x	x	55
Opportunities	664	359	200	x
Closed Won	133	26	22	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$1.1M	\$1.0M	\$1.0M	\$221.8K
Clicks	528.5K	386.5K	420.6K	65.5K
Impressions	59.0M	39.7M	84.1M	2.9M
Conversions	16.3K	6.1K	10.3K	357
Opens	x	216.6K	x	x
Sends	x	531.5K	x	x
Video Views	1.6M	132.0K	4.7M	x





# Information Services

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$271.15	\$271.00	\$271.00	1
Cost / MQL	\$630.46	\$630.00	\$630.00	1
Cost / SAL	\$1,213.12	\$1.2K	\$1.2K	1
Cost / SQL	\$6,094.49	\$6.1K	\$6.1K	1
Cost / Opp	\$6,094.49	\$6.1K	\$6.1K	1
Cost / Customer	\$21,330.73	\$21.3K	\$21.3K	1
Lead > MQL	43.01%	43.01%	43.01%	1
MQL > SQL	10.34%	10.34%	10.34%	1
SQL > Opp	100.00%	100.00%	100.00%	1
Opp > Closed Won	28.57%	28.57%	28.57%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.75	\$4.65	\$4.84	2
CTR	1.50%	1.13%	1.87%	2
CPM	\$73.00	\$54.00	\$92.00	2
Cost / Conv.	\$499.00	\$438.00	\$560.00	2
Click > Conv.	1.00%	0.90%	1.11%	2
Cost / Open	\$85.00	\$85.00	\$85.00	1
Open Rate	73.71%	73.71%	73.71%	1
Cost / Video View	\$7.00	\$6.00	\$9.00	2
View Rate	0.97%	0.96%	0.98%	2

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

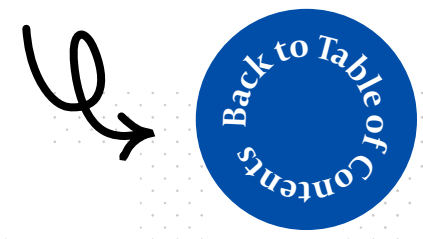
	Google	Bing	Facebook	LinkedIn	Capterra
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$722.79	\$157.54	\$167.91	x	x
Cost / MQL	\$897.25	\$185.42	\$632.76	x	x
Cost / SAL	\$1,508.43	\$419.05	\$1,217.38	x	x
Cost / SQL	\$4,525.28	\$20,952.56	\$6,222.18	x	x
Cost / Opp	\$4,525.28	\$20,952.56	\$6,222.18	x	x
Cost / Customer	\$17,346.92	x	\$18,666.53	x	x
Lead > MQL	80.56%	84.96%	26.54%	x	x
MQL > SQL	19.83%	0.88%	10.17%	x	x
SQL > Opp	100.00%	100.00%	100.00%	x	x
Opp > Closed Won	26.09%	x	33.33%	x	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$4.88	\$3.21	\$5.41	\$10.16	\$10.40
CTR	2.59%	1.70%	0.54%	0.55%	x
CPM	\$138.00	\$54.00	\$29.00	\$31.00	x
Cost / Conv.	\$586.00	\$211.00	x	\$1.3K	x
Click > Conv.	1.28%	1.71%	x	0.32%	x
Cost / Open	x	x	x	\$8.00	x
Open Rate	x	x	x	73.71%	x
Cost / Video View	x	x	\$2.00	\$1.00	x
View Rate	x	x	1.80%	3.75%	x
<b>Total Spend</b>	<b>\$494.3K</b>	<b>\$190.6K</b>	<b>\$112.0K</b>	<b>\$67.2K</b>	<b>\$13.1K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	944	944	944	1
MQLs	406	406	406	1
SALs	211	211	211	1
SQLs	42	42	42	1
Opportunities	42	42	42	1
Closed Won	12	12	12	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$438.6K	\$347.3K	\$530.0K	2
Clicks	91.0K	73.6K	108.4K	2
Impressions	6.5M	6.0M	6.9M	2
Conversions	840	760	920	2
Opens	7.4K	7.4K	7.4K	1
Sends	10.0K	10.0K	10.0K	1
Video Views	62.6K	59.1K	66.1K	2

	Google	Bing	Facebook	LinkedIn	Capterra
<b>POST-CONVERSION METRICS</b>					
Leads	144	133	667	x	x
MQLs	116	113	177	x	x
SALs	69	50	92	x	x
SQLs	23	1	18	x	x
Opportunities	23	1	18	x	x
Closed Won	6	x	6	x	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$247.2K	\$95.3K	\$112.0K	\$33.6K	\$13.1K
Clicks	47.4K	25.3K	20.7K	7.4K	1.3K
Impressions	2.2M	1.5M	3.9M	882.0K	x
Conversions	449	368	x	46	x
Opens	x	x	x	7.4K	x
Sends	x	x	x	10.0K	x
Video Views	x	x	69.6K	55.6K	x



# Internet

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$875.66	\$592.00	\$1.8K	3
Cost / MQL	\$1,605.37	\$992.00	\$10.4K	3
Cost / SAL	x	x	x	x
Cost / SQL	\$9,632.23	\$6.0K	\$48.0K	3
Cost / Opp	\$40,455.37	\$22.5K	\$63.4K	3
Cost / Customer	\$80,910.74	\$49.3K	\$126.7K	3
Lead > MQL	54.55%	34.28%	68.05%	3
MQL > SQL	16.67%	16.24%	19.44%	3
SQL > Opp	52.50%	38.15%	76.25%	3
Opp > Closed Won	50.00%	37.86%	50.00%	3
<b>PRE-CONVERSION METRICS</b>				
CPC	\$2.21	\$1.61	\$3.58	5
CTR	2.16%	1.65%	2.56%	5
CPM	\$78.00	\$41.00	\$84.00	5
Cost / Conv.	\$256.00	\$207.00	\$258.00	5
Click > Conv.	1.06%	0.86%	1.55%	5
Cost / Open	\$76.00	\$41.00	\$81.00	3
Open Rate	68.35%	65.00%	69.37%	3
Cost / Video View	\$5.00	\$3.00	\$5.00	4
View Rate	0.75%	0.53%	0.86%	4

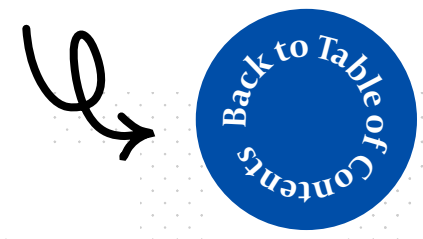
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	Google	LinkedIn	Facebook	Bing
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$825.26	\$1,955.59	\$218.87	x
Cost / MQL	\$953.40	\$4,858.73	\$303.31	x
Cost / SAL	x	x	x	x
Cost / SQL	\$5,462.13	\$34,011.13	\$3,224.95	x
Cost / Opp	\$20,131.86	\$40,621.02	\$9,876.41	x
Cost / Customer	\$42,638.72	\$81,242.04	\$158,022.49	x
Lead > MQL	76.18%	34.29%	72.16%	x
MQL > SQL	18.82%	14.29%	9.40%	x
SQL > Opp	41.59%	83.33%	32.65%	x
Opp > Closed Won	39.37%	50.00%	6.25%	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$2.80	\$5.19	\$1.49	\$0.91
CTR	3.56%	0.55%	0.39%	2.95%
CPM	\$121.00	\$41.00	\$6.00	\$27.00
Cost / Conv.	\$206.00	\$827.00	\$240.00	\$1.1K
Click > Conv.	1.09%	0.40%	0.62%	0.08%
Cost / Open	x	\$7.00	x	x
Open Rate	x	68.35%	x	x
Cost / Video View	\$11.00	\$1.00	\$2.00	x
View Rate	0.36%	5.02%	0.29%	x
<b>Total Spend</b>	<b>\$1.6M</b>	<b>\$677.4K</b>	<b>\$158.0K</b>	<b>\$9.9K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	462	360	1.0K	3
MQLs	252	144	759	3
SALs	x	x	x	x
SQLs	42	25	121	3
Opportunities	10	9	58	3
Closed Won	5	5	16	3
<b>PRE-CONVERSION METRICS</b>				
Cost	\$478.0K	\$404.6K	\$628.8K	5
Clicks	216.2K	192.8K	318.2K	5
Impressions	6.5M	4.4M	8.7M	5
Conversions	1.9K	1.2K	3.3K	5
Opens	8.3K	6.9K	64.7K	3
Sends	12.2K	10.6K	92.1K	3
Video Views	74.7K	61.1K	86.1K	4

