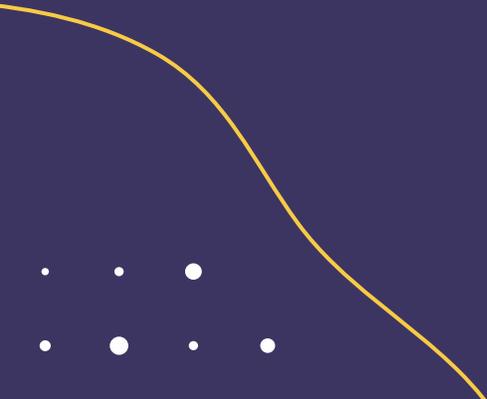




*splash*

# The Fundamentals of B2B Event ROI

How to Measure Results and Make  
the Most of Your Budget





After months of preparation and countless days on the road, your marketing team looks back on its user conference and roadshow series with a feeling of accomplishment. Prospects and customers who attended the events say they were a resounding success. But how do you quantify the value of that success?

If you don't know, you're not alone. B2B companies invest billions of dollars to create event experiences that bring them face to face with customers and prospects, yet very few can show the data required to prove ROI and justify the investment. For most, the path to understanding how events impact sales and revenue remains unclear.

- How many qualified leads were engaged?
- How many sales opportunities were generated?
- How much revenue was influenced?
- **What should you do next?**

Without the right data, you can't answer those questions. To prove event results and build support for scaling event programs, B2B marketers need to show business impact in terms that will resonate with the executive team.

The good news? **The right event marketing software will enable you to accurately measure event results**, including revenue impact. The bigger challenge is agreeing up front on what metrics should be measured, and making a real commitment not just to measure the data, but to act on it.

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## THE FOUR STEPS

These are the fundamental steps to making the most of your B2B event budget and gaining a clear understanding of ROI:

**AGREE** on what will be measured and who will be responsible for measuring it.

**AUTOMATE** tracking and measurement of the metrics that were agreed upon.

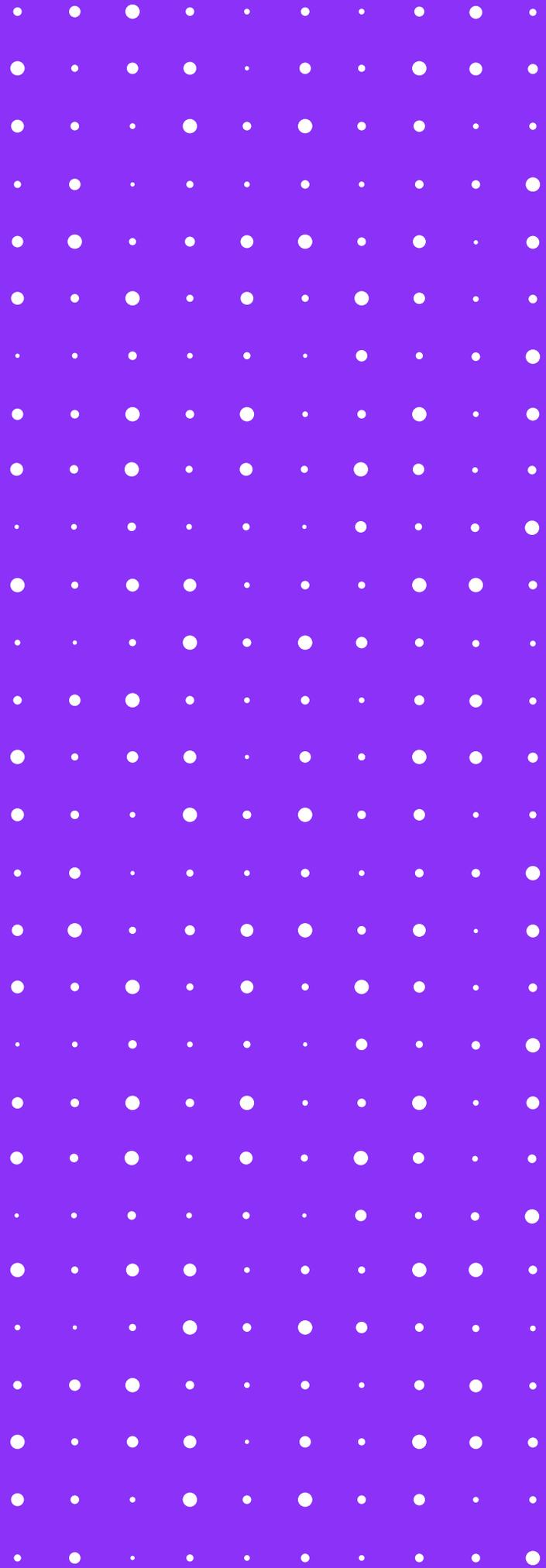
**EVALUATE** event performance and make it a priority to take the time to understand results.

