

Introduction & Demo

Revup Your Marketing Financial Performance



Today's Topics

1. Why Revup
2. How Revup works
3. Product demo

Why Revup?

CEO-CMO disconnect on marketing's financial impact leads to...

- Marketing excluded from strategic planning.
- Marketing unable to align with investors and C-suite.
- Marketing viewed as an expense, gets cut.
- Forced to focus on short-sighted metrics (lead gen).
- Pipeline dries up, sales staff is cut.
- Death spiral begins.



“Marketing Return” is More Than Just Sales

Sales Growth
sales, pipeline

Market Expansion
brand awareness, affinity

Customer Retention
renewal, expansion, advocacy

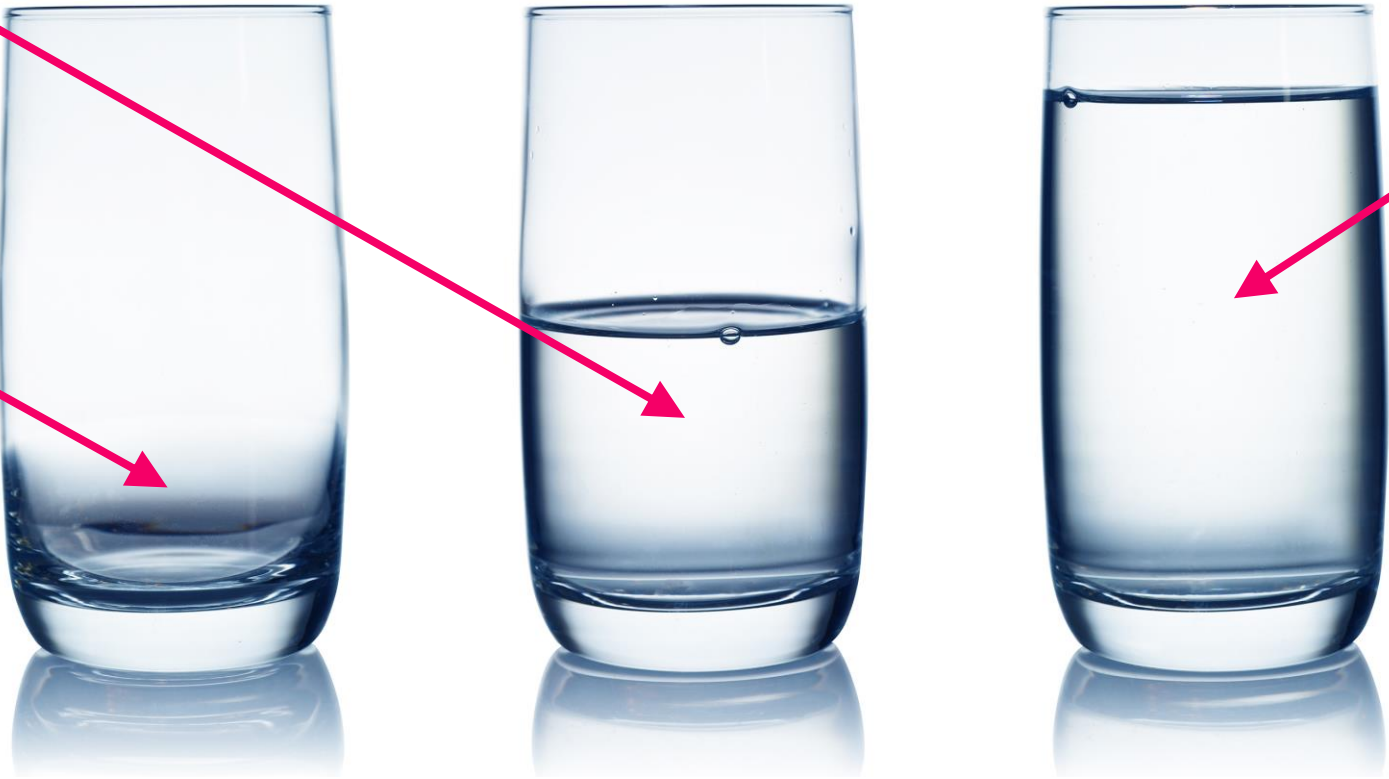


Measure All of Marketing's "Return"

