

How to Use Your CRM Data to Tie ROI Back to Your Marketing Efforts



Understanding which marketing channels and campaigns earn the highest return on investment (ROI) for your efforts is crucial.

When you understand the ROI of your marketing efforts, you can ensure that your budget goes toward the channels that will drive the most revenue for your business, maximizing your growth and propelling you toward your goals.

In this guide, we're diving into four ways you can use your CRM data to tie your ROI directly back to your marketing campaigns:

- 1 Measure the performance of your email marketing campaigns
- 2 Analyze the sources of your leads
- 3 Discover the sources of your won deals
- 4 Understand which marketing efforts work best for your different products or services

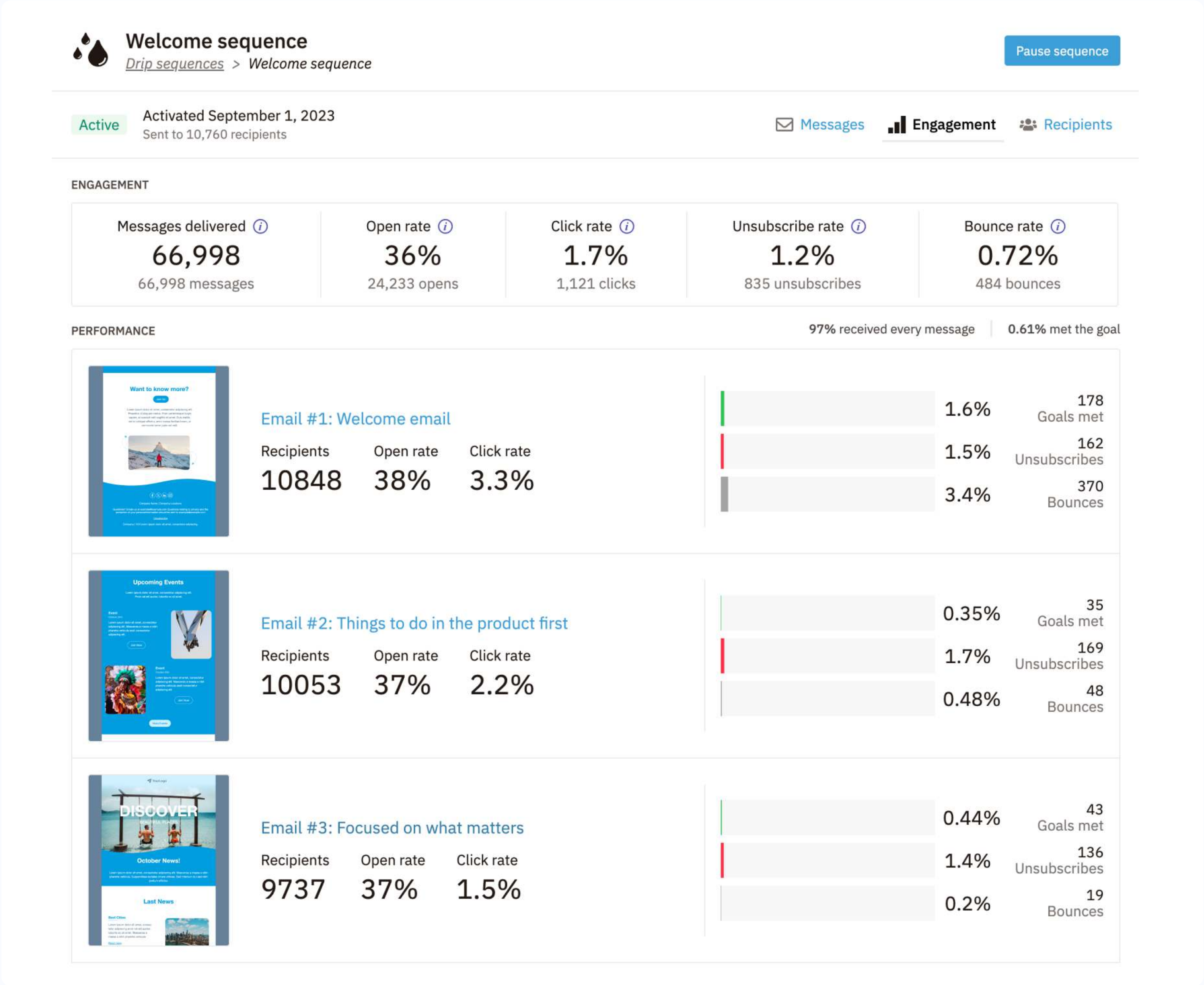
1 Measure the performance of your email marketing campaigns