**IMPROVE** your strategy and inform investment decisions based on data, not guesses.

STEP 1

**AGREE**

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As event marketing's share of the overall marketing budget grows, so does the pressure to justify that investment. To do so, team leaders and stakeholders must be fully aligned on how event performance and ROI will be measured.

These conversations should take place in the context of a quarterly or annual planning period, not before each event. Otherwise, measurement definitions and tracking requirements are prone to constant change, which results in inconsistent data and disjointed reports that prevent a clear view of event ROI and make it difficult to justify budget.

An agreement on what will be measured creates the expectation of accountability. Someone needs to be responsible for capturing the data required to understand performance. If you haven't assigned those duties before an event, it's not reasonable to expect data or insights afterwards. This responsibility may reside solely within the marketing or events team depending on how your organization is structured.

However, it's worth noting that events are unique in their ability to serve the interests and objectives of multiple teams and departments, often simultaneously. A thought leadership event, for example, might be intended for both prospects and clients. No matter who is ultimately responsible for the data, event results and the insights they generate should be shared with other teams that stand to benefit.

## FAST FACTS

- Events command the largest share of B2B marketing budget.
- Most companies continue to plan and execute events without specific business objectives.
- Companies with specific business objectives are often ill-equipped to determine if they've succeeded at achieving them. An astounding three out of five marketers use no tools to measure event ROI.

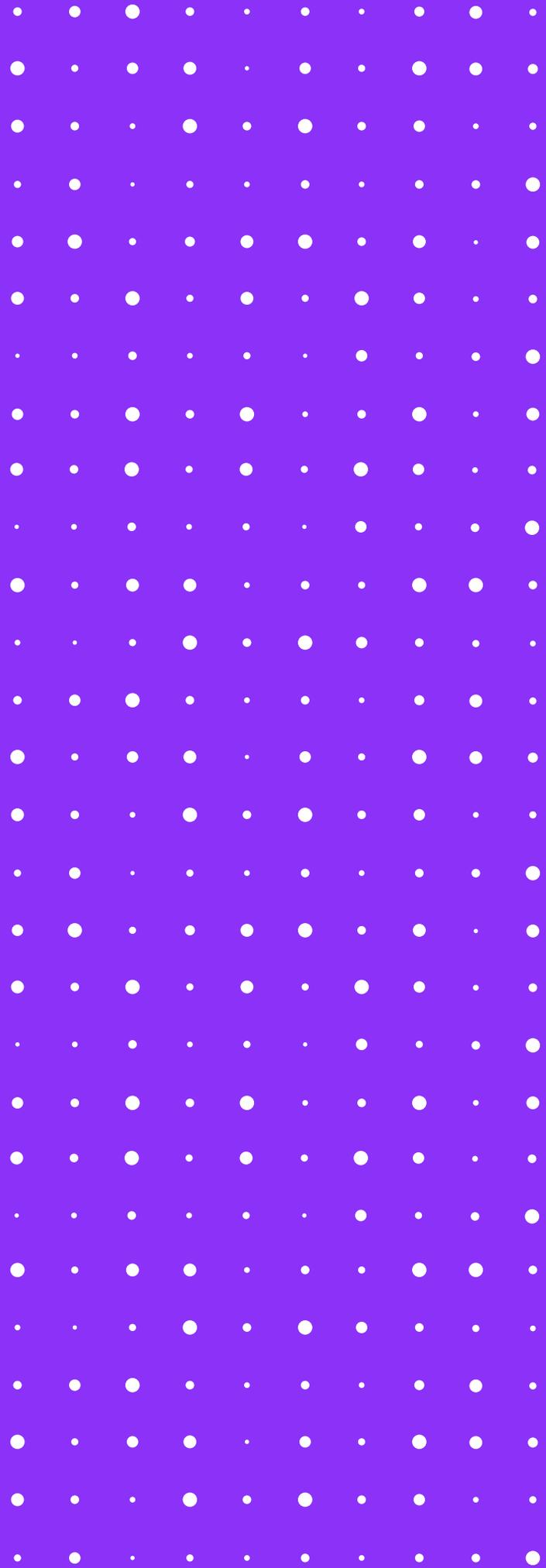
Sources: 2015 Forrester Research, SiriusDecisions, Hubspot

