



Paid Media Audit

November 7, 2021

Digital Program

Overall Status

Google

Linkedin

Demandbase

- What is your campaign objective for Paid Media?
 - What are goals around Lead Gen Conversions: Demos & Form Fills = min 400
 - Volume?
- What is your target CPA/CPL (Cost Per Acquisition/Lead)? Lifetime Value?
- Any names of products/branding/etc. we cannot target (legal, copyright, etc.)?
- Top Geos - US, EMEA?
- Demographics of Customer Base: Only Enterprise Law Firms, employees?
- Audiences - 1st party, Remarketing, Intent & Affinity Audiences
- Current Tech Integrations: Hubspot, Salesforce, Google, LinkedIn, Demandbase
- Spend: \$15k for PPC, \$10-\$20k for Demandbase

Paid Media – Top level notes

SEM / PPC

Overall – a simple set up that can improve considerably

- Capture more traffic and data about audiences behaviors – updates to ads, keywords and landing pages
- Use more AI, audience signals, and conversion intelligence to scale growth
- Leverage new features – customer match lists, Display campaigns, smart bidding, ad copy combinations

Google Analytics

Overall – not very useable data to start with.

- Signals showed that time on site, returning visitors, bounce rate, conversion points and multi-page visits can be improved
- Customize conversion metrics, traffic sources and funnel journey stages

Linkedin – good start, but quick and easy improvements can make the platform successful

- Add insight tag
- Update lead gen forms
- Import Demandbase Audiences
- Creatives to recommended sizes, can InMail for special events

Demandbase

- Update Audiences, Journeys can be customized
- Creative, Reach and Engagement metrics for A/B testing

General Updates

Google Analytics traffic tracking

Recent changes to cookie consent on the website are creating visibility issues for Demandbase site analytics

Cohort of accounts not syncing between SFDC + Demandbase

New integration between LinkedIn ads + Hubspot

Google Analytics

Overall – not much learnings due to lack of integrations, conversion points, integrations, grouping of traffic. Usually used as a barometer of organic & direct traffic to understand product(s) offering better. Next couple slides indicate opportunity to consolidate and set benchmarks according to business goals

- Saw some Recruiting (job posting). Not recommended when using as a marketing site to generate leads for the business. Suggested to redirect to careers site.

Create View with all 3 sites, but also individually

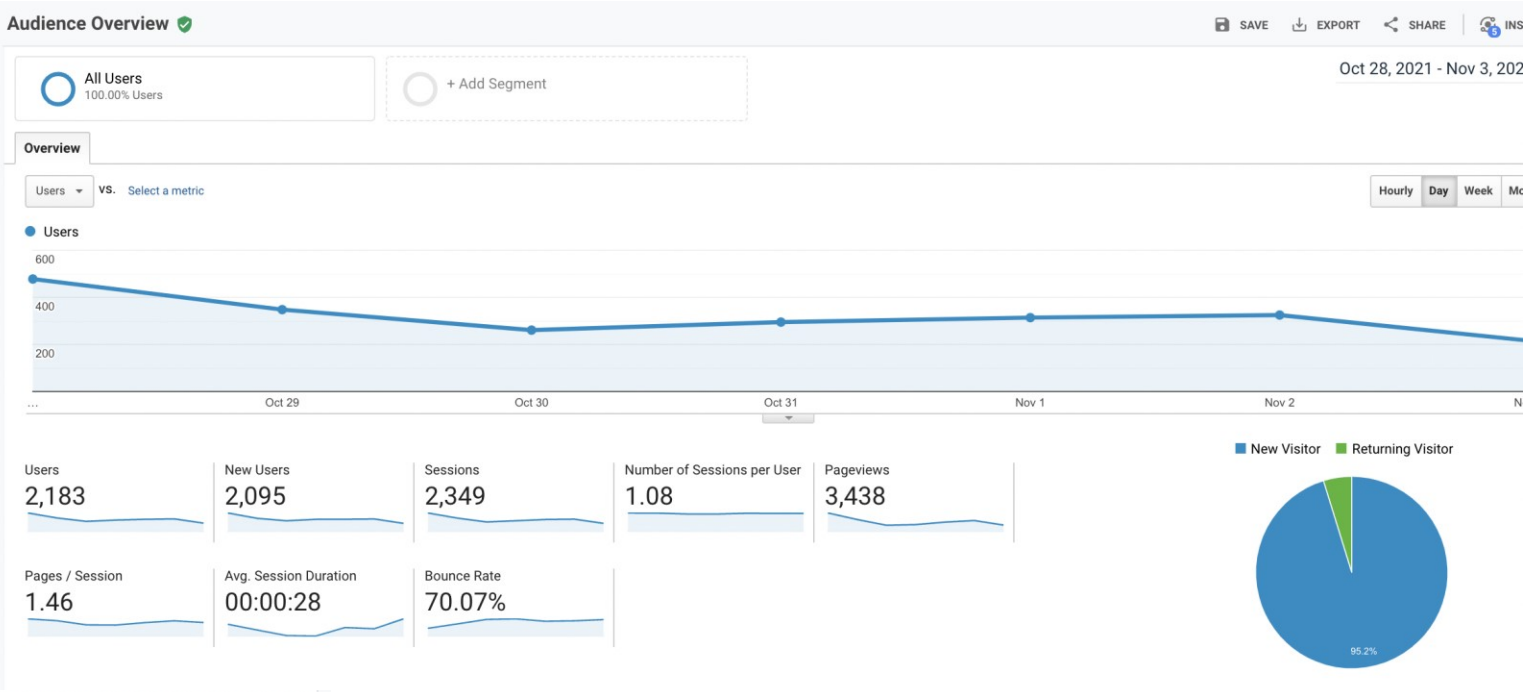
- Get Spectra view
 - Uberflip
 - General Traffic
-
- Add HotJar – heat maps for visitors on pages, clicks, scroll depth, etc

