

Measure What Matters: Why Classic Analytics Fall Short in B2B



Elad Hefetz
CEO @ AirFleet



Avishai Sharon
CEO @ Trendemon

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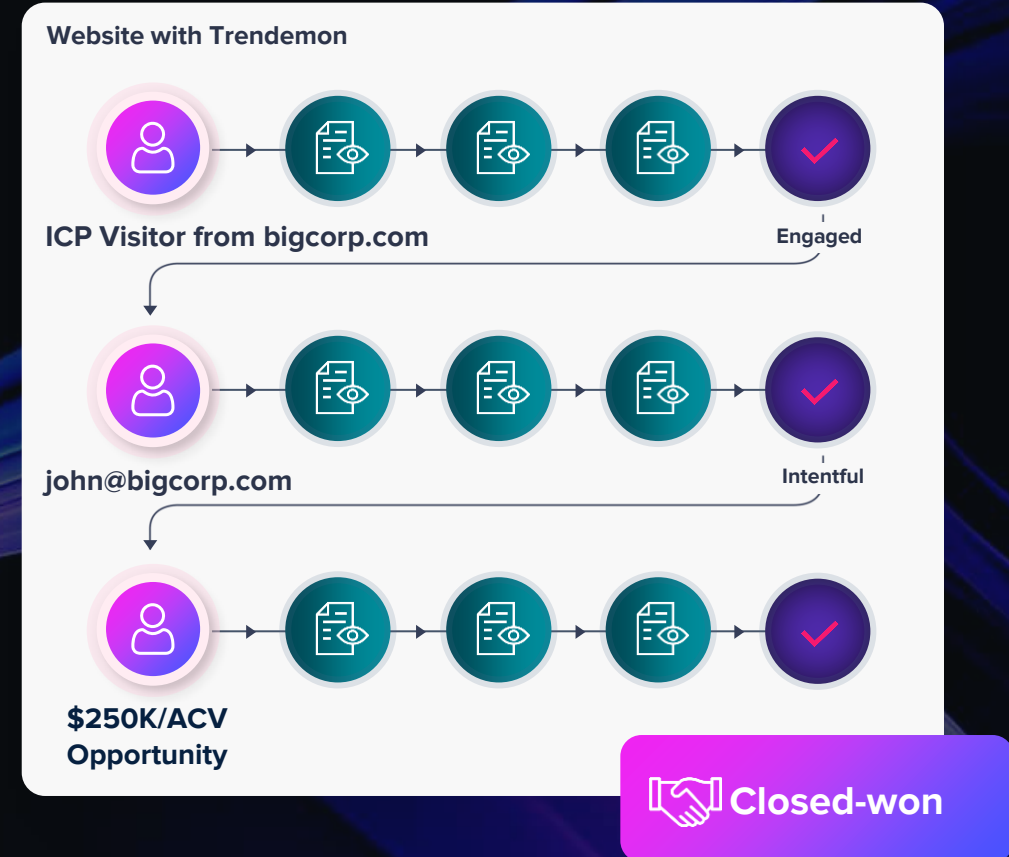
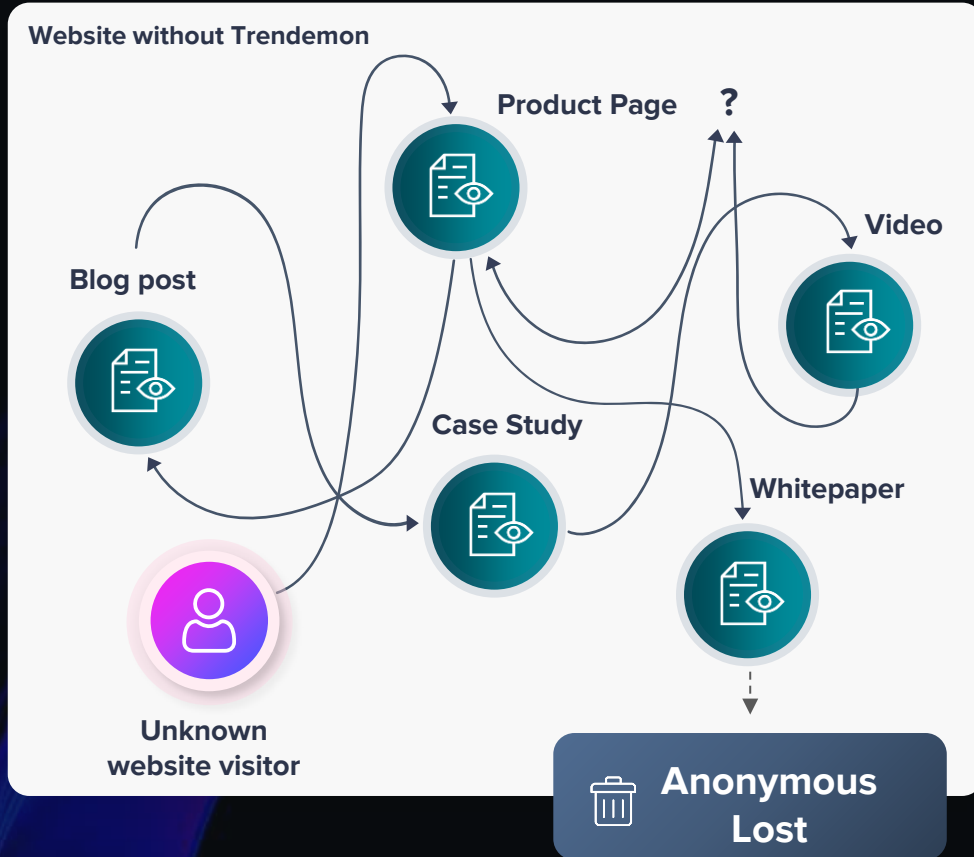
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Introductions