TEAM	DATA POINTS	PURPOSE	HOW TO GATHER
MARKETING	RSVPs, Title, Attendance, Event Page Engagement, Event Type	How interested are prospects in the event? Which prospects are interested in which events?	<ul style="list-style-type: none"> <li>• Guest List with CRM Integration</li> <li>• Event Page CMS</li> <li>• Event Type in Platform</li> </ul>
SALES	# Attendees, Attendee Company, Ticket Sales	How many prospects are interested in the product, and which companies do they work for?	<ul style="list-style-type: none"> <li>• Guest List with Real-Time Updates</li> <li>• Event Marketing Platform with Ticketing</li> </ul>
PRODUCT	Sessions Attended, Pre-Event Requests, Onsite Feedback	What about the product interested event attendees?	<ul style="list-style-type: none"> <li>• Event Marketing Platform with Sessions</li> <li>• Custom Registration Questions</li> </ul>

STEP 2

# AUTOMATE

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In addition to agreeing upon the important metrics and ensuring someone is responsible for measuring event performance, you must be confident that event data is extremely accurate and complete.

Gone are the days of guest list, event marketing, and on-site data silos. No more pieces of paper for check-in (feel seen?). You can automate data collection for every step of the attendee journey so you can focus on the strategic parts of your job.

When contact records are automatically updated based on registration information, email opens, and event page interactions, you can start scoring leads before your event even starts.

How can you prevent incomplete and inaccurate event data from getting in the way of understanding what events are really delivering? The only reliable way to attribute leads, sales opportunities, and revenue to an event is by automating the flow of data between your event technology and sales CRM or marketing automation platform (MAP). The benefits of integrating these systems are threefold:

1. A seamless registration and check-in experience for prospects and customers.
2. Actionable intelligence made available to sales and client teams in real-time.
3. Easy to access to accurate data for reporting.

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## FAST FACT

83% of brands say their #1 reason for events is increasing sales.

Source: [Live Marketing](#)

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## FAST FACT

82% of marketers cannot quantify the attendee interactions that happen at their corporate events.

Source: [Kissmetrics](#)

Advanced event marketing platforms offer easy-to-implement integrations with popular CRMs and MAPs like Salesforce and Marketo. Once the integration is enabled, event registration and attendance data automatically syncs to your CRM, MAP or both. Sales team members can even collaborate before an event by adding contacts to the invitation list directly from the CRM, where they can also stay informed about who registered and attended.