Visitor Mix

- Desktop Users
- New Visitors
- Conversions (leads) not set up
- Update Channel Traffic: categorize traffic better

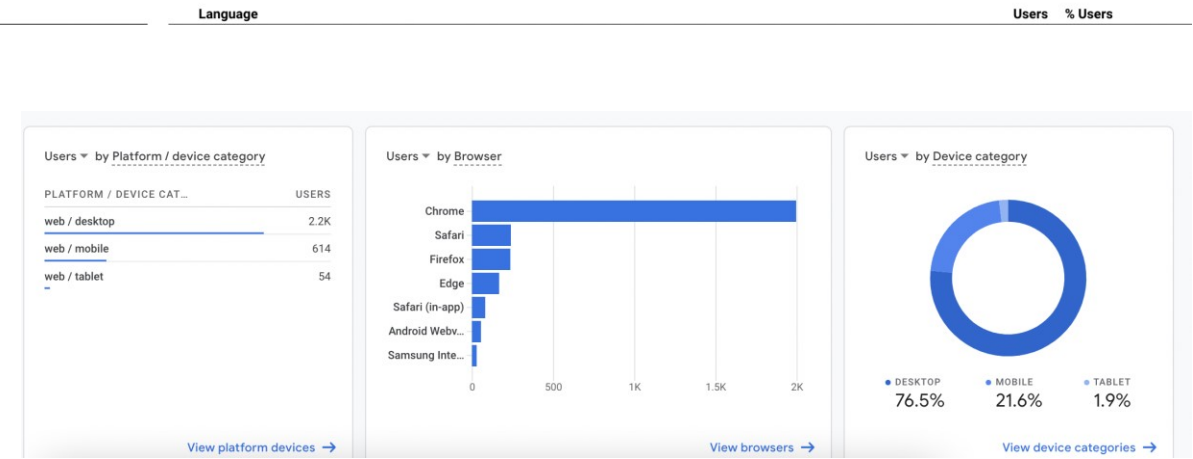
Recommend

- More introduction to product, education focus
- Landing Pages that have conversion points, similar articles keeps people on-site more than 1 min