	Google	LinkedIn	Facebook	Bing
<b>POST-CONVERSION METRICS</b>				
Leads	449	105	722	x
MQLs	477	36	521	x
SALs	x	x	x	x
SQLs	95	3	49	x
Opportunities	49	5	16	x
Closed Won	15	3	1	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$279.2K	\$44.8K	\$158.0K	\$9.9K
Clicks	99.8K	7.3K	106.2K	10.9K
Impressions	2.7M	1.2M	27.3M	369.3K
Conversions	1.1K	30	658	9
Opens	x	8.3K	x	x
Sends	x	12.2K	x	x
Video Views	32.7K	38.8K	79.0K	x



# IT Infrastructure

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

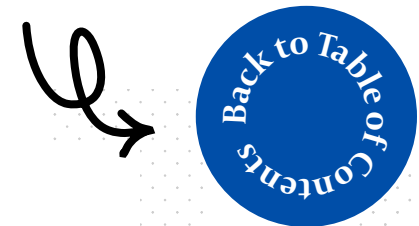
	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$366.58	\$367.00	\$367.00	1
Cost / SAL	x	x	x	x
Cost / SQL	x	x	x	x
Cost / Opp	\$2,673.48	\$2.7K	\$2.7K	1
Cost / Customer	\$574,797.50	\$574.8K	\$574.8K	1
Lead > MQL	x	x	x	x
MQL > SQL	x	x	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	0.47%	0.47%	0.47%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.39	\$3.68	\$4.41	4
CTR	2.45%	0.69%	6.02%	4
CPM	\$112.00	\$39.00	\$224.00	4
Cost / Conv.	\$336.00	\$287.00	\$364.00	4
Click > Conv.	1.23%	1.20%	1.32%	4
Cost / Open	\$5.00	\$4.00	\$16.00	4
Open Rate	59.31%	56.76%	61.85%	4
Cost / Video View	\$2.00	\$1.00	\$21.00	3
View Rate	9.27%	5.06%	15.85%	3

## PLATFORM BREAKDOWN - TOP 3 BY SPEND VOLUME BENCHMARKS

	LinkedIn	Google	StackAdapt
<b>POST-CONVERSION METRICS</b>			
Cost / Lead	x	x	x
Cost / MQL	\$204.03	\$1,668.82	x
Cost / SAL	x	x	x
Cost / SQL	x	x	x
Cost / Opp	\$1,322.89	x	x
Cost / Customer	\$284,422.11	x	x
Lead > MQL	x	x	x
MQL > SQL	x	x	x
SQL > Opp	x	x	x
Opp > Closed Won	0.47%	x	x
<b>PRE-CONVERSION METRICS</b>			
CPC	\$6.85	\$6.73	\$7.34
CTR	2.95%	2.43%	0.13%
CPM	\$148.00	\$184.00	\$9.00
Cost / Conv.	\$372.00	\$285.00	\$1.6K
Click > Conv.	1.23%	1.80%	0.47%
Cost / Open	\$5.00	x	x
Open Rate	59.31%	x	x
Cost / Video View	\$2.00	\$67.00	\$0.00
View Rate	12.61%	0.09%	22.59%
<b>Total Spend</b>	<b>\$1.4M</b>	<b>\$831.0K</b>	<b>\$149.7K</b>

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	1.6K	1.6K	1.6K	1
SALs	x	x	x	x
SQLs	x	x	x	x
Opportunities	215	215	215	1
Closed Won	1	1	1	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$547.6K	\$377.2K	\$561.2K	4
Clicks	122.8K	103.6K	140.8K	4
Impressions	3.0M	2.3M	4.6M	4
Conversions	2.1K	1.3K	2.9K	4
Opens	72.0K	29.5K	118.9K	4
Sends	127.0K	54.1K	202.6K	4
Video Views	276.9K	145.5K	3.1M	3

	LinkedIn	Google	StackAdapt
<b>POST-CONVERSION METRICS</b>			
Leads	x	x	x
MQLs	1.4K	174	x
SALs	x	x	x
SQLs	x	x	x
Opportunities	215	x	x
Closed Won	1	x	x
<b>PRE-CONVERSION METRICS</b>			
Cost	\$391.5K	\$227.1K	\$149.7K
Clicks	88.5K	34.0K	20.4K
Impressions	1.0M	797.0K	16.2M
Conversions	1.3K	553	95
Opens	72.0K	x	x
Sends	127.0K	x	x
Video Views	276.2K	731	3.7M



# IT Management

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$214.04	\$130.00	\$243.00	3
Cost / MQL	\$630.46	\$609.00	\$640.00	3
Cost / SAL	\$1,184.49	\$1.2K	\$1.2K	2
Cost / SQL	\$5,074.57	\$4.6K	\$5.6K	2
Cost / Opp	\$4,087.09	\$3.3K	\$5.1K	3
Cost / Customer	\$12,163.97	\$10.9K	\$16.7K	3
Lead > MQL	36.40%	21.70%	39.71%	3
MQL > SQL	13.18%	11.76%	14.59%	2
SQL > Opp	99.60%	99.40%	99.80%	2
Opp > Closed Won	28.57%	27.85%	31.09%	3
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.14	\$2.02	\$4.51	6
CTR	1.69%	0.95%	1.97%	6
CPM	\$34.00	\$28.00	\$101.00	6
Cost / Conv.	\$107.00	\$94.00	\$373.00	6
Click > Conv.	1.17%	1.17%	1.21%	6
Cost / Open	\$519.00	\$347.00	\$692.00	3
Open Rate	57.18%	46.52%	60.63%	3
Cost / Video View	\$4.00	\$3.00	\$4.00	5
View Rate	0.95%	0.53%	1.68%	5

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

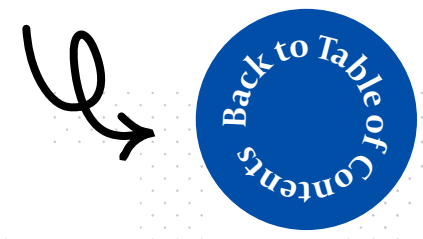
	Google	Facebook	LinkedIn	Bing	Capterra
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$214.11	\$92.71	\$480.48	\$183.31	\$1,616.26
Cost / MQL	\$587.16	\$1,009.74	\$4,090.80	\$470.06	\$2,886.18
Cost / SAL	\$1,121.57	\$1,826.29	\$12,533.11	\$782.54	\$5,050.81
Cost / SQL	\$3,475.92	\$11,431.36	\$25,066.21	\$13,054.85	\$20,203.25
Cost / Opp	\$2,576.31	\$11,431.36	\$14,518.29	\$13,054.85	\$20,203.25
Cost / Customer	\$9,420.85	\$34,294.09	\$37,599.32	\$15,471.42	x
Lead > MQL	36.47%	13.90%	20.79%	56.33%	56.00%
MQL > SQL	18.30%	9.25%	30.00%	7.76%	14.29%
SQL > Opp	99.54%	100.00%	100.00%	100.00%	100.00%
Opp > Closed Won	27.35%	33.33%	66.67%	33.33%	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$3.84	\$3.71	\$10.77	\$2.35	\$19.37
CTR	2.01%	0.71%	0.43%	1.72%	x
CPM	\$31.00	\$23.00	\$38.00	\$41.00	x
Cost / Conv.	\$107.00	\$40.00	\$498.00	\$94.00	x
Click > Conv.	1.28%	5.08%	1.42%	2.56%	x
Cost / Open	x	x	\$40.00	x	x
Open Rate	x	x	57.18%	x	x
Cost / Video View	\$4.00	\$1.00	\$1.00	x	x
View Rate	0.53%	1.67%	11.68%	x	x
<b>Total Spend</b>	<b>\$1.4M</b>	<b>\$211.8K</b>	<b>\$176.3K</b>	<b>\$73.0K</b>	<b>\$53.5K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	3.0K	2.0K	7.1K	3
MQLs	787	597	937	3
SALs	327	269	384	2
SQLs	84	63	105	2
Opportunities	125	84	186	3
Closed Won	42	27	55	3
<b>PRE-CONVERSION METRICS</b>				
Cost	\$231.4K	\$196.1K	\$447.2K	6
Clicks	56.2K	47.2K	70.0K	6
Impressions	4.9M	4.6M	6.2M	6
Conversions	751	586	5.3K	6
Opens	1.1K	671	1.2K	3
Sends	2.2K	1.3K	2.6K	3
Video Views	28.3K	20.3K	41.4K	5

