



Mastering marketing analytics: Leveraging data to improve

Inbound and Outbound Strategies



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Introduction

Marketing plays a critical role in a business's growth, as it's the means of acquiring and retaining new customers. In today's business world, the competition among products is fierce, and businesses are now trying various marketing strategies to acquire customers. Businesses use both textbook strategies and explore out-of-the-box tactics to reach their audience.

No matter what strategies a business utilizes, it's of no use if it doesn't deliver the intended results. To measure the performance of marketing strategies, businesses need to be data-driven. In simple terms, businesses that put their data to efficient use by deriving meaningful insights will grow more than those that don't. That's where marketing analytics comes into play.

Marketing analytics

Marketing analytics is the process of collecting, analyzing, and interpreting data to evaluate the performance of marketing efforts and make informed decisions. With a huge volume of data available to businesses, they can use [marketing analytics](#) to understand customers better, identify areas for improvement, and optimize marketing strategies.

In this ebook, we'll explore marketing analytics and how businesses can leverage data to improve their marketing strategies, including inbound and outbound strategies. We'll also learn the key metrics to track, tools to analyze data, and case studies of businesses that have successfully used marketing analytics to drive growth.

Whether you're a business owner, a marketing professional, or a marketing agency, this ebook will help you understand how to make data-driven decisions and take your marketing to the next level. So, let's start exploring the power of marketing analytics.

Inbound marketing analytics

The starting point of most business buying journeys is a web search. If your product solves a particular problem and you want it to be considered by people who are facing that problem, you need to be in the top 10 search results, irrespective of the search engine or channel. Plus, your product should have a good online reputation.

What is inbound marketing?

Inbound marketing is the process of driving customers organically and building a good online reputation by creating quality content—that helps customers solve their problems—on multiple channels.

The content you create is accessed by both your customers and people who are completely unaware that your product or service is on the market. New audiences access your content because they face the problems your product or service solves, and you're creating content that resonates better with them.

Popular inbound marketing channels

There are a lot of inbound channels available, but you can choose which ones you'll focus on based on where your customers are spending the most time. Here are some popular inbound marketing channels you can use to reach new audiences and build an online reputation:

- Blogs
- Landing pages
- SEO
- Social media
- Webinars

What is inbound marketing analytics?

Inbound marketing analytics is the process of evaluating your inbound marketing efforts and understanding whether your initiatives are driving expected results toward company goals by tracking critical metrics.

Key inbound marketing metrics to track

- **Website traffic:** Website traffic refers to the number of visitors to your website. Tracking website traffic can help you understand how many people visit your website, where they're coming from, and how long they stay on your site.
- **Lead generation:** Lead generation refers to the process of attracting and converting potential customers into leads. Tracking lead generation can help you understand how effective your inbound marketing campaigns are at generating leads and how many leads convert into customers.
- **Conversion rates:** Conversion rates refer to the percentage of website visitors who take a desired action, such as filling out a contact form or making a purchase. Tracking conversion rates can help you understand how effectively your website and content convert visitors into leads and customers.
- **Bounce rates:** Bounce rates refer to the percentage of website visitors who leave the page abruptly without taking any action. Tracking this metric will help you understand how much your content resonates with your audience, and whether your content is helpful to them.
- **Social media engagement:** Social media engagement refers to the level of interaction and engagement on your social media channels, such as likes, comments, and shares. Tracking social media engagement can help you understand how well your content resonates with your target audience.

Outbound marketing analytics

Businesses still prefer paid acquisition to reach audiences faster and have an immediate impact. This paid acquisition comes under outbound marketing.

What is outbound marketing?

Outbound marketing is how businesses reach out to potential customers on different channels by spending money. Some of these channels are widely targeted, and some are targeted to a particular audience of specific demographics.

With outbound marketing, your message will reach your targeted audience, and you can start measuring its performance from day 1.

Popular outbound marketing channels

Like inbound marketing, there are also many channels available for outbound marketing. Businesses can choose the channels that will drive better ROI based on their spending. Here are some common outbound marketing channels:

- Search ads
- Social media ads
- Video ads
- Cold emails
- Events and trade shows
- TV and radio ads
- Press releases
- Print ads

What is outbound marketing analytics?