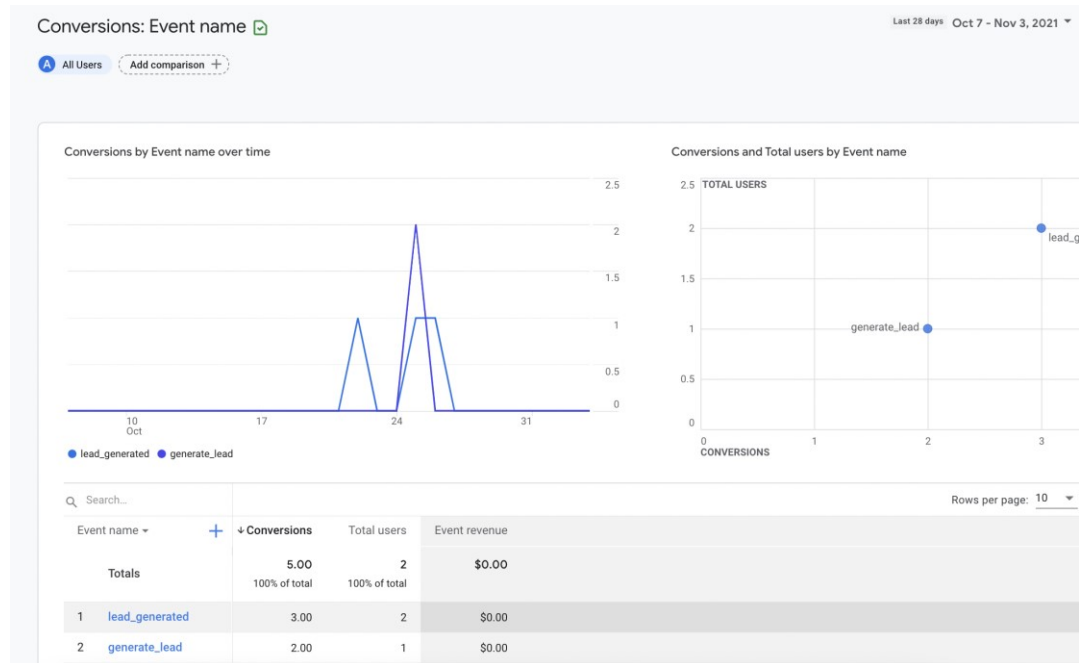
Q Search...

First user source / medium ▾		Rows per page: 10 ▾ Go to: 1 1-10 of 49 ▾							
		New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
Totals		2,688 100% of total	2,463 100% of total	70.61% Avg 0%	0.87 Avg 0%	0m 27s Avg 0%	31,366 100% of total	5.00 100% of total	\$0.00
1	paid_media / demandbase_display	1,386	1,070	77.2%	0.77	0m 00s	5,416	0.00	\$0.00
2	(direct) / (none)	713	814	65.7%	1.00	0m 57s	12,040	5.00	\$0.00
3	paid_media / email	161	97	57.4%	0.61	0m 25s	678	0.00	\$0.00
4	google / organic	131	162	66.94%	0.98	1m 14s	1,532	0.00	\$0.00
5	hs_email / email	64	101	81.45%	1.23	0m 44s	647	0.00	\$0.00
6	invalid / invalid	64	38	59.38%	0.76	1m 17s	601	0.00	\$0.00
7	content_referral / blog	29	28	96.55%	0.97	0m 00s	8,840	0.00	\$0.00
8	hootsuite / linkedin	28	15	36.59%	0.47	0m 10s	202	0.00	\$0.00
9	linkedin.com / referral	20	24	77.42%	1.14	1m 24s	234	0.00	\$0.00
10	h5.com / referral	16	14	60.87%	0.82	0m 26s	149	0.00	\$0.00



Conversion Tracking & Linking

- Ensure that platforms integrate
 - Keeps audience data flowing for best learnings
 - All audiences, particular segments, traffic sources
 - Ensures less cross contamination of traffic sources



All accounts > Main Website (New) Main Website (New) - All We... Try searching "Users today"

Link your Google Ads and Analytics accounts

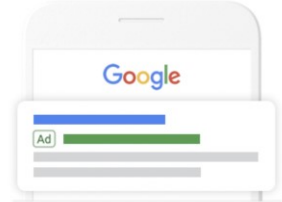
[Link your accounts](#)

Get access to the entire customer journey, from ad click to product purchase. Use this data to refine your Google Ads campaigns to grow your business.

When you link accounts, you can:

- See data from Google Ads reports in Analytics
- Import metrics and goals from Analytics into your Google Ads account
- Access enhanced remarketing capabilities
- See richer data in Multi-Channel Funnels reports

Turn your insights into results



[Try Google Ads](#)