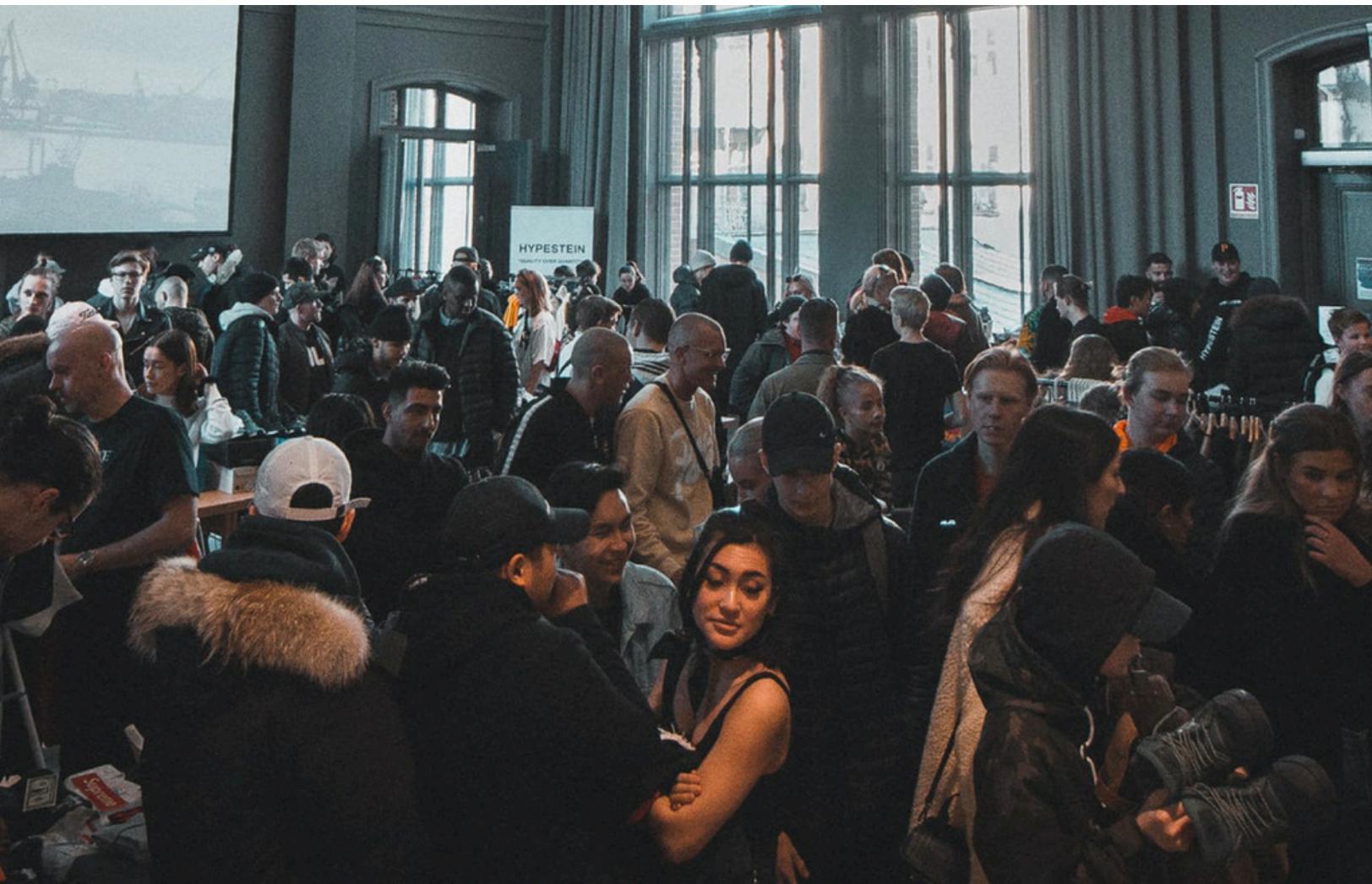
If this seems powerful, that's because it is. If you really want to understand the results your events deliver, ask your event marketing technology provider if they integrate with your CRM. In the best platforms, you only have to set up an integration once that can be repurposed for every event. Set it and forget it.

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## FAST FACT

Just 19% of enterprise marketers use event marketing software and only 7% currently integrate their events with a marketing automation platform.