	Google	Facebook	LinkedIn	Bing	Capterra
<b>POST-CONVERSION METRICS</b>					
Leads	2.9K	3.2K	69	141	25
MQLs	650	125	11	77	14
SALs	215	67	6	39	8
SQLs	66	12	3	4	2
Opportunities	108	12	3	4	2
Closed Won	36	4	2	2	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$127.1K	\$105.9K	\$42.9K	\$21.1K	\$26.7K
Clicks	56.6K	35.2K	3.8K	8.9K	1.3K
Impressions	4.6M	4.7M	895.1K	517.2K	x
Conversions	687	2.5K	26	294	x
Opens	x	x	1.1K	x	x
Sends	x	x	2.2K	x	x
Video Views	24.7K	77.9K	105.5K	x	x



# Legal

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$397.17	\$397.00	\$397.00	1
Cost / MQL	\$198.57	\$199.00	\$199.00	1
Cost / SAL	x	x	x	x
Cost / SQL	\$5,920.93	\$5.9K	\$5.9K	1
Cost / Opp	x	x	x	x
Cost / Customer	x	x	x	x
Lead > MQL	200.02%	200.02%	200.02%	1
MQL > SQL	3.35%	3.35%	3.35%	1
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$7.35	\$7.35	\$7.35	1
CTR	0.85%	0.85%	0.85%	1
CPM	\$63.00	\$63.00	\$63.00	1
Cost / Conv.	\$318.00	\$318.00	\$318.00	1
Click > Conv.	2.31%	2.31%	2.31%	1
Cost / Open	\$21.00	\$21.00	\$21.00	1
Open Rate	52.30%	52.30%	52.30%	1
Cost / Video View	\$67.00	\$67.00	\$67.00	1
View Rate	0.09%	0.09%	0.09%	1

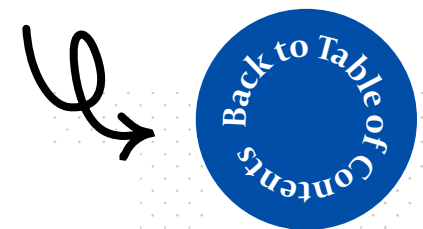
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	LinkedIn	Google	Capterra	Bing
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$814.24	\$153.32	\$4,640.88	\$313.90
Cost / MQL	\$406.98	\$76.62	\$2,416.13	\$156.61
Cost / SAL	x	x	x	x
Cost / SQL	\$5,512.93	\$3,929.89	\$14,203.90	\$10,521.60
Cost / Opp	x	x	x	x
Cost / Customer	x	x	x	x
Lead > MQL	200.07%	200.10%	192.08%	200.44%
MQL > SQL	7.38%	1.95%	17.01%	1.49%
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$6.60	\$12.69	\$51.20	\$2.60
CTR	0.52%	2.46%	x	2.77%
CPM	\$34.00	\$312.00	x	\$72.00
Cost / Conv.	\$620.00	\$281.00	\$1.1K	\$80.00
Click > Conv.	1.06%	4.52%	4.49%	3.24%
Cost / Open	\$10.00	x	x	x
Open Rate	52.30%	x	x	x
Cost / Video View	\$88.00	\$24.00	x	x
View Rate	0.04%	1.28%	x	x
<b>Total Spend</b>	<b>\$1.2M</b>	<b>\$609.1K</b>	<b>\$468.7K</b>	<b>\$284.1K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	6.5K	6.5K	6.5K	1
MQLs	12.9K	12.9K	12.9K	1
SALs	x	x	x	x
SQLs	433	433	433	1
Opportunities	x	x	x	x
Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$2.6M	\$2.6M	\$2.6M	1
Clicks	348.6K	348.6K	348.6K	1
Impressions	40.8M	40.8M	40.8M	1
Conversions	8.1K	8.1K	8.1K	1
Opens	119.9K	119.9K	119.9K	1
Sends	229.1K	229.1K	229.1K	1
Video Views	38.5K	38.5K	38.5K	1

	LinkedIn	Google	Capterra	Bing
<b>POST-CONVERSION METRICS</b>				
Leads	1.5K	4.0K	101	905
MQLs	3.0K	8.0K	194	1.8K
SALs	x	x	x	x
SQLs	218	155	33	27
Opportunities	x	x	x	x
Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$1.2M	\$609.1K	\$468.7K	\$284.1K
Clicks	182.2K	48.0K	9.2K	109.3K
Impressions	34.9M	1.9M	x	3.9M
Conversions	1.9K	2.2K	411	3.5K
Opens	119.9K	x	x	x
Sends	229.1K	x	x	x
Video Views	13.6K	24.9K	x	x



# Legal Tech

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$397.17	\$397.00	\$397.00	1
Cost / MQL	\$198.57	\$199.00	\$199.00	1
Cost / SAL	x	x	x	x
Cost / SQL	\$5,920.93	\$5.9K	\$5.9K	1
Cost / Opp	x	x	x	x
Cost / Customer	x	x	x	x
Lead > MQL	200.02%	200.02%	200.02%	1
MQL > SQL	3.35%	3.35%	3.35%	1
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$5.38	\$4.39	\$6.37	2
CTR	2.53%	1.69%	3.37%	2
CPM	\$103.00	\$83.00	\$123.00	2
Cost / Conv.	\$230.00	\$186.00	\$274.00	2
Click > Conv.	2.35%	2.33%	2.37%	2
Cost / Open	\$13.00	\$9.00	\$17.00	2
Open Rate	53.73%	53.02%	54.44%	2
Cost / Video View	\$67.00	\$67.00	\$67.00	1
View Rate	0.09%	0.09%	0.09%	1

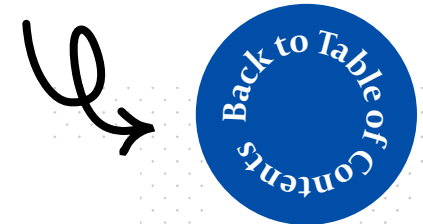
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	LinkedIn	Google	Capterra	Bing
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$814.24	\$153.32	\$4,640.88	\$313.90
Cost / MQL	\$406.98	\$76.62	\$2,416.13	\$156.61
Cost / SAL	x	x	x	x
Cost / SQL	\$5,512.93	\$3,929.89	\$14,203.90	\$10,521.60
Cost / Opp	x	x	x	x
Cost / Customer	x	x	x	x
Lead > MQL	200.07%	200.10%	192.08%	200.44%
MQL > SQL	7.38%	1.95%	17.01%	1.49%
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.89	\$8.27	\$51.20	\$2.60
CTR	2.21%	3.78%	x	2.77%
CPM	\$79.00	\$254.00	x	\$72.00
Cost / Conv.	\$564.00	\$171.00	\$1.1K	\$80.00
Click > Conv.	0.85%	5.37%	4.49%	3.24%
Cost / Open	\$7.00	x	x	x
Open Rate	53.73%	x	x	x
Cost / Video View	\$88.00	\$24.00	x	x
View Rate	0.04%	1.28%	x	x
<b>Total Spend</b>	<b>\$1.5M</b>	<b>\$778.2K</b>	<b>\$468.7K</b>	<b>\$284.1K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	6.5K	6.5K	6.5K	1
MQLs	12.9K	12.9K	12.9K	1
SALs	x	x	x	x
SQLs	433	433	433	1
Opportunities	x	x	x	x
Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$1.5M	\$995.4K	\$2.0M	2
Clicks	243.8K	191.4K	296.2K	2
Impressions	22.1M	12.7M	31.4M	2
Conversions	5.7K	4.5K	6.9K	2
Opens	104.6K	96.9K	112.2K	2
Sends	195.5K	178.7K	212.3K	2
Video Views	38.5K	38.5K	38.5K	1

	LinkedIn	Google	Capterra	Bing
<b>POST-CONVERSION METRICS</b>				
Leads	1.5K	4.0K	101	905
MQLs	3.0K	8.0K	194	1.8K
SALs	x	x	x	x
SQLs	218	155	33	27
Opportunities	x	x	x	x
Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$752.7K	\$389.1K	\$468.7K	\$284.1K
Clicks	138.6K	45.9K	9.2K	109.3K
Impressions	18.7M	1.4M	x	3.9M
Conversions	1.3K	2.4K	411	3.5K
Opens	104.6K	x	x	x
Sends	195.5K	x	x	x
Video Views	13.6K	24.9K	x	x