Google Ads Campaigns

SAVE EXPORT

All Desktop Mobile Tablet

All Users 0.00% Users + Add Segment

Setup Assistant

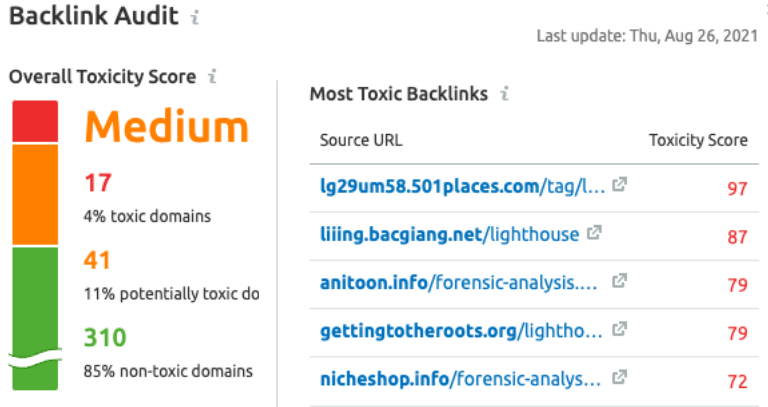
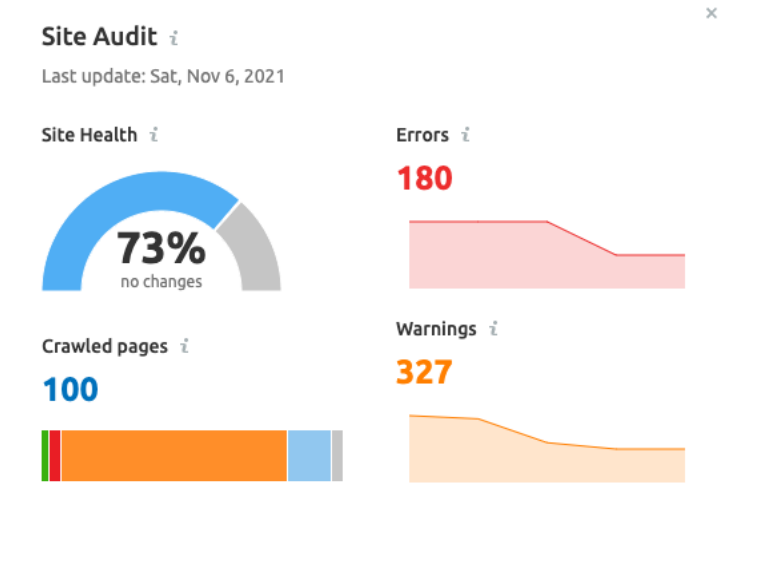
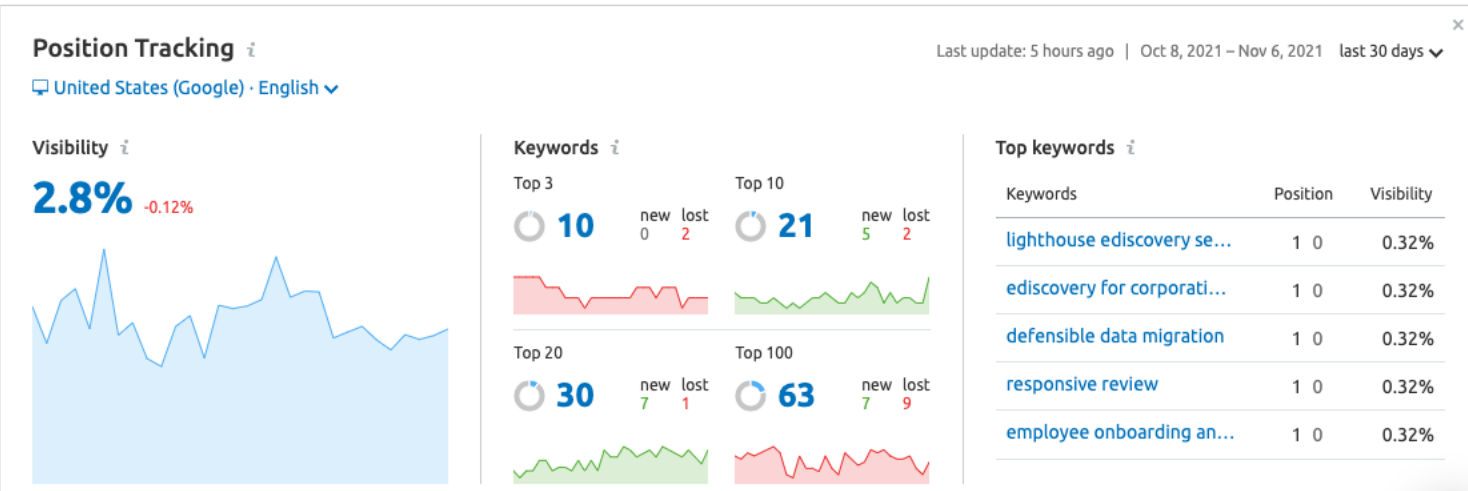
Get the most out of your new property by reviewing the following settings and features. By configuring these now, you'll have more complete data for your future analyses.