Outbound marketing analytics is the process of analyzing the outbound data, extracting key insights from the data, and optimizing strategies for better outcomes.

Key outbound marketing metrics to track

Tracking key metrics is the first step to analyzing outbound data. Here are a few important metrics you might want to track when it comes to outbound marketing:

- **Click-through rates (CTR):** Click-through rates refer to the percentage of people who click on your ads. Tracking CTRs can help you understand how effective your messaging is at capturing the attention of your target audience.
- **Conversion rates:** Conversion rates refer to the percentage of people who take a desired action, such as signing up for a free trial or filling out a contact form, after clicking on ads. Tracking conversion rates can help you understand how effectively your messaging drives leads and sales.
- **Customer acquisition cost (CAC):** Customer acquisition cost refers to the cost of acquiring a new customer through your marketing efforts. Tracking CAC can help you understand your marketing campaigns' cost-effectiveness and identify improvement areas.
- **Return on investment (ROI):** Return on investment refers to the financial return on your marketing investment. Tracking ROI can help you understand the overall effectiveness of your marketing campaigns and make informed decisions about where to allocate your marketing budget.
- **Open and click rate:** Open rate refers to the percentage of people who open your email campaigns, and click rate refers to the percentage of people who click on the calls to action (CTAs) available in your campaigns. Tracking these metrics will help you understand whether your subject line is convincing and whether the campaign's messaging resonates with the audience.

Leveraging business intelligence and data analytics to improve marketing strategies

With the help of BI and data analytics, businesses can clearly understand their target audience and customers, their marketing efforts, and their performance. Below are a few areas where BI & data analytics can help you improve your marketing performance:

- **Personalization:** By analyzing customer or audience data, you can create personalized messaging in your copy, ads, and social media posts. For example, you can segment your audience and create content that speaks directly to the interest of each segment.
- **Optimization:** By tracking and analyzing the performance of your marketing efforts, you can derive insights and optimize strategies to drive increased performance. For example, if one particular channel performs better than other channels you're targeting, you can spend more on the high-performing channel.
- **Attribution:** Data analytics can help you understand which marketing channels are performing the best for your business. For example, you can identify which marketing channel is driving more traffic, conversions, and sales, so that you can decide on and optimize your next steps.
- **Prediction:** With predictive analytics, you can forecast future events based on your data. For example, you can predict customer behavior, market trends, and sales growth to stay ahead of your competition.
- **A/B testing:** A/B testing is a commonly used tactic that involves creating two versions of marketing campaigns and testing them to see which version performs better. Data analytics allows you to analyze the test results in finer depth and derive insights. For example, you can analyze the test results, segment each campaign section and its performance, and create a better version based on your audience's preferences.

While there are so many benefits to exploring BI and data analytics, most marketers can only get a partial picture of their data, as the metrics they want to track and analyze are available in multiple places. This challenge is because businesses use different tools for different channels.

To overcome this limitation, you can use a modern self-service BI & data analytics platform, such as Zoho Analytics, to blend data from different tools and track all the relevant metrics in one place by creating a dashboard.

Marketing dashboards

To analyze your marketing performance better, you can use [marketing dashboards](#). Dashboards help you visually analyze your data from multiple sources in one single place and derive insights easily.

