

# Exponent Partners Monthly Marketing Report

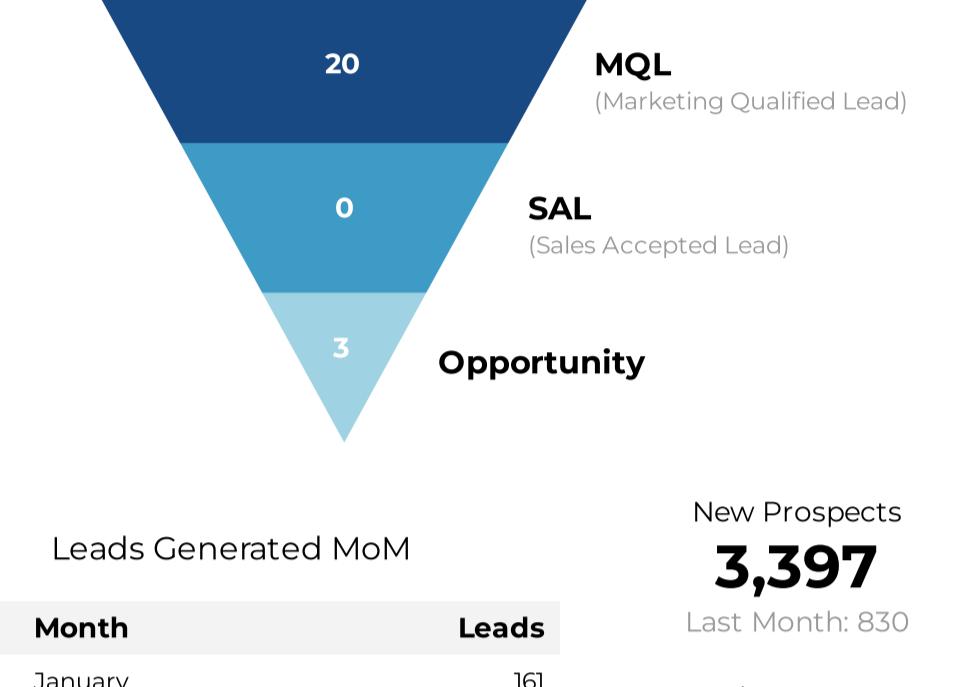
Updated for January 2023



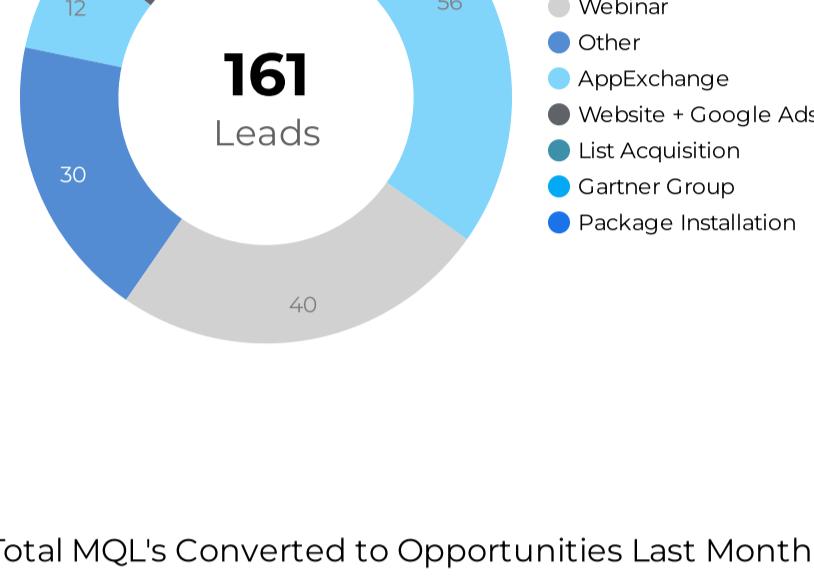
## Marketing Activity in Pardot and Salesforce

**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

New Prospects

**3,397**

Last Month: 830

Total Prospects

**23,804**

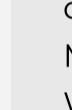
Monthly BDR Meetings

**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



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

Competitor Organic Content and Follower Metrics

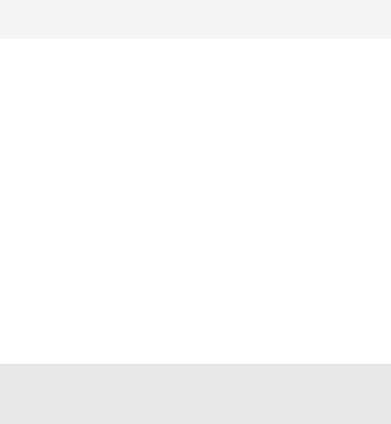
Page	Followers	Total Engagements
1. Traction on Demand	25150	0
2. Provisio Partners	1094	717
3. Plative	10067	458
4. KELL Partners	1159	0

Organic Performance

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

Top Performing Ad this Month

Leads	Impressions
52	65,198
CPA	CTR
\$81	0.45%



## e ExP and ECM Website Performance

December 2022 vs January 2023 (ExP)

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

(ExP) Top Performing Pages

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	101

December 2022 vs January 2023 (ECM)

New users	Sessions	Views
581 ↓ 9.9%	4,554 ↑ 155.1%	1,549 ↓ 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 Manageme...	142
4. Contact Us - Exponent Case Management	99