[Learn more about this Google Analytics 4 property](#)

- Collection
- Tag installation
Add the global site tag to your web pages or the Firebase SDK to your app so you can collect event data in your new property. [Learn more](#)
- Custom event measurement
Measure custom events that are important to your business. [Learn more](#)
- User ID
If your business generates user IDs, use them for cross-platform, cross-device reporting in Analytics. [Learn more](#)
- Enhanced measurement
Automatically measure deep website user behavior and content success. [Learn more](#)
- Property settings
- Activate Google signals
Include aggregated data from Google users who have turned on Ads Personalization. [Learn more](#)
- Linking

SEO – Can monitor, but can recommend another contractor

- Overall drop in performance
- E-discovery for Corporations Ranked 1
- Lost 5 keywords in top 20 in last 30 days




PPC

Spectra

Solutions: eDiscovery for Law Firms, eDiscovery for Corporations, HSR 2nd Requests, Digital Forensics

Consolidate Similar Campaigns

- Campaigns are currently single ad group
 - Leverage intent signals in similar keywords
- Spectra campaigns
 - eDiscovery Software
 - Legal eDiscovery
 - Relativity/Nuix/Brainspace (these are technically partner technologies so we use them in Spectra)
 - eDiscovery Point (this is a competitor tool that is sunsetting - we acquired their list of users in late July and they have promoted us as the best replacement solution)
- General eDiscovery
 - eDiscovery for Law Firms
 - eDiscovery for Corporations
 - HSR 2nd Requests

 **Your account is now eligible to use Customer Match lists**

You can now use your customer's contact information obtained with their consent to personalize ads to them.

[Learn more](#)

CONVERSION ACTIONS

CONVERSION ACTION SETS

Status: All enabled

ADD FILTER

<input type="checkbox"/>	<input type="radio"/>	Conversion action	Source	Category	Tracking status
<input type="checkbox"/>	<input checked="" type="radio"/>	CloudCompass Microsite - Home Form	Website	Submit lead form	Tag inactive
<input type="checkbox"/>	<input checked="" type="radio"/>	CloudCompass Microsite - R2 Form	Website	Submit lead form	Tag inactive
<input type="checkbox"/>	<input checked="" type="radio"/>	CloudCompass Microsite - Expertise Form	Website	Submit lead form	Tag inactive
<input type="checkbox"/>	<input checked="" type="radio"/>	Get Spectra - Get in Touch Form	Website	Submit lead form	Tag inactive
<input type="checkbox"/>	<input checked="" type="radio"/>	Get Spectra - Request a Demo Form	Website	Submit lead form	Tag inactive
<input type="checkbox"/>	<input checked="" type="radio"/>	Get Spectra - Contact Us	Website	Submit lead form	Tag inactive
<input type="checkbox"/>	<input checked="" type="radio"/>	Lighthouse + Spectra Webflow GA4 (web) lead_generated	Google Analytics (GA4)	Page view	No recent conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	Android installs (all other apps)	Google Play	Download	No recent conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	Teams - Download Content Form	Website	Submit lead form	Tag inactive
<input type="checkbox"/>	<input checked="" type="radio"/>				

←

Google Ads

Conversions

Conversion actions

Settings

Uploads

Value rules

Custom variables

Salesforce

SALESFORCE ACCOUNTS

IMPORT HISTORY

This table shows the status and settings of your Salesforce account

[Send feedback](#)

Account ↑	Status
-----------	--------

Add Display / Discovery Campaigns

- Opportunity to retarget to website visitors
 - Combines text ads with Display creative across web
 - Broader reach than Demandbase, more impressions
- Leverage Intent & Competitor visitors
 - People searching / in-market for e-discovery software
 - Target Competitor site visitors
- Builds Top level brand awareness in the market
- Top level leads that can then be scored and remarketed to with relevant, engaging content

logikcull

Fast, affordable eDiscovery that just works.

Stop waiting on vendors and wasting time reading training manuals.

Logikcull's cloud-based platform lets you own the eDiscovery process from upload, review, and production, so you can get the job done from anywhere, on any device — no waiting needed.

[WATCH DEMO VIDEO](#) [SCHEDULE A CALL](#)

Book a call for a \$50 gift card!