Directive,

# Manufacturing

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
CPC	\$2.29	\$2.29	\$2.29	1
CTR	1.35%	1.35%	1.35%	1
CPM	\$31.00	\$31.00	\$31.00	1
Cost / Conv.	\$230.00	\$230.00	\$230.00	1
Click > Conv.	0.99%	0.99%	0.99%	1
Cost / Open	x	x	x	x
Open Rate	x	x	x	x
Cost / Video View	\$3.00	\$3.00	\$3.00	1
View Rate	1.01%	1.01%	1.01%	1

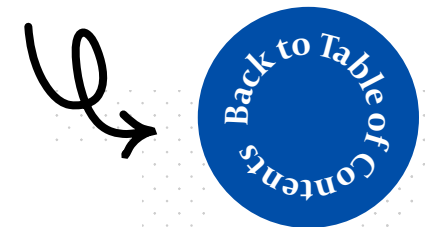
## PLATFORM BREAKDOWN BY SPEND

	Google
<b>PRE-CONVERSION METRICS</b>	
CPC	\$2.29
CTR	1.35%
CPM	\$31.00
Cost / Conv.	\$230.00
Click > Conv.	0.99%
Cost / Open	x
Open Rate	x
Cost / Video View	\$3.00
View Rate	1.01%
<b>Total Spend</b>	<b>\$357.8K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
Cost	\$357.8K	\$357.8K	\$357.8K	1
Clicks	156.4K	156.4K	156.4K	1
Impressions	11.6M	11.6M	11.6M	1
Conversions	1.6K	1.6K	1.6K	1
Opens	x	x	x	x
Sends	x	x	x	x
Video Views	116.8K	116.8K	116.8K	1

	Google
<b>PRE-CONVERSION METRICS</b>	
Cost	\$357.8K
Clicks	156.4K
Impressions	11.6M
Conversions	1.6K
Opens	x
Sends	x
Video Views	116.8K



# Marketing

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$904.57	\$905.00	\$905.00	1
Cost / SAL	\$1,055.23	\$1.1K	\$1.1K	1
Cost / SQL	\$1,174.13	\$1.2K	\$1.2K	1
Cost / Opp	x	x	x	x
Cost / Customer	\$24,367.80	\$24.4K	\$24.4K	1
Lead > MQL	x	x	x	x
MQL > SQL	77.04%	77.04%	77.04%	1
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.27	\$3.52	\$5.59	7
CTR	1.38%	0.75%	1.67%	7
CPM	\$66.00	\$50.00	\$127.00	7
Cost / Conv.	\$186.00	\$146.00	\$411.00	7
Click > Conv.	2.47%	1.76%	2.90%	7
Cost / Open	\$31.00	\$17.00	\$39.00	4
Open Rate	56.40%	54.45%	57.14%	4
Cost / Video View	\$7.00	\$5.00	\$8.00	4
View Rate	0.85%	0.75%	1.39%	4

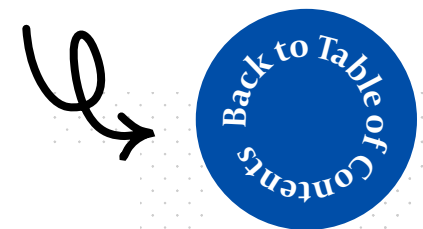
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	Google	LinkedIn	6Sense	XING
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$671.38	\$1,687.62	x	x
Cost / SAL	\$777.59	\$2,020.91	x	x
Cost / SQL	\$893.21	\$2,014.59	x	x
Cost / Opp	x	x	x	x
Cost / Customer	\$16,711.22	\$64,466.95	x	x
Lead > MQL	x	x	x	x
MQL > SQL	75.16%	83.77%	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.78	\$6.21	\$60.27	\$4.83
CTR	1.62%	0.97%	0.01%	0.23%
CPM	\$71.00	\$77.00	\$7.00	\$11.00
Cost / Conv.	\$282.00	\$415.00	x	x
Click > Conv.	3.02%	1.34%	x	x
Cost / Open	x	\$13.00	x	x
Open Rate	x	56.40%	x	x
Cost / Video View	\$5.00	\$3.00	x	x
View Rate	7.82%	2.79%	x	x
<b>Total Spend</b>	<b>\$5.2M</b>	<b>\$1.5M</b>	<b>\$198.5K</b>	<b>\$20.1K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	1.8K	1.8K	1.8K	1
SALs	1.5K	1.5K	1.5K	1
SQLs	1.3K	1.3K	1.3K	1
Opportunities	x	x	x	x
Closed Won	65	65	65	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$631.1K	\$305.7K	\$1.6M	7
Clicks	88.4K	74.7K	212.7K	7
Impressions	10.9M	5.4M	12.8M	7
Conversions	2.9K	2.4K	5.3K	7
Opens	29.4K	6.2K	56.7K	4
Sends	55.4K	10.7K	104.8K	4
Video Views	197.4K	111.6K	225.3K	4

	LinkedIn	Google	Capterra	Bing
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	1.4K	382	x	x
SALs	1.2K	319	x	x
SQLs	1.0K	320	x	x
Opportunities	x	x	x	x
Closed Won	55	10	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$631.1K	\$344.1K	\$198.5K	\$20.1K
Clicks	59.4K	57.2K	3.3K	4.2K
Impressions	9.4M	4.5M	30.5M	1.8M
Conversions	2.8K	989	x	x
Opens	x	29.4K	x	x
Sends	x	55.4K	x	x
Video Views	715.3K	141.8K	x	x





# Payments

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$575.76	\$576.00	\$576.00	1
Cost / SAL	\$772.13	\$772.00	\$772.00	1
Cost / SQL	\$10,644.14	\$10.6K	\$10.6K	1
Cost / Opp	\$9,330.00	\$7.7K	\$10.9K	2
Cost / Customer	\$98,442.68	\$64.6K	\$132.3K	2
Lead > MQL	x	x	x	x
MQL > SQL	5.41%	5.41%	5.41%	1
SQL > Opp	85.09%	85.09%	85.09%	1
Opp > Closed Won	22.15%	12.93%	31.37%	2
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.29	\$3.08	\$5.19	10
CTR	1.43%	0.88%	2.04%	10
CPM	\$61.00	\$38.00	\$73.00	10
Cost / Conv.	\$171.00	\$101.00	\$283.00	10
Click > Conv.	2.05%	1.46%	2.87%	10
Cost / Open	\$2.2K	\$1.1K	\$3.3K	2
Open Rate	49.19%	47.55%	50.83%	2
Cost / Video View	\$1.00	\$0.00	\$7.00	8
View Rate	2.33%	0.73%	22.05%	8

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

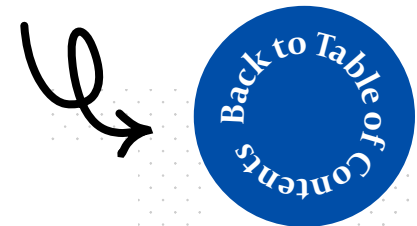
	Google	LinkedIn	Bing	Facebook	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	x	x	x	x	x
Cost / MQL	\$547.48	\$10,836.96	\$383.83	\$4,681.33	x
Cost / SAL	\$731.30	\$14,120.88	\$528.31	\$5,436.39	x
Cost / SQL	\$9,866.80	\$155,329.72	\$9,469.37	\$56,176.00	x
Cost / Opp	\$7,319.77	\$121,381.05	\$10,536.34	\$84,264.00	x
Cost / Customer	\$57,591.95	\$238,591.24	\$37,404.02	\$84,264.00	x
Lead > MQL	x	x	x	x	x
MQL > SQL	5.55%	6.98%	4.05%	8.33%	x
SQL > Opp	85.01%	66.67%	89.87%	66.67%	x
Opp > Closed Won	23.04%	52.00%	28.17%	100.00%	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$4.57	\$11.53	\$3.45	\$5.00	\$5.86
CTR	1.92%	0.45%	1.01%	0.58%	0.17%
CPM	\$60.00	\$70.00	\$39.00	\$24.00	\$10.00
Cost / Conv.	\$172.00	\$319.00	\$391.00	\$148.00	\$22.2K
Click > Conv.	2.45%	2.28%	1.71%	2.07%	0.19%
Cost / Open	x	\$180.00	x	x	x
Open Rate	x	49.19%	x	x	x
Cost / Video View	\$11.00	\$2.00	x	\$0.00	\$0.00
View Rate	0.71%	2.01%	x	7.10%	36.22%
<b>Total Spend</b>	<b>\$6.8M</b>	<b>\$921.0K</b>	<b>\$820.0K</b>	<b>\$209.2K</b>	<b>\$68.5K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	10.2K	10.2K	10.2K	1
SALs	7.6K	7.6K	7.6K	1
SQLs	550	550	550	1
Opportunities	261	158	365	2
Closed Won	96	49	143	2
<b>PRE-CONVERSION METRICS</b>				
Cost	\$250.5K	\$171.0K	\$339.1K	10
Clicks	58.1K	43.8K	118.7K	10
Impressions	3.2M	2.4M	5.8M	10
Conversions	1.6K	967	2.5K	10
Opens	19.7K	10.5K	28.8K	2
Sends	37.7K	20.3K	55.0K	2
Video Views	681.0K	25.5K	1.3M	8