One of the first ways you can use your CRM data to track ROI is to measure the performance of your email marketing campaigns.

Nutshell has built-in email marketing features and analytics that make tracking the performance of every single email a breeze with Nutshell Marketing.

For example, you can view:

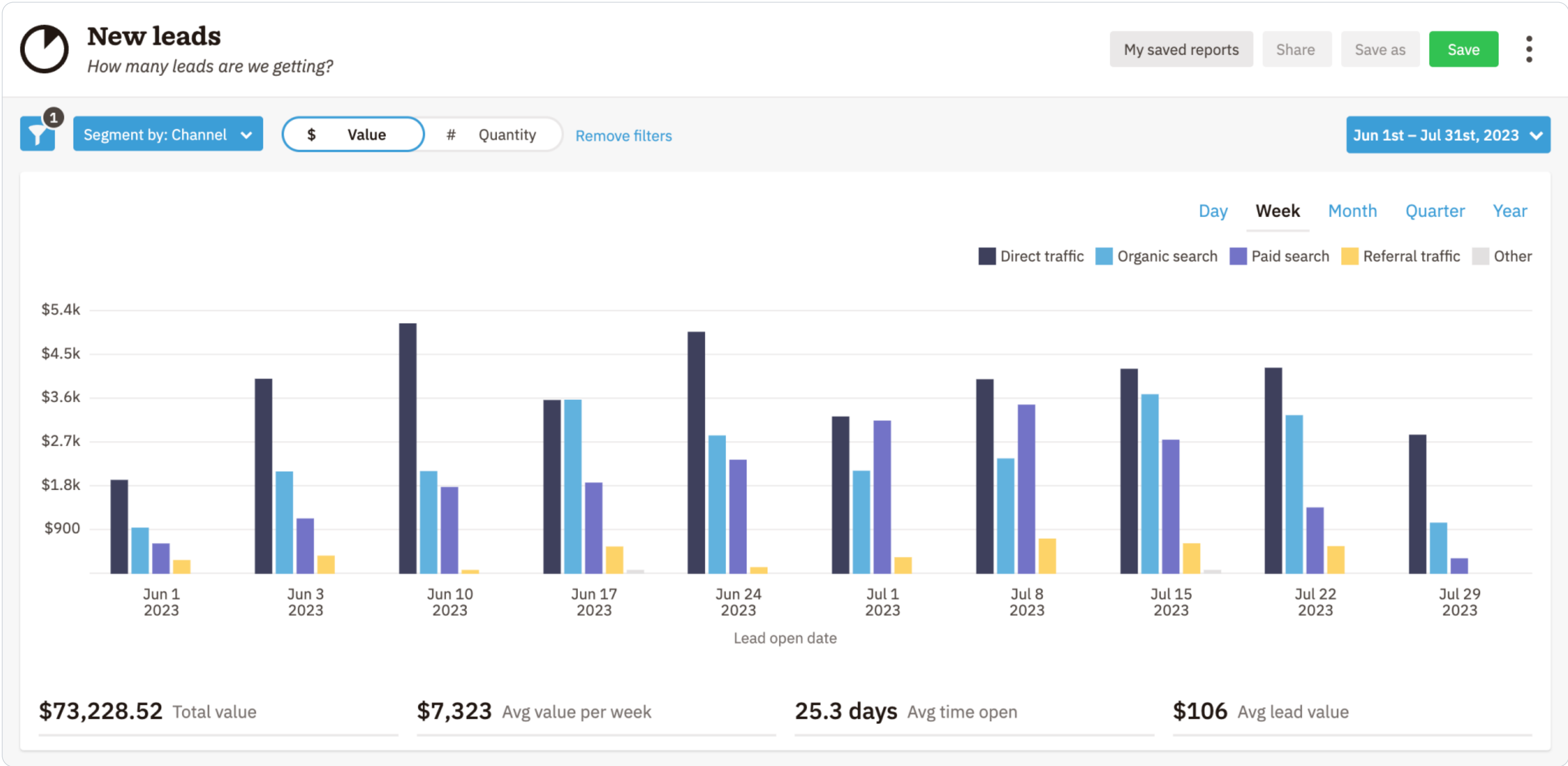
- How many people opened your email
- What and how many links people clicked on
- The unsubscribe and bounce rate
- And much more