ADVERTISEMENT

SIGN UP & STREAM INSTANTLY



STARTING AT **\$69.99** /MO +TAX

NO ANNUAL CONTRACT

[SHOP NOW](#)

See details. **DIRECTV stream**

ADVERTISEMENT

AdChoices

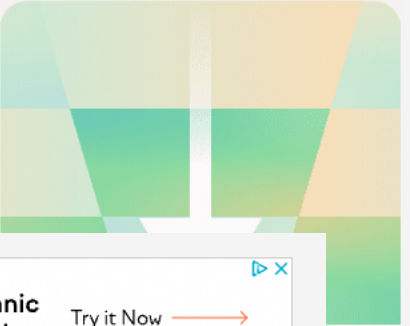
GUIDE

The Content Marketer's Funnel

Attract, engage, and convert customers

[Read now →](#)

WVIP + Parse.ly




ADVERTISEMENT

SEMRUSH

Find out How to Grow Organic Traffic by 2,191% in 6 Months

[Try it Now →](#)

ADVERTISEMENT




Discover how you can own your commerce roadmap

[Download Guide](#)

SITECORE

Update Negative Targeting & Keywords

- Prevents cross-contamination of brands
 - See Right
- Current Negative lists have highly relevant keywords that can be used in campaigns
- Update Lists to prevent lewd terms, careers pages, and non-relevant brands

Negative keyword ↑	Added to
[aceds certification]	eDiscovery For Law Firms > eDiscovery Law Firms
[cloud nine software]	eDiscovery For Law Firms > eDiscovery Law Firms
[conduent document review]	eDiscovery For Law Firms > eDiscovery Law Firms
[conduent ediscovery]	eDiscovery For Law Firms > eDiscovery Law Firms
[deloitte ediscovery]	eDiscovery For Law Firms > eDiscovery Law Firms
[disco ediscovery]	eDiscovery Software > eDiscovery Software
[disco ediscovery reviews] 	Legal eDiscovery > eDiscovery Legal
[disco ediscovery reviews]	eDiscovery For Law Firms > eDiscovery Law Firms
[discovery software]	eDiscovery Software > eDiscovery Software
[document discovery software]	eDiscovery Software > eDiscovery Software

get spectra

All

Shopping

Images

Videos


News

More

Tools

About 792,000,000 results (0.61 seconds)

Ads · Shop get spectra




Pick up today

\$200.99

Target

★★★★★ (371)




Pick up today

\$159.99

Target

★★★★★ (3k+)



Pick up today

\$325.99

Target

★★★★★ (23)

Ad · <https://www.aeroflowbreastpumps.com/>

Spectra Breast Pumps - Qualify through Insurance

Your Insurance May Cover the Cost. Qualify for your Breast Pump Today!

Free Spectra Breast Pumps

Designed to Meet the Needs of Moms. Qualify For a Spectra Breast Pump!

Spectra Breast Pumps

Qualify Through Insurance Get Your Spectra Pump Today

Free Medela Breast Pumps

Aeroflow Proudly Partners with Medela Breast Pumps for Moms!

Lansinoh Breast Pumps

Get Lansinoh's Unique Smartpump Technology - Qualify Today!

<https://www.get-spectra.com>

Spectra - Simply Powerful eDiscovery

Spectra delivers the industry's top ediscovery tools within a unified solution and enhances your ediscovery workflow with high-value features & services.

The Best Tools · High Value Features · Expert Services · Flexible Pricing

<https://aeroflowbreastpumps.com> · [spectra-s1plus-breas...](#)

Spectra S1PLUS Breast Pump - Aeroflow Breastpumps

The Spectra S1PLUS Breast Pump boasts the same abilities and features as the Spectra S2PLUS plus the portability of battery. Moms can feel confident they ...


★★★★★ Rating: 4.7 · 360 reviews · \$209.99 · In stock

<https://thebreastfeedingshop.com> · product · [spectra-s1...](#)

Spectra S1 Breast Pump | FREE Through Insurance - The ...

Spectra S1 Breast Pump Paid For By Insurance. If you're trying to get a free Spectra S1 breast pump without the hassle, you've come to just the right place.

★★★★★ Rating: 4.7 · 3,596 votes

 LIGHTHOUSE

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13

Add Keywords + Ad Copy Changes

- Campaigns are currently single ad group
 - Leverage trends in website similar keywords
- Ad Copy updates to raise quality scores
- Update Extensions
- Direct Traffic to multiple, Keyword specific landing pages
- Missing Extensions

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Competition (indexed value)
lighthouse spectra	50	-29%	-29%	Low	3
ediscovey company	320	22%	86%	Medium	67
lighthouse e discovery	590	-45%	-33%	Medium	36
lighthouse relativity	30	0%	50%	Low	0
relativity lighthouse	20	100%	0%	Low	1
ediscovey	6600	0%	0%	Medium	41
ediscovey tools	260	24%	-19%	High	67
ediscovey service	260	24%	0%	Medium	40
ediscovey solution	170	-18%	-18%	Medium	35
ediscovey platform	210	24%	0%	Medium	65

Sitelink >

Impressions Clicks CTR

Preview

Ad · www.get-spectra.com

The Best eDiscovery Software | The Best eDiscovery Tools | Flexible Expert Support

Spectra includes Relativity, Nuix, & Brainspace supported by Lighthouse ediscovery experts. Bring world-class support for your in-house teams, or full service ediscovery as needed.