	Google	LinkedIn	Bing	Facebook	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Leads	x	x	x	x	x
MQLs	8.1K	43	1.9K	36	x
SALs	6.0K	33	1.4K	31	x
SQLs	447	3	79	3	x
Opportunities	205	14	71	2	x
Closed Won	82	2	20	2	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$157.4K	\$190.1K	\$410.0K	\$3.3K	\$15.6K
Clicks	49.7K	26.8K	99.2K	1.1K	2.7K
Impressions	2.3M	1.7M	8.4M	157.9K	2.1M
Conversions	1.4K	374	2.6K	24	5
Opens	x	19.7K	x	x	x
Sends	x	37.7K	x	x	x
Video Views	17.6K	66.9K	x	13.2K	1.2M



Directive,

# Real Estate

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$233.86	\$234.00	\$234.00	1
Cost / MQL	\$392.79	\$362.00	\$423.00	2
Cost / SAL	\$4,772.76	\$4.8K	\$4.8K	1
Cost / SQL	\$438.62	\$390.00	\$487.00	2
Cost / Opp	\$379.54	\$380.00	\$380.00	1
Cost / Customer	x	x	x	x
Lead > MQL	51.49%	51.49%	51.49%	1
MQL > SQL	90.88%	87.87%	93.89%	2
SQL > Opp	90.12%	90.12%	90.12%	1
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$5.41	\$4.73	\$6.09	2
CTR	3.29%	1.93%	4.64%	2
CPM	\$141.00	\$90.00	\$192.00	2
Cost / Conv.	\$236.00	\$211.00	\$261.00	2
Click > Conv.	2.27%	2.22%	2.32%	2
Cost / Open	\$24.00	\$15.00	\$33.00	2
Open Rate	50.89%	47.71%	54.06%	2
Cost / Video View	\$33.00	\$17.00	\$49.00	2
View Rate	3.55%	1.96%	5.14%	2

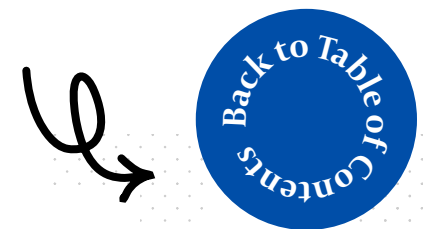
## PLATFORM BREAKDOWN - TOP 2 BY SPEND

	Google	LinkedIn
<b>POST-CONVERSION METRICS</b>		
Cost / Lead	\$229.67	\$239.70
Cost / MQL	\$352.33	\$534.99
Cost / SAL	\$3,884.80	\$6,862.87
Cost / SQL	\$548.82	\$430.07
Cost / Opp	x	\$379.54
Cost / Customer	x	x
Lead > MQL	65.19%	32.46%
MQL > SQL	64.20%	119.73%
SQL > Opp	x	90.12%
Opp > Closed Won	x	x
<b>PRE-CONVERSION METRICS</b>		
CPC	\$8.84	\$4.72
CTR	2.63%	3.76%
CPM	\$268.00	\$92.00
Cost / Conv.	\$750.00	\$213.00
Click > Conv.	3.54%	2.11%
Cost / Open	x	\$18.00
Open Rate	x	50.89%
Cost / Video View	x	\$14.00
View Rate	x	3.97%
<b>Total Spend</b>	<b>\$624.6K</b>	<b>\$563.7K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	4.4K	4.4K	4.4K	1
MQLs	1.3K	839	1.8K	2
SALs	218	218	218	1
SQLs	1.1K	744	1.5K	2
Opportunities	310	310	310	1
Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$594.2K	\$371.0K	\$817.3K	2
Clicks	139.4K	80.6K	198.1K	2
Impressions	4.0M	3.9M	4.2M	2
Conversions	3.0K	1.8K	4.3K	2
Opens	94.8K	49.2K	140.4K	2
Sends	166.5K	87.2K	245.8K	2
Video Views	135.9K	75.9K	195.8K	2

	Google	LinkedIn
<b>POST-CONVERSION METRICS</b>		
Leads	2.6K	1.9K
MQLs	1.7K	480
SALs	153	65
SQLs	1.1K	603
Opportunities	x	310
Closed Won	x	x
<b>PRE-CONVERSION METRICS</b>		
Cost	\$312.3K	\$281.9K
Clicks	26.8K	112.6K
Impressions	835.7K	3.2M
Conversions	1.6K	1.4K
Opens	x	94.8K
Sends	x	166.5K
Video Views	x	135.9K



Directive,

# Recruiting

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

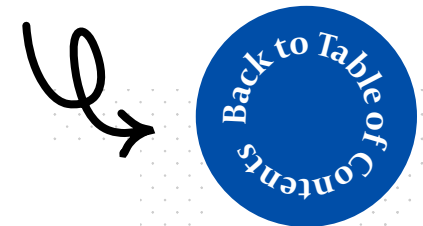
	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.80	\$4.80	\$4.80	1
CTR	0.58%	0.58%	0.58%	1
CPM	\$28.00	\$28.00	\$28.00	1
Cost / Conv.	\$147.00	\$147.00	\$147.00	1
Click > Conv.	3.26%	3.26%	3.26%	1
Cost / Open	\$207.00	\$207.00	\$207.00	1
Open Rate	71.34%	71.34%	71.34%	1
Cost / Video View	\$0.00	\$0.00	\$0.00	1
View Rate	10.59%	10.59%	10.59%	1

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

	Google	LinkedIn	StackAdapt	Facebook	Bing
<b>PRE-CONVERSION METRICS</b>					
CPC	\$2.93	\$15.58	\$11.32	\$11.21	\$2.19
CTR	1.13%	0.80%	0.08%	0.34%	11.17%
CPM	\$33.00	\$124.00	\$9.00	\$38.00	\$245.00
Cost / Conv.	\$80.00	\$590.00	\$230.00	x	\$130.00
Click > Conv.	3.64%	2.64%	4.93%	x	1.69%
Cost / Open	x	\$56.00	x	x	x
Open Rate	x	71.34%	x	x	x
Cost / Video View	\$0.00	\$22.00	\$0.00	\$5.00	x
View Rate	22.63%	0.58%	5.17%	0.81%	x
<b>Total Spend</b>	<b>\$121.3K</b>	<b>\$79.6K</b>	<b>\$51.2K</b>	<b>\$25.4K</b>	<b>\$17.9K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients	Google	LinkedIn	StackAdapt	Facebook	Bing
<b>PRE-CONVERSION METRICS</b>									
Cost	\$295.4K	\$295.4K	\$295.4K	1	\$121.3K	\$79.6K	\$51.2K	\$25.4K	\$17.9K
Clicks	61.5K	61.5K	61.5K	1	41.4K	5.1K	4.5K	2.3K	8.2K
Impressions	10.7M	10.7M	10.7M	1	3.7M	640.2K	5.6M	666.4K	73.2K
Conversions	2.0K	2.0K	2.0K	1	1.5K	135	223	x	138
Opens	1.4K	1.4K	1.4K	1	x	1.4K	x	x	x
Sends	2.0K	2.0K	2.0K	1	x	2.0K	x	x	x
Video Views	1.1M	1.1M	1.1M	1	830.5K	3.7K	291.4K	5.4K	x