Sales + Pipeline

Sales Only

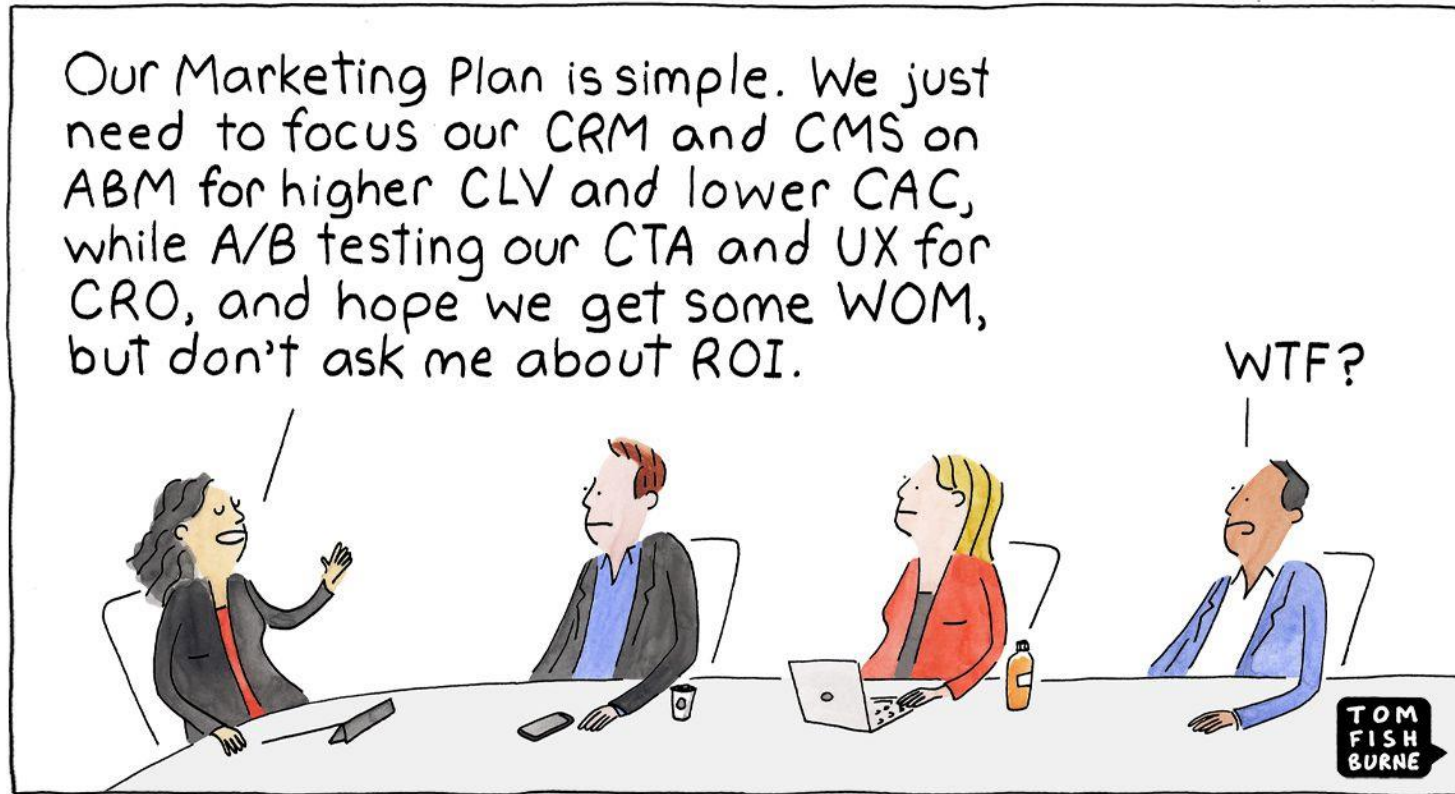
All Marketing Objectives



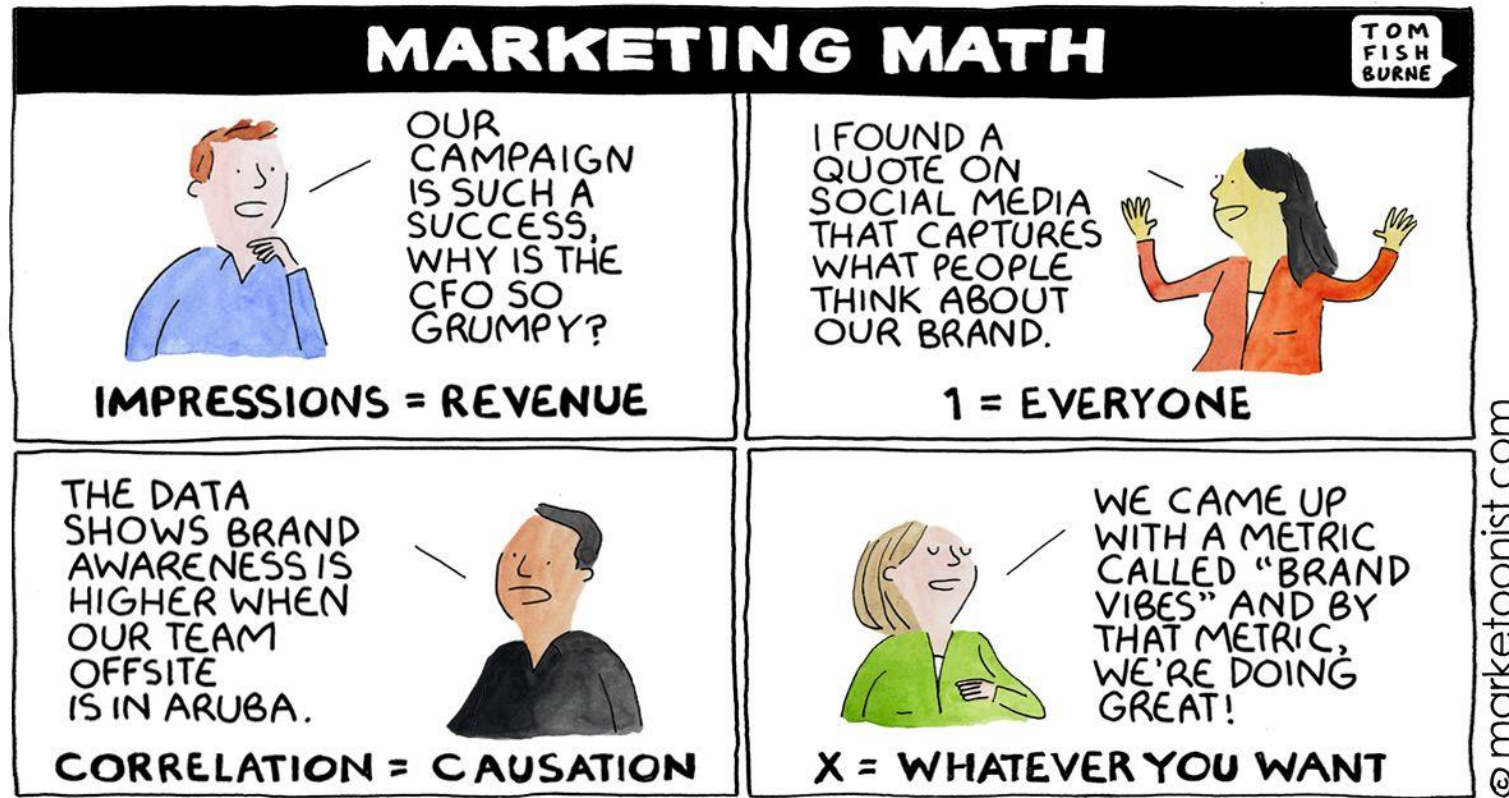
What Marketing Leaders Get Wrong

It's not all the executive's and board's fault for misunderstanding marketing.