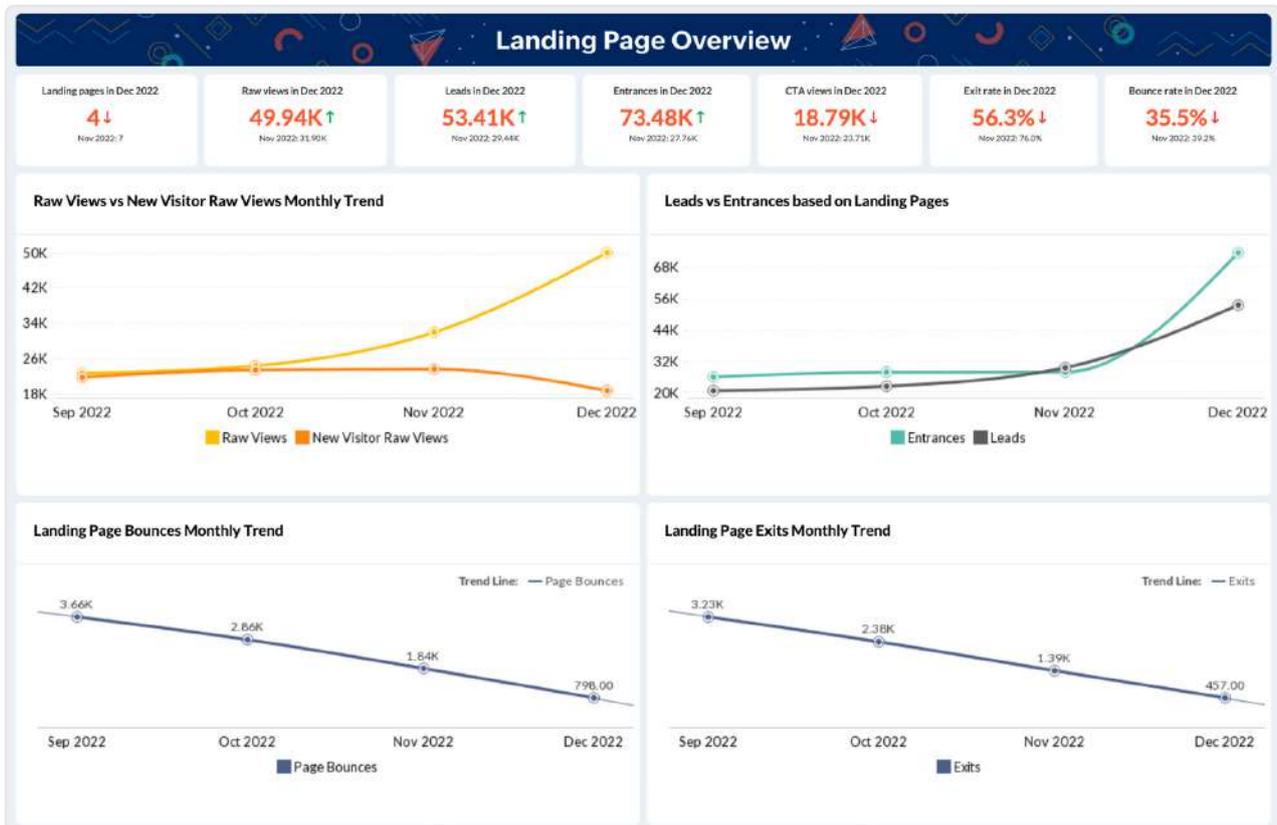
Marketing dashboards are not the answer to improving your inbound marketing strategy; however, they'll help you quickly and accurately find the answers you're looking for.

Inbound marketing dashboards

Inbound marketing dashboards help marketers understand everything related to their inbound efforts—from SEO to social media to landing pages in one place.

When using multiple marketing apps, you take in a huge volume of data, and the size of that data increases with respect to your product's stage and growth. With an inbound marketing dashboard, you can track every piece of data that really matters, to make better decisions.

Below is an example of an inbound marketing dashboard with data from multiple marketing apps. For example, we've connected HubSpot Marketing for blogs and landing pages, Google Analytics for SEO, and Instagram and YouTube for social media. We've also imported data from Zoho ShowTime for webinars.