Directive,

# Ride Sharing

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.03	\$4.03	\$4.03	1
CTR	0.55%	0.55%	0.55%	1
CPM	\$22.00	\$22.00	\$22.00	1
Cost / Conv.	\$874.00	\$874.00	\$874.00	1
Click > Conv.	0.46%	0.46%	0.46%	1
Cost / Open	\$19.00	\$19.00	\$19.00	1
Open Rate	41.31%	41.31%	41.31%	1
Cost / Video View	\$0.00	\$0.00	\$0.00	1
View Rate	8.68%	8.68%	8.68%	1

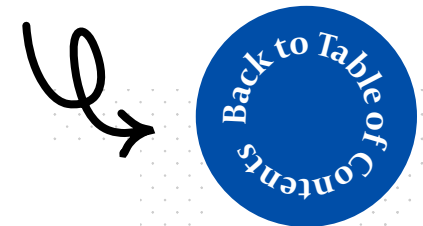
## PLATFORM BREAKDOWN - TOP 2 BY SPEND

	Google	LinkedIn
<b>PRE-CONVERSION METRICS</b>		
CPC	\$2.82	\$7.67
CTR	0.44%	2.96%
CPM	\$12.00	\$227.00
Cost / Conv.	\$2.6K	\$503.00
Click > Conv.	0.11%	1.52%
Cost / Open	x	\$9.00
Open Rate	x	41.31%
Cost / Video View	\$0.00	\$3.00
View Rate	8.70%	8.31%
<b>Total Spend</b>	<b>\$42.1K</b>	<b>\$38.2K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
Cost	\$80.4K	\$80.4K	\$80.4K	1
Clicks	19.9K	19.9K	19.9K	1
Impressions	3.6M	3.6M	3.6M	1
Conversions	92	92	92	1
Opens	4.3K	4.3K	4.3K	1
Sends	10.5K	10.5K	10.5K	1
Video Views	313.2K	313.2K	313.2K	1

	Google	LinkedIn
<b>PRE-CONVERSION METRICS</b>		
Cost	\$42.1K	\$38.2K
Clicks	15.0K	5.0K
Impressions	3.4M	168.5K
Conversions	16	76
Opens	x	4.3K
Sends	x	10.5K
Video Views	299.2K	14.0K



# Risk Management

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$769.05	\$561.00	\$977.00	2
Cost / MQL	\$1,555.21	\$967.00	\$2.1K	2
Cost / SAL	\$497.51	\$498.00	\$498.00	1
Cost / SQL	\$10,245.46	\$8.8K	\$11.7K	2
Cost / Opp	\$5,851.01	\$5.1K	\$6.6K	2
Cost / Customer	\$25,554.11	\$25.6K	\$25.6K	1
Lead > MQL	68.31%	55.86%	80.77%	2
MQL > SQL	12.99%	9.05%	16.93%	2
SQL > Opp	202.08%	151.04%	253.13%	2
Opp > Closed Won	28.95%	28.95%	28.95%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$1.80	\$1.37	\$1.99	4
CTR	1.48%	1.08%	1.95%	4
CPM	\$20.00	\$19.00	\$21.00	4
Cost / Conv.	\$288.00	\$207.00	\$396.00	4
Click > Conv.	0.68%	0.52%	0.74%	4
Cost / Open	\$19.00	\$18.00	\$52.00	3
Open Rate	48.61%	48.35%	61.16%	3
Cost / Video View	\$3.00	\$2.00	\$7.00	3
View Rate	0.79%	0.78%	0.89%	3

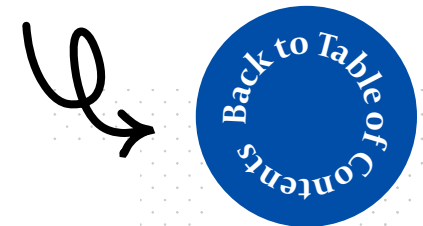
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	Google	LinkedIn	Bing	Capterra
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$3,914.96	\$14,536.49	\$631.55	\$9,582.15
Cost / MQL	\$951.39	\$6,562.67	\$705.85	\$9,582.15
Cost / SAL	\$374.54	x	\$1,090.86	x
Cost / SQL	\$6,220.67	\$85,314.72	\$9,599.54	x
Cost / Opp	\$20,908.97	\$2,472.89	\$9,599.54	x
Cost / Customer	\$21,681.78	x	\$23,998.86	x
Lead > MQL	281.09%	10.57%	89.47%	100.00%
MQL > SQL	14.80%	7.69%	7.35%	x
SQL > Opp	59.09%	3450.00%	100.00%	x
Opp > Closed Won	27.27%	x	40.00%	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$1.00	\$5.34	\$1.31	\$4.31
CTR	1.57%	1.07%	1.67%	x
CPM	\$14.00	\$67.00	\$46.00	x
Cost / Conv.	\$202.00	\$1.3K	\$310.00	x
Click > Conv.	0.58%	0.63%	1.05%	x
Cost / Open	x	\$8.00	x	x
Open Rate	x	48.61%	x	x
Cost / Video View	\$2.00	\$1.00	x	x
View Rate	1.01%	4.21%	x	x
<b>Total Spend</b>	<b>\$1.3M</b>	<b>\$680.9K</b>	<b>\$311.9K</b>	<b>\$9.6K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	532	398	665	2
MQLs	430	272	587	2
SALs	565	565	565	1
SQLs	31	28	35	2
Opportunities	56	47	64	2
Closed Won	11	11	11	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$467.8K	\$306.0K	\$744.4K	4
Clicks	238.0K	162.6K	353.1K	4
Impressions	15.8M	10.7M	16.0M	4
Conversions	2.3K	1.1K	3.8K	4
Opens	19.9K	13.6K	38.8K	3
Sends	41.3K	25.7K	80.1K	3
Video Views	122.0K	88.8K	125.1K	3

	Google	LinkedIn	Bing	Capterra
<b>POST-CONVERSION METRICS</b>				
Leads	370	124	76	1
MQLs	382	26	68	1
SALs	521	x	44	x
SQLs	28	2	5	x
Opportunities	19	69	5	x
Closed Won	9	x	2	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$292.7K	\$116.0K	\$94.2K	\$9.6K
Clicks	202.6K	22.5K	41.7K	2.2K
Impressions	12.7M	2.0M	2.5M	x
Conversions	1.7K	148	548	x
Opens	x	19.9K	x	x
Sends	x	41.3K	x	x
Video Views	128.1K	88.8K	x	x



Directive,

# Sales

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	x	x	x	x
Cost / SAL	x	x	x	x
Cost / SQL	\$24,903.95	\$24.9K	\$24.9K	1
Cost / Opp	x	x	x	x
Cost / Customer	x	x	x	x
Lead > MQL	x	x	x	x
MQL > SQL	x	x	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.79	\$4.79	\$4.79	1
CTR	1.97%	1.97%	1.97%	1
CPM	\$94.00	\$94.00	\$94.00	1
Cost / Conv.	\$61.00	\$61.00	\$61.00	1
Click > Conv.	7.81%	7.81%	7.81%	1
Cost / Open	x	x	x	x
Open Rate	x	x	x	x
Cost / Video View	\$1.00	\$1.00	\$1.00	1
View Rate	7.64%	7.64%	7.64%	1

## PLATFORM BREAKDOWN - TOP 2 BY SPEND

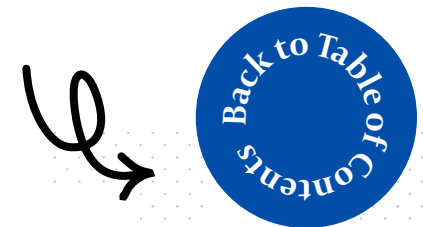
	Google	Bing
<b>POST-CONVERSION METRICS</b>		
Cost / Lead	x	x
Cost / MQL	x	x
Cost / SAL	x	x
Cost / SQL	\$25,058.42	\$22,973.08
Cost / Opp	x	x
Cost / Customer	x	x
Lead > MQL	x	x
MQL > SQL	x	x
SQL > Opp	x	x
Opp > Closed Won	x	x
<b>PRE-CONVERSION METRICS</b>		
CPC	\$4.95	\$3.34
CTR	2.17%	1.06%
CPM	\$107.00	\$36.00
Cost / Conv.	\$60.00	\$78.00
Click > Conv.	8.18%	4.31%
Cost / Open	x	x
Open Rate	x	x
Cost / Video View	\$1.00	x
View Rate	9.33%	x
<b>Total Spend</b>	<b>\$2.5M</b>	<b>\$183.8K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	x	x	x	x
SALs	x	x	x	x
SQLs	108	108	108	1
Opportunities	x	x	x	x
Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$2.7M	\$2.7M	\$2.7M	1
Clicks	561.2K	561.2K	561.2K	1
Impressions	28.5M	28.5M	28.5M	1
Conversions	43.8K	43.8K	43.8K	1
Opens	x	x	x	x
Sends	x	x	x	x
Video Views	2.2M	2.2M	2.2M	1