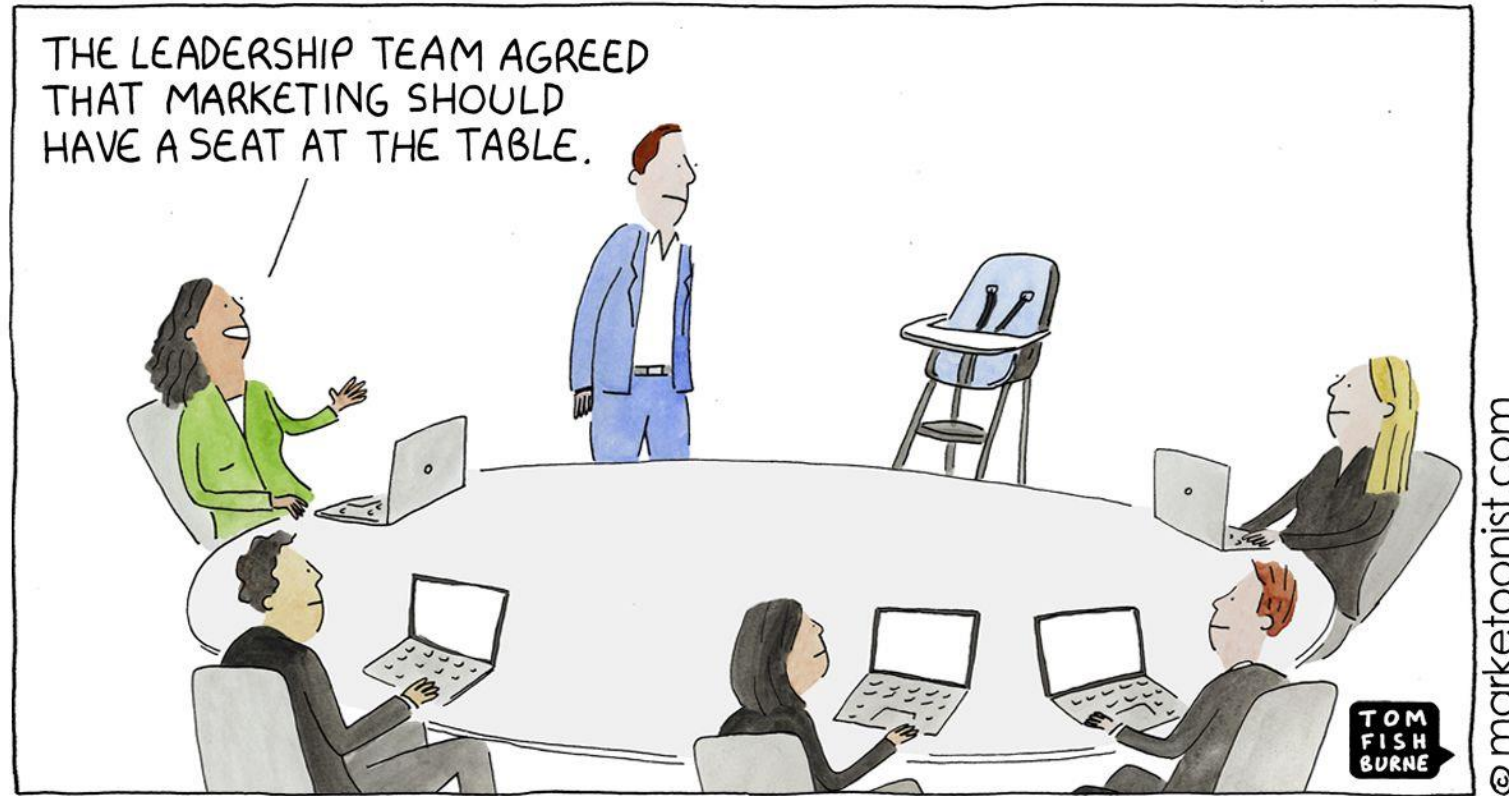
Speaking the Wrong Language



Not Measuring Business Value



Excluded from Strategic Discussions



What Does Revup Do for You?