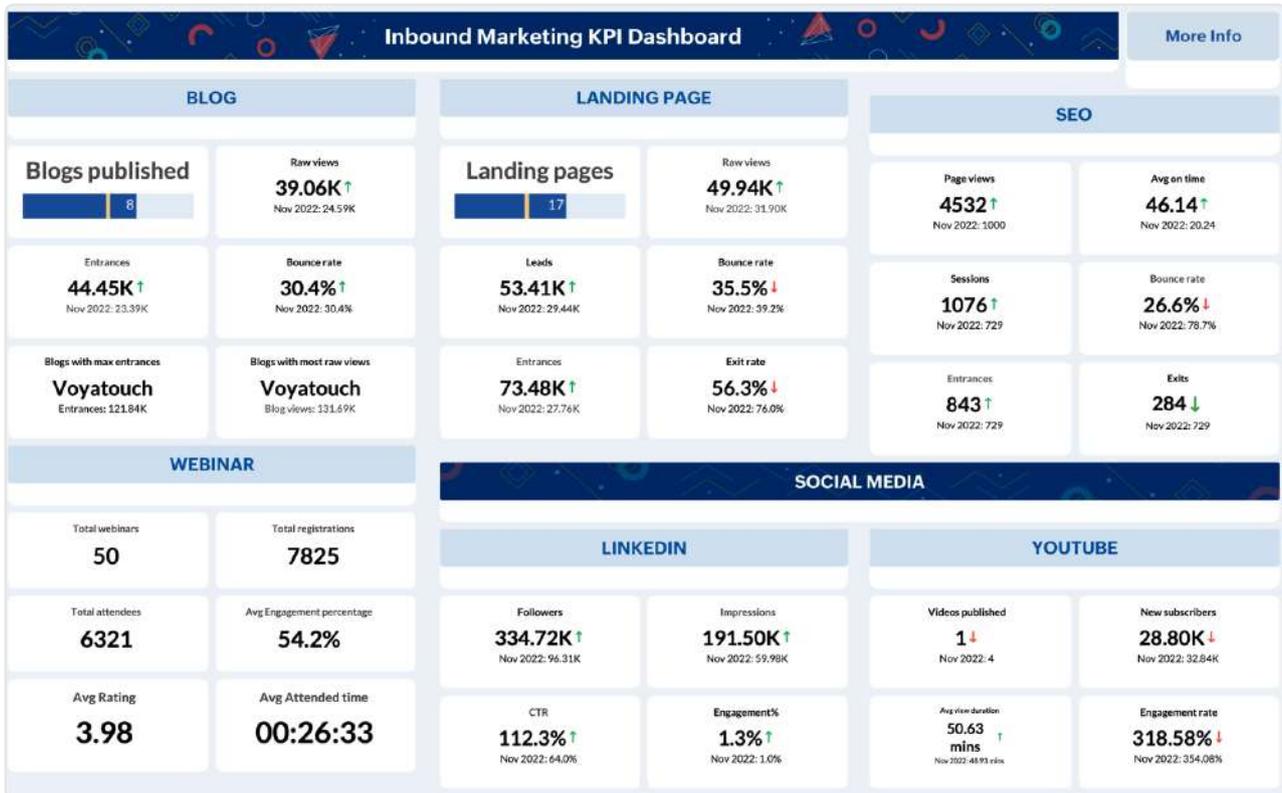


[Click here](#) to view an interactive version of the dashboard

Inbound marketing KPI dashboard

When you already have your plate filled with different tasks, you can easily track key metrics with the help of an inbound marketing KPI dashboard. You can create a [KPI dashboard](#) by just selecting the key metrics you want to track.

Below is a sample inbound marketing KPI dashboard:



[Click here](#) to view an interactive version of the dashboard

With this dashboard, you can regularly track important metrics without switching between different apps and tabs.

Outbound marketing dashboards

You can connect the different marketing tools you use with your BI tool and create reports and dashboards. Once your data is synced and you've created data visualizations, it will only take a few minutes and clicks to derive insights from it. Discover trends and patterns from the reports to identify your campaign's performance and create key performance indicator (KPI) widgets to track key metrics.

Here's an example of an outbound marketing dashboard that we've created. We connected Google Ads for paid search, LinkedIn for social media ads, and Mailchimp for cold emails.