2 Analyze the sources of your leads

Wondering if your lead generation strategies are paying off? Your CRM data can also help you track the ROI of your lead generation tactics!

In Nutshell, you can view a complete report of your new leads by channel. That means you can view exactly which marketing channels drive the most leads for your business.



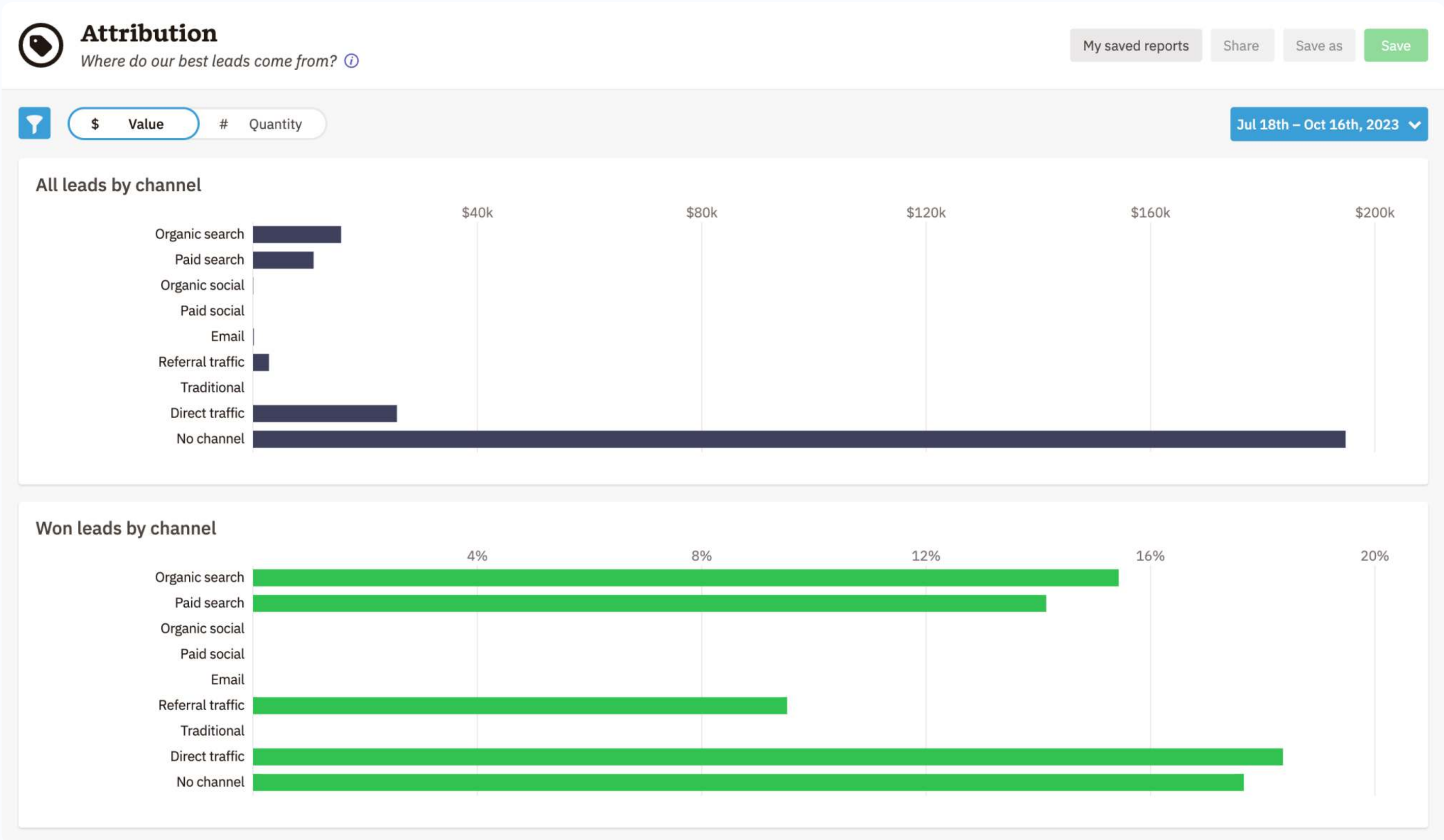
You can also view the value of each lead to determine which marketing channel generates the most high-value leads for your business.

