



In the modern competitive business environment website analytics does not provide the right information on which to base business-wide decisions. Without relating the cost of acquisition to the true lifetime value of the customer you cannot hope to measure return on investment. If you cannot measure return on investment you cannot make informed decisions for the future.



What exactly does Listen Marketing do?

(Listen Marketing is a next generation tool designed to improve your marketing effectiveness using integrated Web 2.0 technologies.

(Listen links website tracking to your back-end databases and Customer Relationship Management (CRM) systems to give you accurate return on investment (ROI), relating front end sources to back-end profitability.

(Listen also helps increase conversion at your front-end by identifying where you lose customers & delivering dynamic targeted web content to drive sales.

It's marketing made easy!

Exact ROI

The key motivation for creating Listen Marketing was the complete lack of any tool that could satisfactorily answer this simple question:

What was my return on investment?

Any marketer who has tried using web analytics will share our exasperation. Thankfully there is a solution.

How do you measure accurate ROI?

The only way you can calculate real return on investment is by comparing the true customer lifetime value (CLV) of each and every customer to the original cost per acquisition (CPA) for each and every customer. It's what we call 'Lifetime Analytics'.

For example, if you know a campaign cost you £1000 and acquired 1000 leads, the cost per acquisition is £1. If 100 of those leads make a purchase worth £10, and 50 go on to make another purchase worth £20, what is your return on investment?

Listen Marketing
will calculate exact
ROI for any customer
segmentation

Natural Search	Referrals	%	Workshops Booked	Seminars Booked	Seminars Attended	Became Member	Property Purchased	Property Purchased (M)	Total (M)
my company	4276 (3233)	6.8%	255 (221)	18	12 (11)	2	4 (3)	£12520	£23511
buy to let	922 (849)	2.9%	24	2	1	1	0	£0	£5495
property development	754 (894)	3.5%	24	1	1	0	0	£0	£0
mycompany	840 (871)	7.6%	82 (53)	1	0	0	0	£0	£4
www.mycompany.co.uk	718 (568)	11.7%	71 (69)	3	2	1	1	£1500	£8995
property auctions	574 (520)	1.3%	8 (7)	0	0	0	0	£0	£0
property developers	332 (296)	2.7%	9 (8)	0	0	0	0	£0	£0
property auction	287 (255)	1.1%	3	1	0	0	0	£0	£0
property developing	267 (243)	2%	5	0	0	0	0	£0	£0
property investment	322 (220)	2.7%	6	0	0	0	0	£0	£0
property developer	221 (204)	2.4%	5	0	0	0	0	£0	£0
mycompany.co.uk	233 (190)	13.6%	27 (26)	0	0	0	0	£0	£0
house auctions	183 (175)	0.5%	1	0	0	0	0	£0	£0
my company property	200 (148)	8.7%	15 (13)	2	2	0	0	£0	£0
property	154 (142)	0%	0	0	0	0	0	£0	£0
house auction	128 (121)	1.6%	2	0	0	0	0	£0	£0
buying off plan	142 (113)	1.7%	3 (2)	0	0	0	0	£0	£0
Buying Property in Spain	115 (109)	0%	0	0	0	0	0	£0	£0
spanish property	115 (104)	0%	0	0	0	0	0	£0	£0
property for sale in florida	102 (96)	0%	0	0	0	0	0	£0	£0
Total	33494 (28009)	2.5%	872 (721)	42 (38)	26 (24)	6	6 (5)	£16522	£48995

Fig. I: Natural search ROI report

The customer lifetime values are as follows:

- 50 customers were worth £30 each
(£10 purchase + £20 purchase) = £1500
- 50 customers were worth £10 each = £500
- 900 customers were worth £0 each = £0

So the cumulative lifetime value for these customers was £2000, It cost you £1000 to acquire those 1000 customers, therefore you made a profit of £1000. Simple?

In the real world the numbers are not quite so friendly. Not only do you need the ability to perform the number crunching for each customer, you need to be able to detect the original source of the customer and then link that source to every financial transaction the customer ever makes.

That, or get Listen Marketing to do it for you.

Cash-flow not snapshot

Traditional analytics packages show you snapshot statistics:

“How many website hits came from pay-per-click in November?”

“How many customers bought products A, B and C in November?”

These statistics can be useful but they do not tell you ROI because the people who purchased the products do not necessarily relate to those who came from the pay-per-click (PPC) campaign.

Listen is different, it answers the question “How many products of type A, B and C were sold to people who arrived via PPC in November?” We call this a cash-flow view. A product may have been sold in December or January but it still counts towards our November report. Only by using cash-flow type reports can you measure return on investment.

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