[Click here](#) to view an interactive version of this dashboard

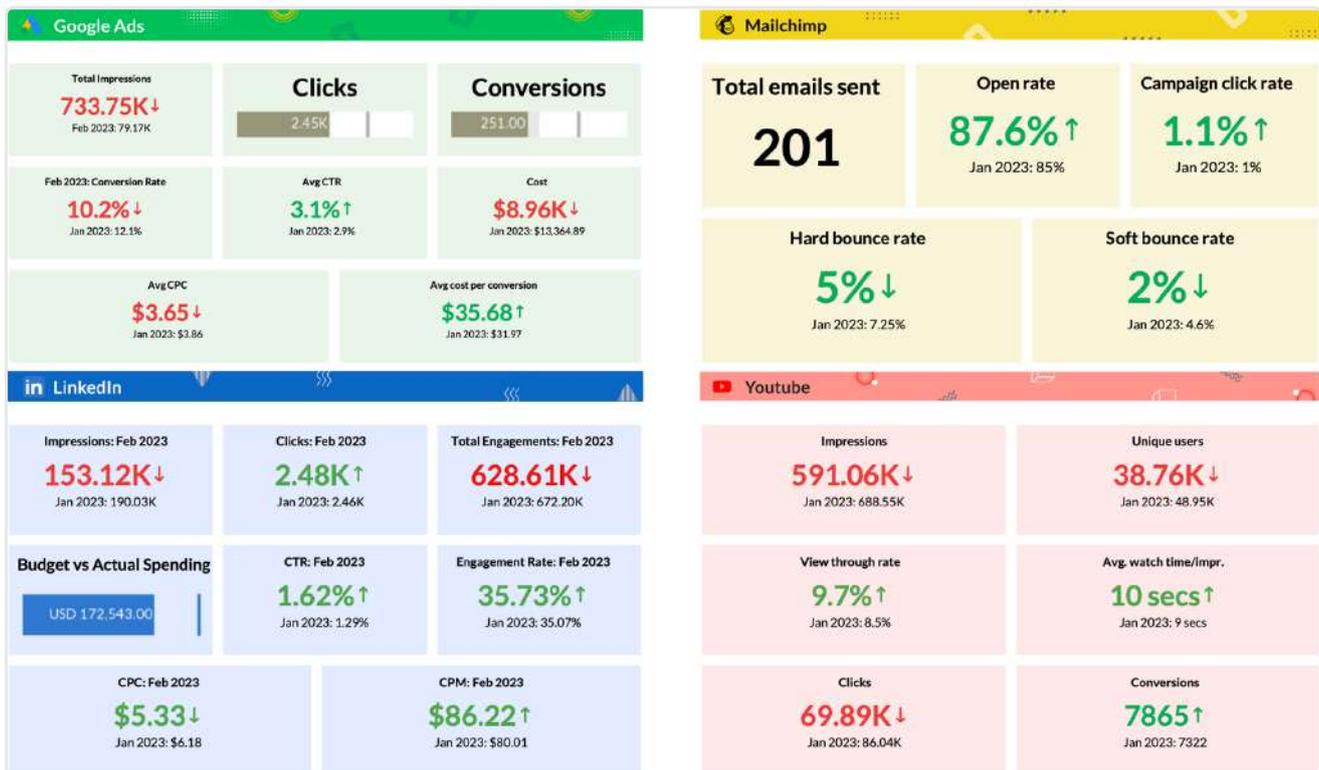
Insights you can derive from the dashboard above:

- Best-performing outbound channel
- Conversion rate per channel
- ROI percentage per channel

Outbound marketing KPI dashboard

Since you're spending money out of pocket for outbound marketing channels, which require costs per impression and per click, you should track their performance in real time.

Here's an example of an outbound marketing KPI dashboard that contains some essential metrics:



[Click here](#) to view an interactive version of this dashboard

With this dashboard, you can track the key metrics for all paid marketing channels at selected intervals.