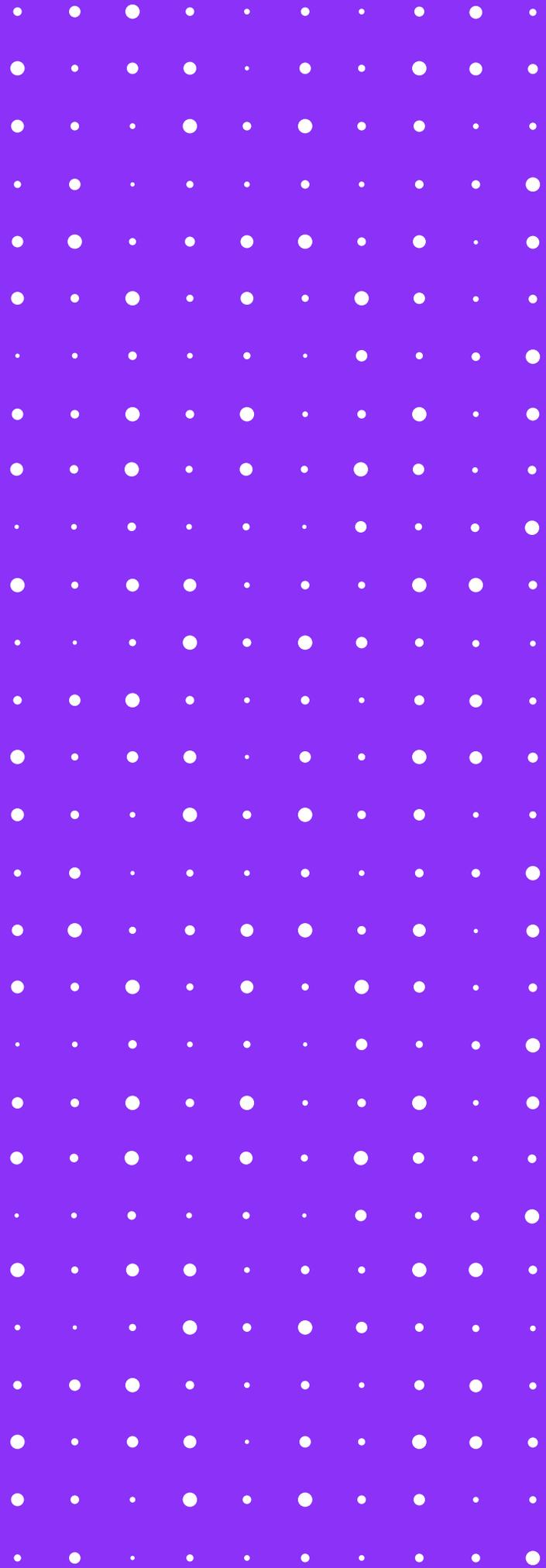
Source: Capterra



STEP 3

# EVALUATE

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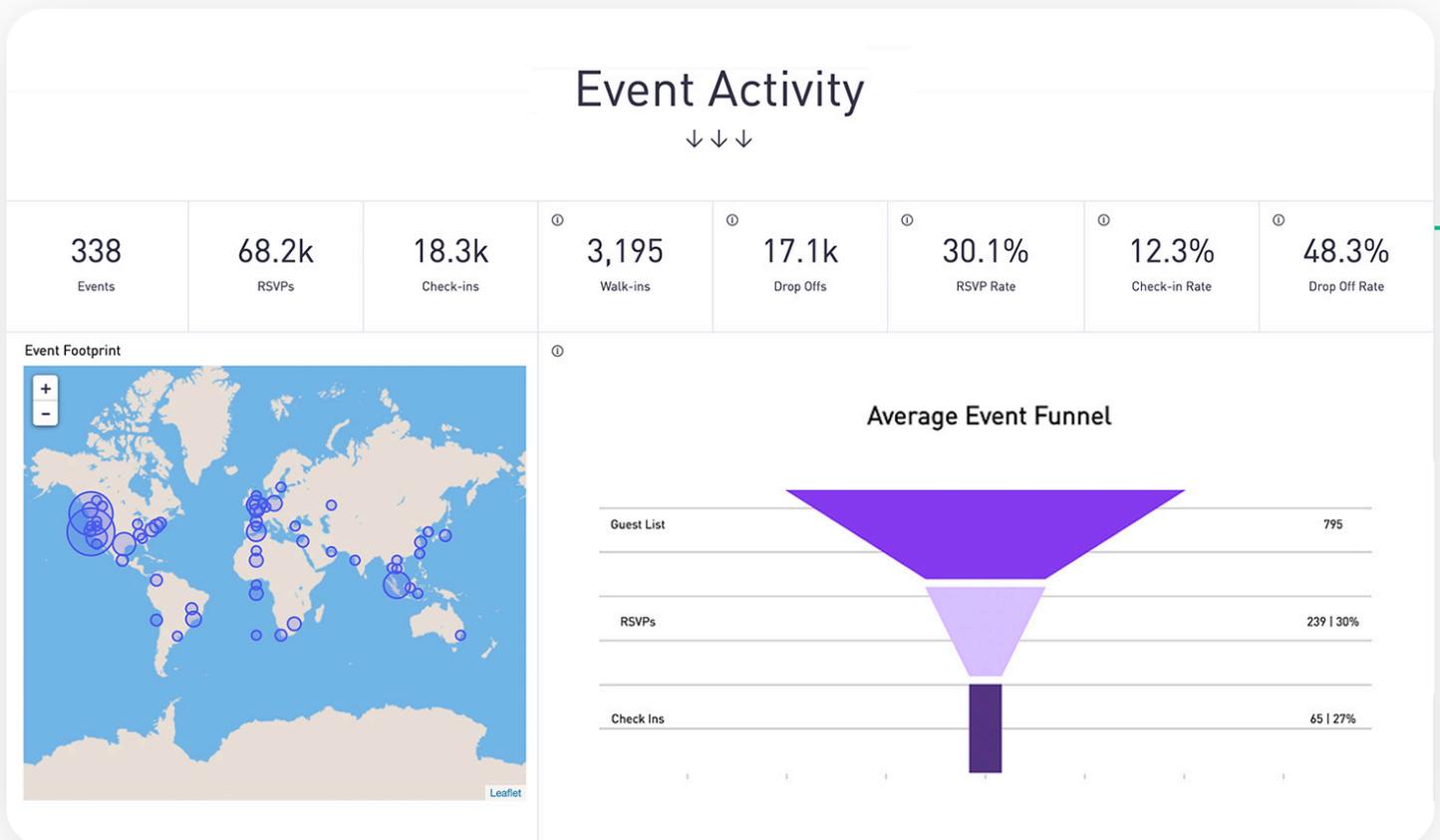


Many companies still take the standard approach of only reporting on who attended an event. Although useful, this doesn't tell you what attendance means in terms of sales opportunity and revenue outcomes.