	Google	Bing
<b>POST-CONVERSION METRICS</b>		
Leads	x	x
MQLs	x	x
SALs	x	x
SQLs	100	8
Opportunities	x	x
Closed Won	x	x
<b>PRE-CONVERSION METRICS</b>		
Cost	\$2.5M	\$183.8K
Clicks	506.2K	54.9K
Impressions	23.3M	5.2M
Conversions	41.4K	2.4K
Opens	x	x
Sends	x	x
Video Views	2.2M	x



# Social Media

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$487.85	\$336.00	\$640.00	2
Cost / MQL	\$546.35	\$367.00	\$725.00	2
Cost / SAL	\$1,055.23	\$1.1K	\$1.1K	1
Cost / SQL	\$1,243.17	\$1.2K	\$3.2K	3
Cost / Opp	\$12,058.70	\$12.1K	\$12.1K	1
Cost / Customer	\$26,097.79	\$25.2K	\$27.0K	2
Lead > MQL	97.42%	97.42%	97.42%	1
MQL > SQL	46.09%	30.61%	61.56%	2
SQL > Opp	10.31%	10.31%	10.31%	1
Opp > Closed Won	43.33%	43.33%	43.33%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$5.57	\$3.83	\$5.97	5
CTR	1.46%	1.15%	1.65%	5
CPM	\$66.00	\$57.00	\$72.00	5
Cost / Conv.	\$235.00	\$79.00	\$372.00	5
Click > Conv.	2.54%	1.78%	4.63%	5
Cost / Open	\$29.00	\$24.00	\$119.00	5
Open Rate	57.03%	53.52%	62.23%	4
Cost / Video View	\$5.00	\$1.00	\$10.00	4
View Rate	2.10%	0.78%	5.83%	4

## PLATFORM BREAKDOWN - TOP 5 BY SPEND

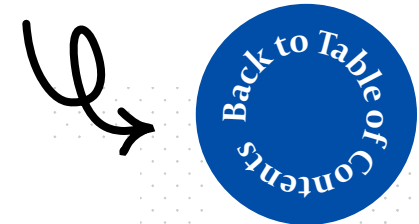
	Google	LinkedIn	Bing	Facebook	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Cost / Lead	\$509.63	\$798.05	\$480.12	\$948.43	x
Cost / MQL	\$385.20	\$1,039.48	x	\$1,138.12	x
Cost / SAL	\$777.59	\$2,020.91	x	x	x
Cost / SQL	\$1,000.53	\$1,594.30	\$4,032.99	x	x
Cost / Opp	\$5,373.22	\$57,135.17	x	x	x
Cost / Customer	\$14,400.48	\$117,936.23	x	x	x
Lead > MQL	97.08%	99.32%	x	83.33%	x
MQL > SQL	42.53%	58.55%	x	x	x
SQL > Opp	18.62%	2.05%	x	x	x
Opp > Closed Won	44.44%	33.33%	x	x	x
<b>PRE-CONVERSION METRICS</b>					
CPC	\$4.36	\$6.86	\$4.30	\$4.04	\$3.71
CTR	2.44%	1.42%	1.80%	0.29%	0.16%
CPM	\$82.00	\$70.00	\$73.00	\$12.00	\$6.00
Cost / Conv.	\$159.00	\$247.00	\$514.00	\$465.00	x
Click > Conv.	3.11%	1.81%	0.91%	0.87%	x
Cost / Open	x	\$7.00	x	x	x
Open Rate	x	57.03%	x	x	x
Cost / Video View	\$7.00	\$3.00	x	\$2.00	x
View Rate	2.34%	0.45%	x	0.59%	x
<b>Total Spend</b>	<b>\$2.4M</b>	<b>\$1.0M</b>	<b>\$390.0K</b>	<b>\$22.8K</b>	<b>\$22.5K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	1.7K	1.6K	1.8K	2
MQLs	1.8K	1.8K	1.9K	2
SALs	1.5K	1.5K	1.5K	1
SQLs	291	258	820	3
Opportunities	30	30	30	1
Closed Won	39	26	52	2
<b>PRE-CONVERSION METRICS</b>				
Cost	\$421.3K	\$407.6K	\$1.1M	5
Clicks	155.8K	94.6K	205.2K	5
Impressions	10.0M	6.6M	14.1M	5
Conversions	4.6K	3.1K	6.7K	5
Opens	15.3K	1.1K	30.9K	5
Sends	41.3K	19.4K	67.3K	4
Video Views	197.4K	137.5K	209.9K	4

	Google	LinkedIn	Bing	Facebook	StackAdapt
<b>POST-CONVERSION METRICS</b>					
Leads	1.2K	249	462	24	x
MQLs	1.4K	410	x	20	x
SALs	1.2K	319	x	x	x
SQLs	169	233	55	x	x
Opportunities	27	3	x	x	x
Closed Won	34	6	x	x	x
<b>PRE-CONVERSION METRICS</b>					
Cost	\$290.7K	\$99.7K	\$195.0K	\$22.8K	\$22.5K
Clicks	131.3K	13.7K	48.9K	5.6K	6.1K
Impressions	5.6M	1.5M	2.7M	2.0M	3.8M
Conversions	3.8K	820	385	49	x
Opens	x	15.3K	x	x	x
Sends	x	41.3K	x	x	x
Video Views	144.7K	8.7K	x	11.6K	x



Directive,

# Transportation

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
CPC	\$4.03	\$4.03	\$4.03	1
CTR	0.55%	0.55%	0.55%	1
CPM	\$22.00	\$22.00	\$22.00	1
Cost / Conv.	\$874.00	\$874.00	\$874.00	1
Click > Conv.	0.46%	0.46%	0.46%	1
Cost / Open	\$19.00	\$19.00	\$19.00	1
Open Rate	41.31%	41.31%	41.31%	1
Cost / Video View	\$0.00	\$0.00	\$0.00	1
View Rate	8.68%	8.68%	8.68%	1

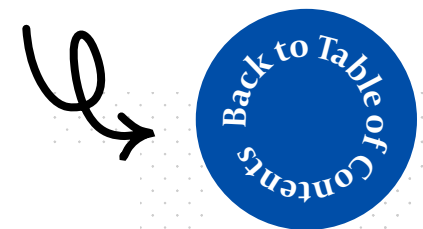
## PLATFORM BREAKDOWN - TOP 2 BY SPEND

	Google	LinkedIn
<b>PRE-CONVERSION METRICS</b>		
CPC	\$2.82	\$7.67
CTR	0.44%	2.96%
CPM	\$12.00	\$227.00
Cost / Conv.	\$2.6K	\$503.00
Click > Conv.	0.11%	1.52%
Cost / Open	x	\$9.00
Open Rate	x	41.31%
Cost / Video View	\$0.00	\$3.00
View Rate	8.70%	8.31%
<b>Total Spend</b>	<b>\$42.1K</b>	<b>\$38.2K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>PRE-CONVERSION METRICS</b>				
Cost	\$80.4K	\$80.4K	\$80.4K	1
Clicks	19.9K	19.9K	19.9K	1
Impressions	3.6M	3.6M	3.6M	1
Conversions	92	92	92	1
Opens	4.3K	4.3K	4.3K	1
Sends	10.5K	10.5K	10.5K	1
Video Views	313.2K	313.2K	313.2K	1

	Google	LinkedIn
<b>PRE-CONVERSION METRICS</b>		
Cost	\$42.1K	\$38.2K
Clicks	15.0K	5.0K
Impressions	3.4M	168.5K
Conversions	16	76
Opens	x	4.3K
Sends	x	10.5K
Video Views	299.2K	14.0K