Get a Demo

Flexible Pricing

Ironclad Security

Expert Services

Spectra Webinar

Contact Us

High Value Features

7 extensions (1 disapproved)

The Best eDiscovery Software | The Best eDiscovery Tools | Flexible Expert Support +3 more
www.get-spectra.com
Spectra includes Relativity, Nuix, & Brainspace supported by Lighthouse ediscovery experts. Leverage the power of...
View assets details

Eligible (Limited)
Poor ad strength

The Best eDiscovery Vendors | One Powerful, Single Solution | Flexible Expert Support +3 more
www.get-spectra.com
Tired of waiting on someone else? Take control of your ediscovery and save time and money. Spectra offers high-...
View assets details

Eligible (Limited)
Poor ad strength

eDiscovery Legal Software | eDiscovery For Legal Offices | Access to eDiscovery Experts +4 more
www.get-spectra.com
Enhance your ediscovery workflow with Spectra, power & simplicity at your fingertips. Leverage Relativity, Nuix, &...
View assets details

Eligible (Limited)
Poor ad strength

HSR 2nd Request Solution | Expert Legal + Tech Guidance | Innovative AI Technology +4 more
www.lighthouseglobal.com
Looking to bolster your HSR 2nd Request strategy? Lighthouse provides leading expertise. See a solution built t...
View assets details

Eligible (Limited)
Poor ad strength

Callout >

Preview

Ad · www.example.com

Headline 1 | Headline 2

Description 1 Callout text.

Show descriptive text (ex: "Free shipping")

A callout extension shows additional text about popular or unique aspects of your business in your ad. You can use them to highlight promotional offers, such as "free delivery" or "24/7 customer support." Learn more

CREATE

Structured snippet >

Preview

Ad · www.example.com

Headline 1 | Headline 2

Description 1 Header: Value 1, Value 2, Value 3

Highlight specific aspects of your product or service

A structured snippet extension gives you more space to highlight the nature and range of your products and services. You can even specify the dates, days of the week, or times of day this info. Learn more

CREATE

Competitors

- Competitor Keywords mixed in with other campaigns
- Consolidate Competitor Keywords into separate campaign for added visibility (budget permitting)
- Same competitor keywords in many campaigns
- Competitor Landing Page: [HERE](#)

<input type="checkbox"/> Search term	Match type	Added/Excluded	Campaign	Ad group
Total: Search terms [?]				
<input type="checkbox"/> ediscovery	Exact match (close variant)	None	Legal eDiscovery	eDiscovery Legal
<input type="checkbox"/> relativity software	Exact match (close variant)	None	Relativity/Nuix/Brainspace eDiscovery	Relativity eDiscovery
<input type="checkbox"/> e discovery	Exact match (close variant)	None	Legal eDiscovery	eDiscovery Legal
<input type="checkbox"/> computer forensics	Exact match (close variant)	None	Digital Forensics	Digital Forensics
<input type="checkbox"/> legal document review software	Exact match (close variant)	None	Legal eDiscovery	eDiscovery Legal
<input type="checkbox"/> ediscovery software	Exact match	✓ Added	eDiscovery Software	eDiscovery Software
<input type="checkbox"/> everlaw	Exact match	✓ Added	eDiscovery Software	eDiscovery Software
<input type="checkbox"/> mimecast	Exact match	✓ Added	eDiscovery Software	eDiscovery Software
<input type="checkbox"/> oasis	Exact match	✓ Added	eDiscovery For Law Firms	eDiscovery Law Firms



lighthouse global competitors



[All](#) [News](#) [Images](#) [Shopping](#) [Maps](#) [More](#)

About 7,640,000 results (0.55 seconds)

Ad · <https://www.exterro.com/>

Exterro - E-Discovery & More - exterro.com

A new class of Legal GRC solutions. Seamlessly integrate data and orchestrate workflow. Learn more about Exterro's unified platform solutions today! [Get A Free Demo.](#)

About Exterro

Innovation and Accessibility.
Adaptability and Community.

E-Discovery Software

End-to-end e-discovery software.
Gartner Magic Quadrant leader.

Top 10 Lighthouse Alternatives & Competitors

- ADP Workforce Now.
- Paylocity.
- UKG Pro.
- UKG Workforce Central.
- Paychex Flex.
- Rippling.
- Paycom.
- UKG Ready.

<https://www.g2.com> > ... > Lighthouse

Lighthouse Alternatives & Competitors | G2

Auction insights [?]