- Demonstrate financial acumen
- Align marketing to financial goals
- Earn confidence of the CEO and CFO
- Prove marketing investment value
- **Run marketing like a business**



Keys to Prove Marketing Financial Value

1. Define 3 types of **Objectives**:

- **Sales Growth** (sales, pipeline)
- **Market Expansion** (brand awareness, affinity)
- **Customer Retention** (renewal, expansion, advocacy)

2. Define measurable **Key Results**:

- Leads, New Biz Opps, Opp Pipeline, New Biz Sales
- Engaged Unique Website Visitors, Industry Recognition, Press Coverage
- Renewals, Upsell Opportunities, Reviews, Referrals

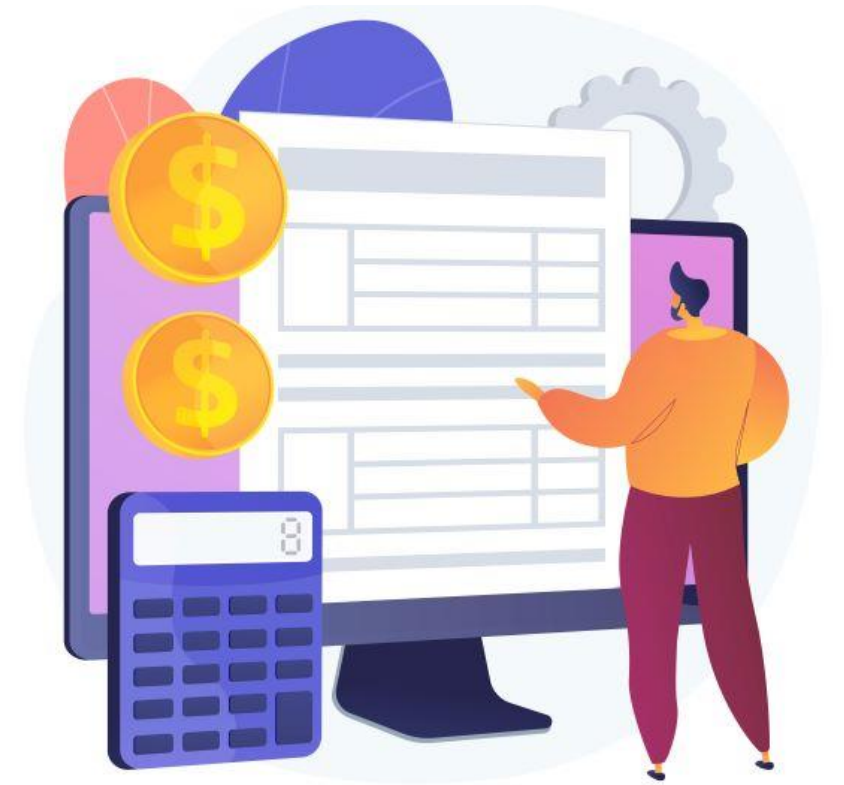
3. Assign **Equivalent Financial Value** to each:

- Calculate value with funnel conversions and other means
- Seek CEO and CFO consensus
- Assign targets per Campaign

How Does Revup Do It?