When the status quo of accepting vague correlations between events and business success is rejected, good things happen. We've seen clients across industries grow event budgets by reviewing key event metrics. But to do this, you need to dive into the data, not hide from it.

### What metrics should you look at?

Event analytics dashboards can help you spot trends in your event data and answer questions you have about your program's impact. Look for event marketing solutions that visually depict your data about guest lists, email campaigns, ticket payouts, event page traffic, and session information.



Every company has its own unique reporting requirements, but the following examples illustrate a few of measures that B2B companies might consider using for evaluating event performance, and better understanding ROI relative to other marketing investments.

### COST PER NEW LEAD

Total event cost / number of new leads acquired from the event.

*Example: \$5,000 / 100 new leads = \$50 CPL*

### TARGET ACCOUNT FOCUS

The number of attendees from targeted or high-priority accounts as a percentage of total attendees. In other words, did your event engage the right people?

*Example: 20 attendees from target accounts / 100 total attendees = 20%*

### NEW PIPELINE INFLUENCED (\$)

The dollar value of new sales opportunities created within a defined number of days after the event.

*Example: \$100,000 of new pipeline created in the 90-day period after the event is associated to attendees who have an opportunity role.*

### TOTAL PIPELINE INFLUENCED (\$)

The dollar value of new sales opportunities created within a defined number of days after the event + dollar value of open opportunities created before the event date that have a close date after the event.

*Example: \$50,000 of new pipeline created in the 90-day period after the event is associated to attendees who have an opportunity role + \$50,000 of open pipeline created before the event and expected to close after the event is associated to attendees who have an opportunity role.*

### NEW REVENUE INFLUENCED (\$)

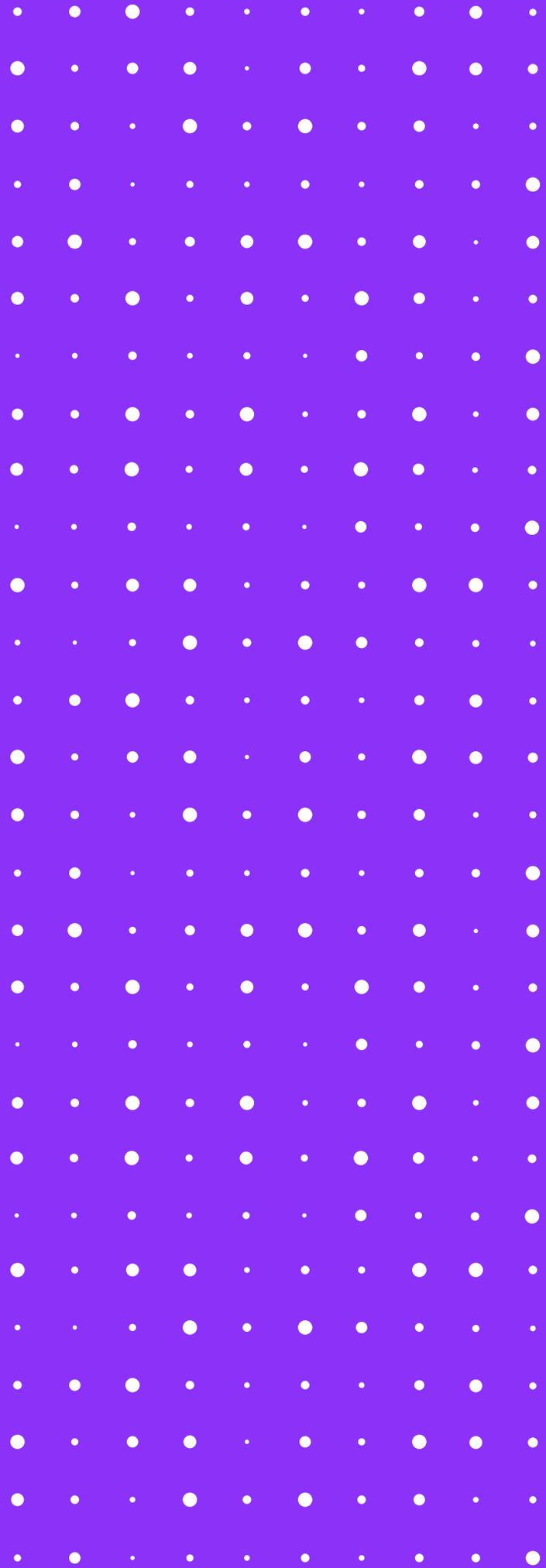
The dollar value of new sales opportunities created within a defined number of days after the event that converted to new business.