About Trendemon

Website Experience Optimization Platform for B2B





Airfleet

B2B tech websites **made**
to generate revenue



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Why Classic Web Analytics Fail in B2B

Blind Spots in Classic Web Analytics

- ❖ **Data:** Traffic-based data vs Account-based data (# of visitors not # and identity of accounts)
- ❖ **KPIs:** Web-based goals and conversions vs. off-site business conversions (pipeline creation, lead stages, **revenue**, etc.)
- ❖ **B2B Web Insights are about Identification and Segmentation**

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Measuring What Matters

What are we trying to find?

➤ Identity - Who is visiting:

- Which Accounts
- Which Personas
- From which GEOs, sources

➤ What's the Impact on:

- target accounts, buying groups, contacts
- business outcomes (pipeline, revenue, engagement, conversions)

Measuring What Matters

❖ Examples of metrics:

- **On-site metrics:** visits, content engagement, conversions
- **Off-site metrics:** MQLs, SQLs, opportunities
- **Revenue metrics:** closed deals, contract value

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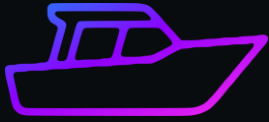
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The Measurement Maturity Framework

Where to advance based on where you are



1st Gear

**Source/Behavior
based
Segmentation**

Why start here?

Doesn't require any new tools/data, just better use of existing one. Requires more manual work to setup.



2nd Gear

**Account-level
Deanonymization**

Why advance here?

Not heavy lifting but generates tremendous insights about your GTM



3rd Gear

**Website Impact on
Revenue**

Why advance here?

A revenue-driven measurement approach your CFO can get behind.

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Questions?

Thank You!

Let's connect :)

Elad



elad@airfleet.co

<https://www.linkedin.com/in/eladh/>

Avishai



avishai@trendemon.com

[linkedin.com/in/avishaisharon](https://www.linkedin.com/in/avishaisharon)