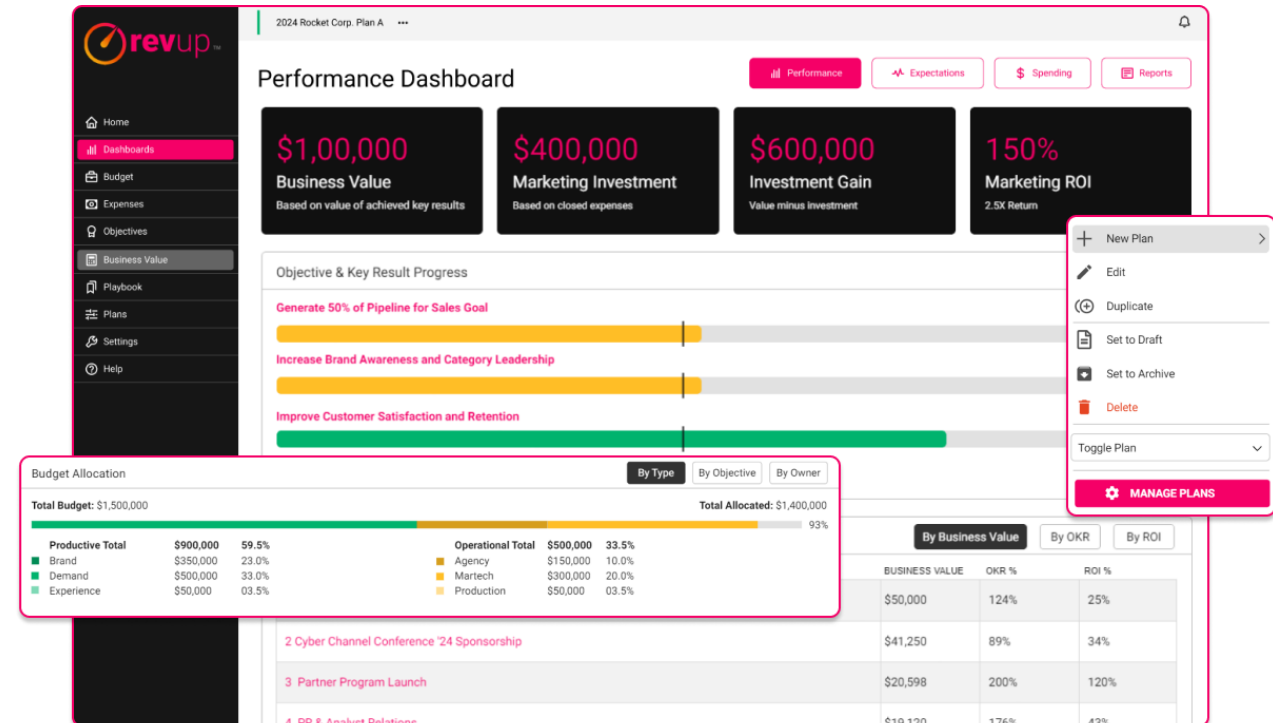
After Setup...

1. Allocate and Assign Budget
2. Delegate Expense Management
3. Convert Outcomes to Financial Value



What You'll See in the Demo

1. Marketing Plan and Playbook
2. Financial Value Calculator
3. Objectives & Key Results
4. Budget and Expenses
5. Financial Dashboards



Demo

Let's go.

Performance Dashboard & Total Financial Impact Measurement

2024 Rocket Corp. Plan A

Performance Dashboard

- Performance
- Expectations
- Spending
- Reports

\$1,00,000
Business Value
Based on value of achieved key results

\$400,000
Marketing Investment
Based on closed expenses

\$600,000
Investment Gain
Value minus investment

150%
Marketing ROI
2.5X Return

Objective & Key Result Progress

- Generate 50% of Pipeline for Sales Goal**
54%
- Increase Brand Awareness and Category Leadership**
54%
- Improve Customer Satisfaction and Retention**
80%

[VIEW ALL](#)

Best Performers

By Business Value | By OKR | By ROI

	BUSINESS VALUE	OKR %	ROI %
1 Cybersecurity Symposium '24 Sponsorship	\$50,000	124%	25%
2 Cyber Channel Conference '24 Sponsorship	\$41,250	89%	34%