# Warehousing

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$58,109.17	\$58.1K	\$58.1K	1
Cost / SAL	\$406,764.19	\$406.8K	\$406.8K	1
Cost / SQL	\$93,868.66	\$93.9K	\$93.9K	1
Cost / Opp	x	x	x	x
Cost / Customer	\$36,426.64	\$36.4K	\$36.4K	1
Lead > MQL	x	x	x	x
MQL > SQL	61.90%	61.90%	61.90%	1
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.51	\$3.51	\$3.51	1
CTR	1.19%	1.19%	1.19%	1
CPM	\$42.00	\$42.00	\$42.00	1
Cost / Conv.	\$1.2K	\$1.2K	\$1.2K	1
Click > Conv.	0.29%	0.29%	0.29%	1
Cost / Open	x	x	x	x
Open Rate	x	x	x	x
Cost / Video View	\$2.00	\$2.00	\$2.00	1
View Rate	2.32%	2.32%	2.32%	1

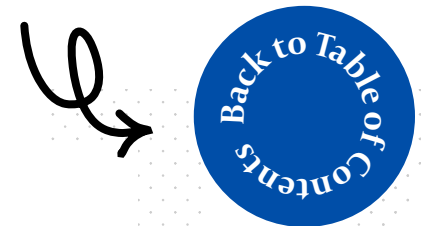
## PLATFORM BREAKDOWN - TOP 4 BY SPEND

	Google	LinkedIn	Facebook	Capterra
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	x	x	x	x
Cost / MQL	\$55,186.20	x	x	\$17,792.00
Cost / SAL	\$377,105.70	x	x	x
Cost / SQL	\$87,024.39	x	x	x
Cost / Opp	x	x	x	x
Cost / Customer	\$33,770.66	x	x	x
Lead > MQL	x	x	x	x
MQL > SQL	63.41%	x	x	x
SQL > Opp	x	x	x	x
Opp > Closed Won	x	x	x	x
<b>PRE-CONVERSION METRICS</b>				
CPC	\$3.74	\$3.44	\$0.84	\$18.21
CTR	1.39%	0.40%	0.86%	x
CPM	\$52.00	\$14.00	\$7.00	x
Cost / Conv.	\$1.1K	\$9.3K	x	\$2.2K
Click > Conv.	0.33%	0.04%	x	0.82%
Cost / Open	x	x	x	x
Open Rate	x	x	x	x
Cost / Video View	\$6.00	\$0.00	\$0.00	x
View Rate	0.86%	8.14%	4.67%	x
<b>Total Spend</b>	<b>\$2.3M</b>	<b>\$111.6K</b>	<b>\$48.5K</b>	<b>\$17.8K</b>

## VOLUME BENCHMARKS

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	42	42	42	1
SALs	6	6	6	1
SQLs	26	26	26	1
Opportunities	x	x	x	x
Closed Won	67	67	67	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$2.4M	\$2.4M	\$2.4M	1
Clicks	696.0K	696.0K	696.0K	1
Impressions	58.4M	58.4M	58.4M	1
Conversions	2.0K	2.0K	2.0K	1
Opens	x	x	x	x
Sends	x	x	x	x
Video Views	1.4M	1.4M	1.4M	1

	Google	LinkedIn	Facebook	Capterra
<b>POST-CONVERSION METRICS</b>				
Leads	x	x	x	x
MQLs	41	x	x	1
SALs	6	x	x	x
SQLs	26	x	x	x
Opportunities	x	x	x	x
Closed Won	67	x	x	x
<b>PRE-CONVERSION METRICS</b>				
Cost	\$2.3M	\$111.6K	\$48.5K	\$17.8K
Clicks	604.9K	32.5K	57.6K	977
Impressions	43.5M	8.2M	6.7M	x
Conversions	2.0K	12	x	8
Opens	x	x	x	x
Sends	x	x	x	x
Video Views	374.3K	667.0K	312.5K	x



Directive,

# Wholesale

DATA SAMPLE SIZE: 0-10

## SUMMARY BENCHMARKS

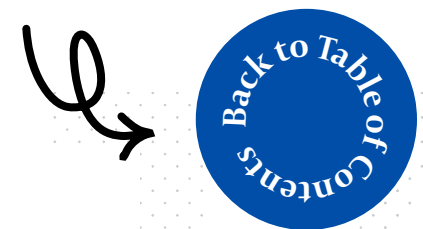
	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Cost / Lead	\$308.18	\$308.00	\$308.00	1
Cost / MQL	\$377.86	\$378.00	\$378.00	1
Cost / SAL	x	x	x	x
Cost / SQL	\$2,389.97	\$2.4K	\$2.4K	1
Cost / Opp	\$4,552.33	\$4.6K	\$4.6K	1
Cost / Customer	\$17,703.50	\$17.7K	\$17.7K	1
Lead > MQL	81.56%	81.56%	81.56%	1
MQL > SQL	15.81%	15.81%	15.81%	1
SQL > Opp	52.50%	52.50%	52.50%	1
Opp > Closed Won	25.71%	25.71%	25.71%	1
<b>PRE-CONVERSION METRICS</b>				
CPC	\$2.21	\$2.21	\$2.21	1
CTR	0.69%	0.69%	0.69%	1
CPM	\$15.00	\$15.00	\$15.00	1
Cost / Conv.	\$256.00	\$256.00	\$256.00	1
Click > Conv.	0.86%	0.86%	0.86%	1
Cost / Open	\$86.00	\$86.00	\$86.00	1
Open Rate	61.64%	61.64%	61.64%	1
Cost / Video View	\$5.00	\$5.00	\$5.00	1
View Rate	0.31%	0.31%	0.31%	1

## PLATFORM BREAKDOWN - TOP 3 BY SPEND VOLUME BENCHMARKS

	Google	Facebook	LinkedIn
<b>POST-CONVERSION METRICS</b>			
Cost / Lead	\$385.67	\$218.87	\$388.08
Cost / MQL	\$394.38	\$303.31	\$1,131.91
Cost / SAL	x	x	x
Cost / SQL	\$1,886.64	\$3,224.95	\$13,582.91
Cost / Opp	\$3,209.46	\$9,876.41	\$20,374.36
Cost / Customer	\$11,168.93	\$158,022.49	\$40,748.73
Lead > MQL	97.79%	72.16%	34.29%
MQL > SQL	20.90%	9.40%	8.33%
SQL > Opp	58.78%	32.65%	66.67%
Opp > Closed Won	28.74%	6.25%	50.00%
<b>PRE-CONVERSION METRICS</b>			
CPC	\$2.80	\$1.49	\$3.97
CTR	4.32%	0.39%	0.55%
CPM	\$121.00	\$6.00	\$22.00
Cost / Conv.	\$262.00	\$240.00	\$277.00
Click > Conv.	1.07%	0.62%	1.43%
Cost / Open	x	x	\$7.00
Open Rate	x	x	61.64%
Cost / Video View	x	\$2.00	\$2.00
View Rate	x	0.29%	0.99%
<b>Total Spend</b>	<b>\$279.2K</b>	<b>\$158.0K</b>	<b>\$40.7K</b>

	Median	Low Range	High Range	# Clients
<b>POST-CONVERSION METRICS</b>				
Leads	1.6K	1.6K	1.6K	1
MQLs	1.3K	1.3K	1.3K	1
SALs	x	x	x	x
SQLs	200	200	200	1
Opportunities	105	105	105	1
Closed Won	27	27	27	1
<b>PRE-CONVERSION METRICS</b>				
Cost	\$478.0K	\$478.0K	\$478.0K	1
Clicks	216.2K	216.2K	216.2K	1
Impressions	31.5M	31.5M	31.5M	1
Conversions	1.9K	1.9K	1.9K	1
Opens	5.6K	5.6K	5.6K	1
Sends	9.0K	9.0K	9.0K	1
Video Views	97.5K	97.5K	97.5K	1

	Google	Facebook	LinkedIn
<b>POST-CONVERSION METRICS</b>			
Leads	724	722	105
MQLs	708	521	36
SALs	x	x	x
SQLs	148	49	3
Opportunities	87	16	2
Closed Won	25	1	1
<b>PRE-CONVERSION METRICS</b>			
Cost	\$279.2K	\$158.0K	\$40.7K
Clicks	99.8K	106.2K	10.3K
Impressions	2.3M	27.3M	1.9M
Conversions	1.1K	658	147
Opens	x	x	5.6K
Sends	x	x	9.0K
Video Views	x	79.0K	18.6K



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