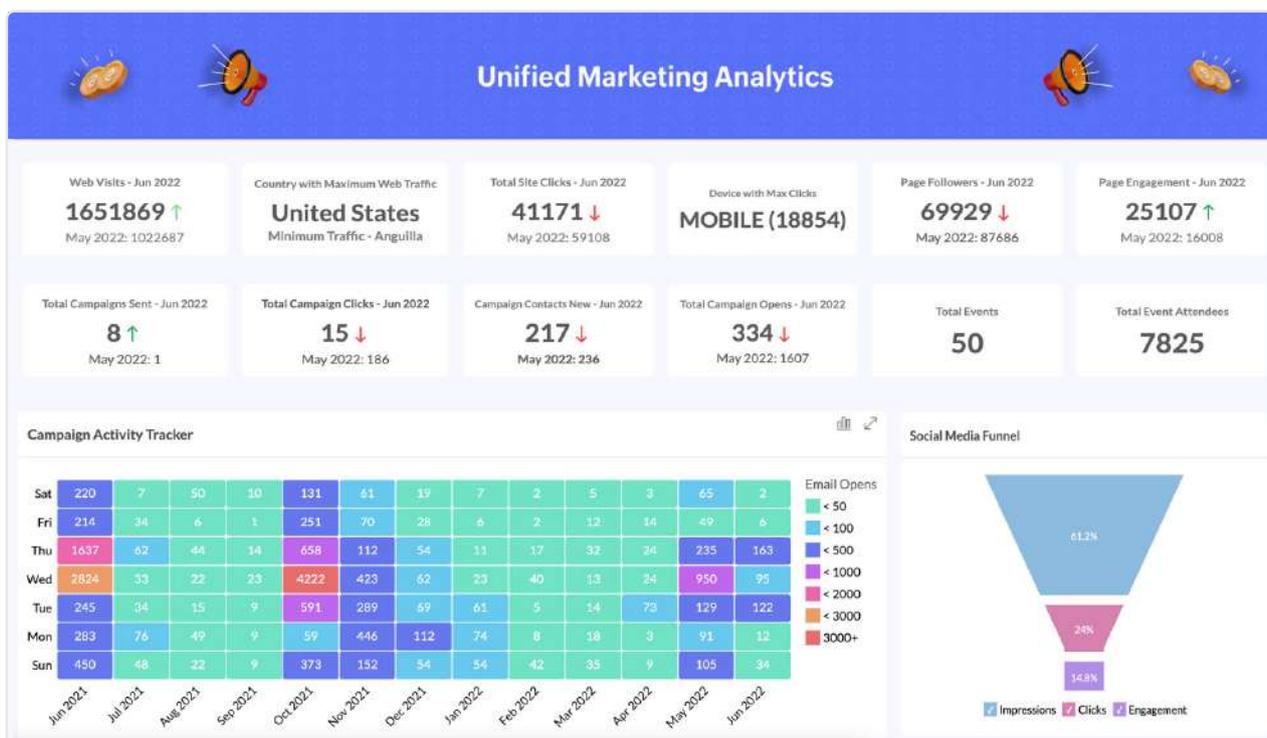
Tools for tracking and analyzing marketing data

While many BI and data analytics tools are available on the market, you need to choose the one that matches all your requirements at an affordable price.

With Zoho Analytics, you can automatically import all your marketing data from your tools and blend it to analyze your overall performance. Zoho Analytics is equipped with critical features—like data blending, multiple data visualization options, and augmented analysis using artificial intelligence and machine learning—to simplify data analysis.

You can also create a comprehensive marketing dashboard to make the most of Zoho Analytics. You'll get a clear picture of the performance of your marketing efforts, understand which channel works best for you with standard and custom metrics, optimize your strategies, and improve performance.

If your business focuses both on inbound and outbound marketing, you can also create a unified marketing dashboard comprising all your data. Here's a sample unified marketing dashboard:



Customer case study

Let's see a case study of a business that leveraged Zoho Analytics to streamline and improve their marketing performance.

Background

Zegal, a cloud-based legal tech company with a user base of 20,000+, wanted to make sense of its sales and marketing data scattered across various sources.

Challenges:

- Find a reporting tool to fetch and combine data from multiple sources, like Zoho CRM and Google Ads
- Discover and track the lead source of deals
- Minimize time and manual effort to create reports



Oliver Boote

Growth manager at Zegal

"Our data comes from various sources, such as Zoho CRM, website engagement, email marketing, sales communication, and custom apps. The challenge was to combine them and create a pipeline funnel that shows the flow of leads and how many were converted to deals.

With Zoho Analytics, we've automated everything, and our work gets done faster than ever before. Weekly, I can confidently say, we save half a day's time, which would otherwise be spent gathering and modeling data."

[Click here](#) to read the full case study.

Results:

- Zegal is now able to run powerful lead analytics and focus on areas that matter the most
- The data blending feature helps Zegal combine data from CRM and Google Ads to gain accurate insights
- Zegal saves a half day every week, just from using Zoho Analytics

Conclusion

Businesses prioritizing marketing analytics and using data-driven insights to make informed decisions will have a competitive edge in today's fast-paced business environment. By continuously optimizing their marketing strategies with the help of data analytics, businesses can build stronger relationships with their customers, drive growth, and achieve long-term success.



Step into marketing analytics and improve your marketing strategies with Zoho Analytics.

Sign up for a [15-day free trial](#) with Zoho Analytics, connect your marketing tools, and start deriving insights from them. It takes only a few clicks to register and a few more to integrate your business apps.



Want to experience the power of Zoho Analytics live?

[Register for a personalized demo](#)

Have questions or need clarification?

support@zohoanalytics.com