

Periodic Table of B2B Digital Marketing Metrics

44% CTR, 1st Result: Organic Search									17% SaaS Firms with Freemium Model	18% SaaS Firms with 14 Day Trial
20% CTR, 2nd Result: Organic Search	6-7% CTR - Google Adwords							41% Traffic From Organic Search	16% Traffic From Paid Search & Referral	41% SaaS Firms with 30 Day Trial
8% CTR, 3rd Result: Organic Search	.1-.2% CTR - Google Display Network	24% Gross Open Rate - Prospect Lists	10-15% Unique Open Rate - Prospect Lists	20-25% Unique Open Rate - Customer Lists	65% vs. 25% 1st vs. 3rd Email Open Rate - Drip Campaign	.21% Facebook CTR	.9-1.3% B2B Promoted Tweets Eng. Rate	.02-.04% LinkedIn CTR	50% Drop-Off Rate	10% Website Visitor to Free Trial Conv. Rate
7-9% Organic Search to RL Conv. Rate	.9-1% CTR - Mobile Banner Ads	.9% Bounce Rate - Prospect Lists	2% CTR - Prospect Lists	20-40% CTA - Customer Lists	8% CTA - Drip Campaigns	\$5 Facebook CPM	\$0.55-1 B2B Promoted Tweets CPE	\$2 vs. \$5 Promoted Tweet Cost per Follower UK vs. USA	3-4 Page Views Per Visit	25% Free Trial to Subscription Conv. Rate
#Backlinks Largest Non-Social Driver of Rank	\$4-13 CPC - Paid Search	13% CTR - Prospect Lists	21% Desktop CTR - Prospect Lists	7% Mobile CTR - Prospect Lists	2-3 Touches per Month - Drip Campaigns	\$4 Facebook CPC	.02% Facebook Like Rate	.16-.23% Promoted Tweets Follow Rate	2-3 Minutes Spent on Website Per Visit	26% Overall MQL to SQL Conv. Rate
22-27% Form Submits from Organic Search	2-4% Paid Search to SQL Conv. Rate	18-23% Form Submits from Paid Search & Referral	7-9% Name to MQL Conv. Rate	9% Form Submits From Email	5% Form Submits From Social Media	.7% Facebook RL Conv. Rate (Organic & Paid)	2.2% Twitter RL Conv. Rate (Organic & Paid)	.8% LinkedIn RL Conv. Rate (Organic & Paid)	24 Mo. Website Complete Refresh Cycle	41% Pipeline Sourced by Marketing
34% Companies Using Content Syndication	40-50% Webinar Attendance as a % of Registrants	20% Program Budget Spent on Content Marketing	34% Program Budget Spent on Digital Marketing	4% DMP Spent on SEO	20% DMP Spent on Search Ads	6% DMP Spent on Social Marketing	13% DMP Spent on Website			
10-15% White Paper Conv. Rate	20-30% Webinar Conv. Rate	44% Firms Partially Outsourcing Content Creation	7-10% Program Budget Spent on New Lead Gen Tactics	13% DMP Spent on Email Marketing	22% DMP Spent on Display Ads	14% DMP Spent on Marketing Automation	8% Other DMP Spend (SMS, Digital Events, Mobile Ads)			

Adapted from Insight Venture Partners:

PMG helps B2B tech and SaaS marketing organizations define their strategies, deliver on their objectives, and smash their KPIs. Read our eBook, the **“Ultimate Guide to B2B Digital Marketing Strategies”** and schedule your free 30-minute consultation today to get started.

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LEGEND

Conv. Rate - Conversion Rate

CPC - Cost per Click

CPE - Cost per Engagement

CPM - Cost per Thousand Impressions

CTR - Click Through Rate

Eng. Rate - Engagement Rate

DMP - Digital Marketing Program Budget

RL - Raw Lead

MQL - Marketing Qualified Lead

SQL - Sales Qualified Lead