

# Exponent Partners Monthly Marketing Report

Updated for January 2023

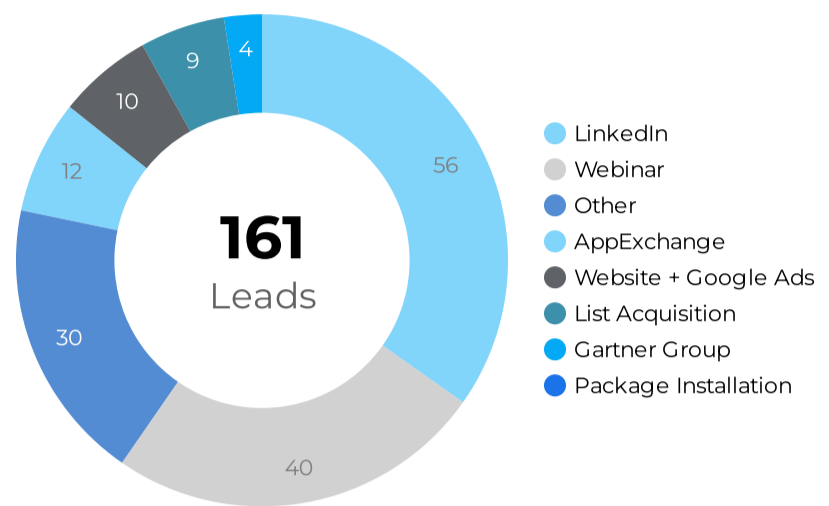
## Marketing Activity in Pardot and Salesforce

**Executive Summary:** Towards the end of January (1/26) we implemented **Pardot scoring**. This will help move a lot of those MAL's that sit in our queue to MQL's as they interact with our content. This will **help our BDR further qualify leads and push them into the SAL category and eventually convert them into opportunities**. We will be able to report on the **amount of MAL's pushed to MQL's from scoring** in the coming months reports.

Total Leads by Lead Status: **161**  
Conversion Rate (MQL->SAL): **8.1%**  
(minus unqualified + non-sales)



Total Marketing Leads by Source (YTD)  
(minus unqualified + non-sales)



Leads Generated MoM

Month	Leads
1. January	161

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New Prospects

**3,397**

Last Month: 830

Total Prospects

**23,804**

Monthly BDR Meetings

**6**

Last Month: 12

Total MQL's Converted to Opportunities Last Month: **2**

Account	Lead Owner	Lead Source	Time in Fun...
1. Coconino County	Keddi-Anne She...	Webinar	2
2. Atlanta Mission	Keddi-Anne She...	Webinar	38

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## LinkedIn Ad Performance

Total Spend YTD: \$48,080.56

**Executive Summary:** During January we started to promote our new white paper: **Change Management: Rocket Fuel for Implementing New Technologies** as well as continuing to promote our **Effective Workforce Partnerships White Paper** and our **Breaking Down Barriers** white paper. Our Effective Workforce white paper has had continued success whereas our Change Management and Breaking Down Barriers white papers **have had slower yet continued success**. We also included a table highlighting our engagement and follower count in relation to our **primary competitors in the field**.

PPC Ad(s) Performance

Leads	Impressions	Clicks
<b>57</b>	<b>105k</b>	<b>473</b>
CPC	CTR	Total Spend
<b>\$12.79</b>	<b>0.45%</b>	<b>\$6,050</b>
		CPA: \$106.14

Competitor Organic Content and Follower Metrics

Page	Followers	Total Engagements
1. Traction on Demand	25150	0
2. Provisio Partners	1094	717
3. Plative	10067	458
4. KELL Partners	1159	0

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Organic Performance

New Followers	Clicks
<b>26</b> (21)	<b>28</b> (14)
Page Views	Unique Visitors
<b>850</b> (745)	<b>405</b> (287)

Top Performing Ad this Month

Leads	Impressions
<b>52</b>	<b>65,198</b>
CPA	CTR
<b>\$81</b>	<b>0.45%</b>



## ExP and ECM Website Performance

**Executive Summary:** This month we **saw some performance variance** between ECM and ExP. With the decrease in performance in December due to the holiday season, we've seen a **resurgence in page views and sessions from users**. We are continuing to **implement keywords and work alongside our SEO optimization firm**. This should lead in a **greater overall traffic to our sites** as well as the continued improvement of our **search engine ranking**.

(ExP) Top Performing Pages

December 2022 vs January 2023 (ExP)

New users	Sessions	Views
<b>1,552</b> ↑ 15.0%	<b>2,130</b> ↑ 14.9%	<b>3,520</b> ↑ 20.7%

Page title	Views
1. Salesforce CRM   Consulting Nonprofits - Ex...	1,041
2. About Our Team - Exponent Partners	322
3. Join Our Team - Exponent Partners	318
4. Resources and Events - Exponent Partners	151

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December 2022 vs January 2023 (ECM)

New users	Sessions	Views
<b>581</b> ↓ -9.9%	<b>4,554</b> ↑ 155.1%	<b>1,549</b> ↓ -6.3%

(ECM) Top Performing Pages

Page title	Views
1. Human Services and Nonprofit Case Mana...	404
2. Resources and Events - Exponent Case Ma...	173
3. Introduction to Exponent Case Managem...	142
4. Contact Us - Exponent Case Management	88

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