Budget Management & Allocation Monitoring

2024 Orbit Cyber Plan A \$2,000,000.00
72%

- Home
- Dashboards
- Budget
- Expenses
- Objectives
- Funnels
- Playbook
- Plans
- Settings
- Help

Budget

New Budget Item

Budget Allocation Go to Expectations Dashboard

Total Allocated: \$1,500,000.00
Total Budget: \$2,000,000.00

■ Campaign	\$690,000.00 35%	■ Overhead	\$300,000.00 15%	■ Talent	\$810,000.00 40%	■ Unallocated	\$200,000.00 10%
Brand	\$200,000.00 10%	Technology	\$250,000.00 13%	Agency	\$90,000.00 5%		
Pipeline	\$400,000.00 20%	Production	\$25,000.00 1%	Contractor	\$120,000.00 6%		
Retention	\$90,000.00 5%	Other	\$25,000.00 1%	Staff	\$600,000.00 29%		


Campaign Budget
\$690,000.00

Name	Category	Total Allocated	Total Expenses	Burn Rate	Performance
2024 Cyber Space Expo	Brand	\$75,000.00	\$55,000.00	🔥 Hot	😊 75%
Social Media	Brand	\$50,000.00	\$40,000.00	🔥 Hot	😊 90%
Public Relations	Brand	\$80,000.00	\$10,000.00	❄️ Cold	😊 77%
Search Marketing	Pipeline	\$120,000.00	\$60,000.00	☀️ OK	😊 83%
Demand Gen Placeholder	Pipeline	\$100,000.00	\$50,000.00	☀️ OK	😊 76%
SDR Agency	Pipeline	\$150,000.00	\$50,000.00	❄️ Cold	😊 70%

+ New Campaign



Program-Level Performance & Budget Management



- Home
- Dashboards
- Budget
- Expenses
- Objectives
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- Plans
- Settings
- Help

2024 Orbit Cyber Plan A
\$2,000,000.00
72%

Social Media Marketing Edit

TYPE Campaign **ALLOCATED** \$10,000 **CATEGORY** Brand Awareness **ASSIGNEE** Aaron Branson

DESCRIPTION

Includes LinkedIn campaigns (sponsored content, boosted posts, direct message), X, and Reddit engagement to name a few. Goals are primarily brand awareness measured in impressions, increased followers, and engaged traffic to our website

Performance

Marketing ROI	Actual	Expected
Equivalent Financial Value	\$32,000.00 (5.2X Return)	\$75,000.00 (4.0X Return) 😞
Estimated Pipeline Generated	\$0.00 (0.0X Return) 😊	\$0.00 (0.0X Return)
Estimated Revenue Generated	\$0.00 (0.0X Return) 😊	\$0.00 (0.0X Return)

Key Results Progress and Performance

- New Website Visitors

500 / 2,500 Website Visitors

26% 😞
- LinkedIn Content Impressions

4,600 / 10,000 Impressions

49% 😊
- Reddit Ad Impressions

3,340 / 8,000 Impressions

37% 😊

Progress is less than 10% off target

Progress is 10-20% off target

Progress is more than 20% off target



Is It Worth It?

SPEND MORE TIME

MARKETING

ENHANCING BUYER JOURNEY
STRATEGIZING CAMPAIGNS
REFINING BRAND STORY
TALKING TO MEDIA
ENABLING SALES
AND...

SPEND LESS TIME

ADMINISTERING

CHASING BUDGET STATUS
FIXING SPREADSHEETS
GUESSING ABOUT ROI
WAITING FOR DATA
PROVING BIZ VALUE
AND...

Is It Worth It?

MAKE **DATA**- AND **DOLLAR**-DRIVEN DECISIONS

PROVE **FINANCIAL** IMPACT

SPEAK **CEO'S** LANGUAGE

Is It Worth It?

LESS THAN 0.25% OF YOUR BUDGET TO

MAXIMIZE THE RESULTS

OF THE OTHER

99.75%

Thank You!

www.revup.marketing