3 Take attribution a step further to see how won leads found your business

Whether from your lead generation strategies or offline sales, you can properly attribute your leads to the proper marketing channels with your CRM data.

Nutshell's attribution report is one of the most powerful reports for understanding the ROI of your marketing efforts.

In this report, you can view all your won deals by the marketing channel where they first discovered your company.



You can also sort the results by value, showing exactly how much revenue each marketing channel has generated for your business.

Customize the date range at the top of the report to the ROI of your marketing campaigns at any period. So whether you want to track your ROI over the year, quarter, or month, Nutshell’s attribution report has you covered.

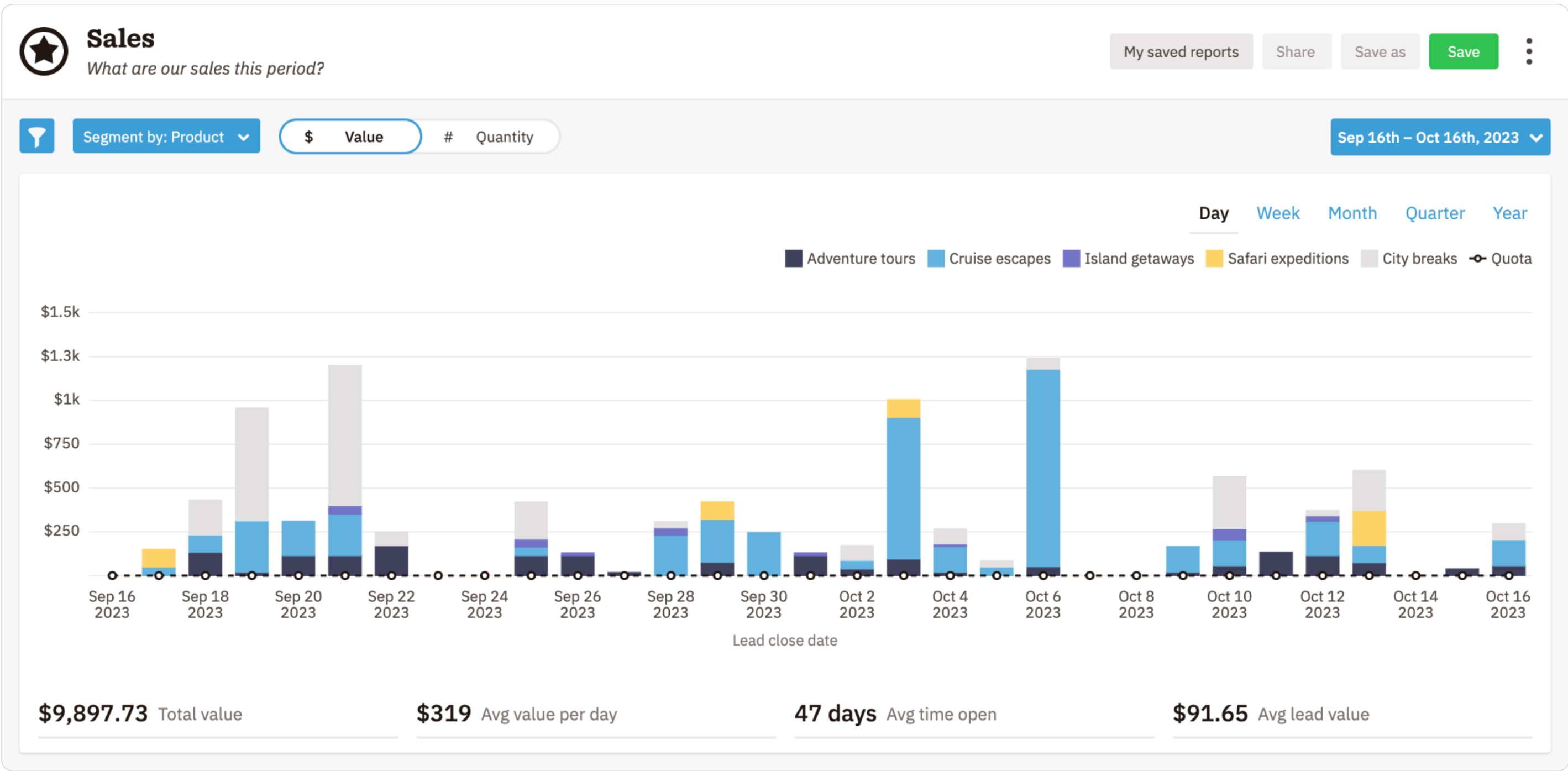
This report is extremely valuable for seeing exactly which marketing channels generate sales for your company.

4 Understand which marketing efforts work best for your different products or services

If you offer a range of different products or services, it can be extremely helpful to understand how much revenue each product or service generates for your company and which marketing channels drive the best results for each one.

Well, with Nutshell’s sales reports, it’s possible to tie back the ROI of each marketing channel to specific products or services.

Just navigate to Nutshell’s sales reports and filter your results by product. You can then view a report of all your sales for each product or service to understand the revenue you receive from each one.



You can then scroll down to the leads tab under the report to view a complete list of all the leads you won, along with the product they purchased and their source.

If your products or services differ in cost, this report can help you identify the performance of your highest-cost services. For example, you can view how many sales you generate for your more expensive products or services and where those sales originated from.

Then, you can view which marketing strategies helped generate those sales. For example, you might notice that most people purchase your product after finding your company on Google or clicking on your pay-per-click (PPC) ad.

By understanding which marketing channels generate the highest sales, you can tie your ROI back to your marketing efforts and show exactly which marketing campaigns drive the most revenue for your business.

Make understanding the ROI of your marketing efforts a breeze with WebFX

WebFX is an award-winning digital marketing agency that partners with Nutshell to bring you even more opportunities to drive revenue with effective marketing strategies, sales processes, and technology.

The team at **WebFX** specializes in helping businesses like yours accurately track and understand the ROI of all your marketing efforts, so you know exactly how your campaigns impact your bottom line.

From walking you through your results to creating detailed reports, **WebFX** makes ROI-tracking a breeze. Plus, the team can help you use your new insights to optimize your marketing budget and strategy moving forward so you can earn an even higher ROI in the future.

Want to chat with a strategist to learn how **WebFX** can help you reach your marketing goals? Just request a free proposal today!