*Example: \$100,000 of new pipeline created in the 90-day period after the event is associated to attendees who have an opportunity role, \$75,000 of which was won.*

STEP 4

# IMPROVE

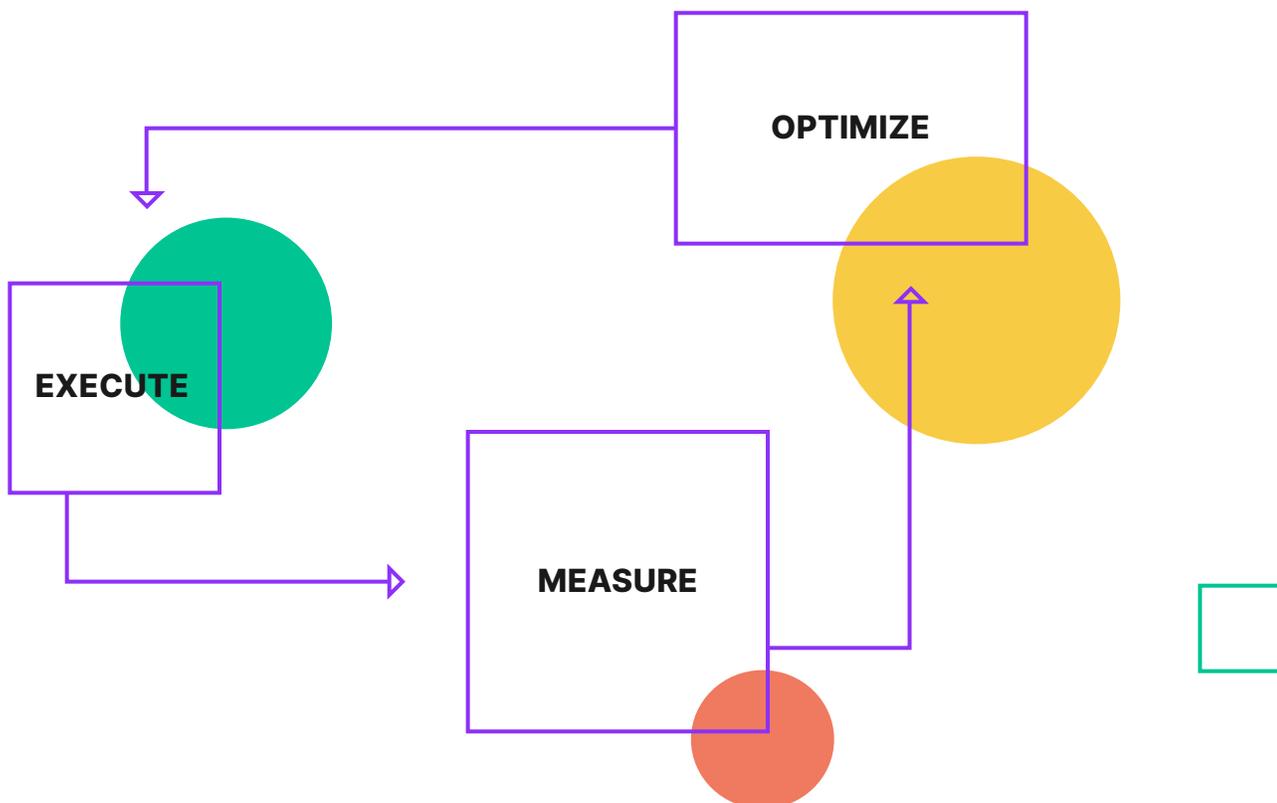
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Getting the data you need to measure ROI is important, but it's what you do with the data that counts. Armed with the right analytics, B2B event marketers can course-correct (or step away from) events that don't produce results and increase investments in the events that have proved most successful.

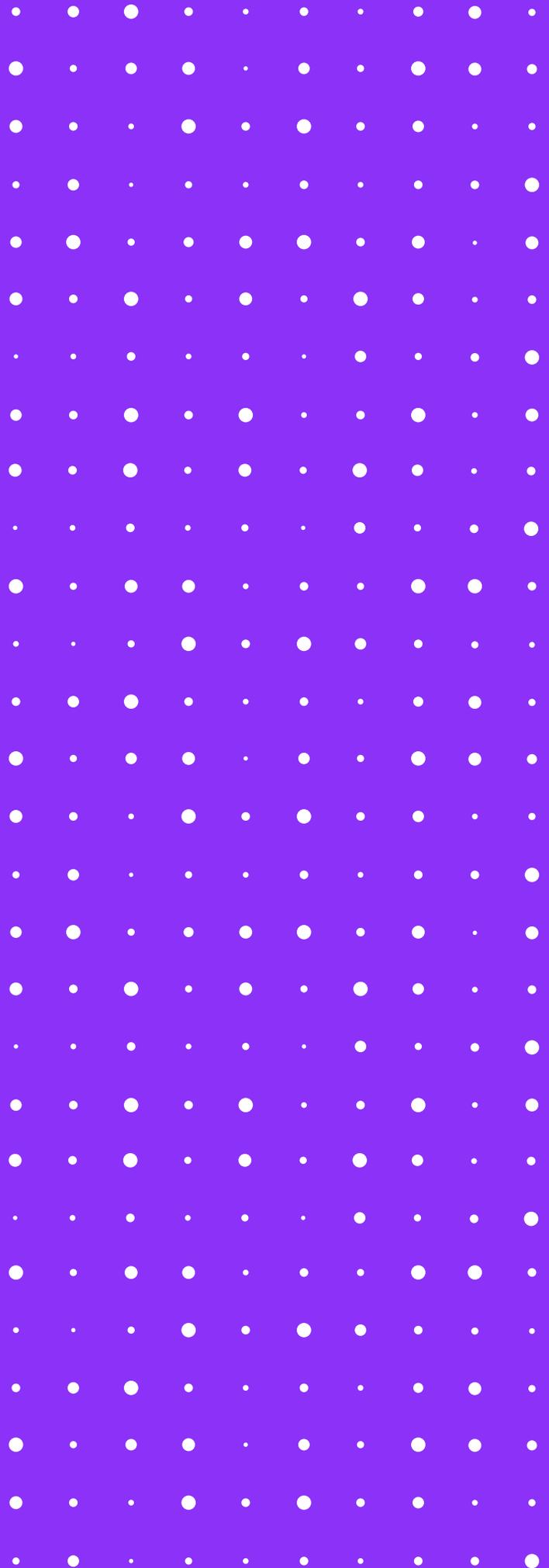
Investing in events that you know are effective enables you to spend more time and resources on further maximizing their performance. For many companies, this means testing and optimizing conversions at each stage of the event funnel. Most see the reminder invitation email, for example, as a final attempt to drive more registrants. But smart marketers go further, treating reminder emails as ongoing experiments that are tested and optimized to continuously improve response rates.

Each touchpoint before, during, and after your event is an opportunity to better understand your audience and learn what drives engagement. Don't fall into the trap of continuing to run certain types of events simply because they're the most comfortable or familiar to you. If you want to truly impact your business's bottom line, double down on where you're seeing success. With the right tracking in place, every touchpoint can generate insights that will help you improve the performance of future events.



# CONCLUSION

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Data is the key to driving and proving event success. It's time for every company to understand how their events impact their bottom line and how to optimize those results. The technology and tools needed to tie events to revenue are readily available, and—in most cases—aren't difficult to implement. All it takes is a willingness to commit to measuring event ROI and the desire to know exactly how successful your events really are.

Don't let an event data strategy become an afterthought. It's more important than ever before—and will only continue to be a competitive differentiator (not to mention: your chance to become a marketing hero).

Remember:

- **Agree on what will be measured.** Get your internal teams involved early.
- **Automate tracking and measurement.** Integrate your systems, stat.
- **Evaluate event performance.** Visualize your results for easy analysis.
- **Improve your strategy to inform future investment.** When you see something's working, commit.



ICYMI, the next era of event marketing is here — and Splash is the secret ingredient Fortune 500 companies are using to help market, measure, and scale their event marketing programs. Splash empowers self-service event marketing for everyone in your organization. You get the control to keep everything on-brand and the integrations that power quick action on attendee data.

The bottom line: Splash makes it faster and easier for your teams to host branded, measurable, and compliant event programs — and possible for you to focus on more strategic work. Step into the new era of event marketing with Splash. Check out our #DopeSplashPages to explore what's possible with Splash, or visit <http://www.splashthat.com> to hit us up for more details on how we can help you scale your event marketing programs.

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