Impression share ▼

100.00%

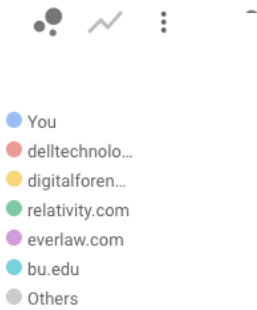
55.00%

< 10%

0.00%

100.00%

Top of page rate ▼



Google Ads Recommendations

- Recommendations should be over 80%
 - Take them with a grain of salt, but can be useful for growth opportunities and fixing errors
- Security Suggestions
 - Use lighthouse global emails
 - Admin for Employees & 1 general email

Recommendations

79.4% ↓ 5%

Your optimization score ⓘ

8 campaign focuses are unconfirmed

AllBidding & budgets +4%Keywords & targeting +2%Ads & extensions +15%

Top recommendation for you:

Improve your responsive search ads +7.7%

Get more clicks on your responsive search ads by improving your headlines and descriptions

2 security suggestions remaining

Nice work! Here are the ways you're protecting your account:

- ✓ This email is enrolled in 2-Step Verification
- ✓ Account has 2 or more active admins
- ✓ Users' email domains are restricted

Protect your account against intrusions
Require 2-Step Verification at sign in for everyone who uses your Google Ads account
[REQUIRE 2-STEP VERIFICATION](#)

Check your allowed email domains
Review your allowed email domains to make sure they are correct
[REVIEW EMAIL DOMAINS](#)

Bid more

New ad suggestions available for review

To help improve performance, ad suggestions were created. You can review them now.

[Apply](#)[View](#)

Conversion Updates

- Leverage Conversion signals – Salesforce CRM
 - Leverage 1st Party Data
- Update Conversion Tagging
 - No Tags fired in last 30 days
- All campaigns on Max Clicks
 - Update to align with campaign goals: Leads
- Google Display & Discovery Opportunity
 - Retargeting for display ads

CONVERSION ACTIONS		CONVERSION ACTION SETS		
<div><div>+</div><div>1</div></div> <div>Status: All enabled</div> <div>ADD FILTER</div>				
<input type="checkbox"/>	<div><div></div><div>Conversion action</div></div>	Source	Category	Tracking status
<input type="checkbox"/>	<div><div></div><div>CloudCompass Microsite - Home Form</div></div>	Website	Submit lead form	<div>Tag inactive</div>
<input type="checkbox"/>	<div><div></div><div>CloudCompass Microsite - R2 Form</div></div>	Website	Submit lead form	<div>Tag inactive</div>
<input type="checkbox"/>	<div><div></div><div>CloudCompass Microsite - Expertise Form</div></div>	Website	Submit lead form	<div>Tag inactive</div>
<input type="checkbox"/>	<div><div></div><div>Get Spectra - Get in Touch Form</div></div>	Website	Submit lead form	<div>Tag inactive</div>
<input type="checkbox"/>	<div><div></div><div>Get Spectra - Request a Demo Form</div></div>	Website	Submit lead form	<div>Tag inactive</div>
<input type="checkbox"/>	<div><div></div><div>Get Spectra - Contact Us</div></div>	Website	Submit lead form	<div>Tag inactive</div>
<input type="checkbox"/>	<div><div></div><div>Lighthouse + Spectra Webflow GA4 (web) lead_generated</div></div>	Google Analytics (GA4)	Page view	<div>No recent conversions</div>
<input type="checkbox"/>	<div><div></div><div>Android installs (all other apps)</div></div>	Google Play	Download	<div>No recent conversions</div>
<input type="checkbox"/>	<div><div></div><div>Teams - Download Content Form</div></div>	Website	Submit lead form	<div>Tag inactive</div>

!

Your account is now eligible to use Customer Match lists

You can now use your customer's contact information obtained with their consent to personalize ads to them.

Learn more

← Google Ads

Conversions

Conversion actions

Settings

Uploads

Value rules

Custom variables

Salesforce

SALESFORCE ACCOUNTS

IMPORT HISTORY

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[Send feedback](#)

Account ↑	Status
-----------	--------

PPC Performance – Mature accounts have 3%-5% CTR and CPC < \$15

Keyword	Status	Start Date	New Users	Pages / Session	File Downloads	CTR	CPC	Form Fills	
eDiscovery Software	●	8-Dec	773	1.67^	7^	1.65%	\$25.75	10^	+2
eDiscovery Vendor	●	14-Jan	291	1	7	5.87%^	\$42.46^	3^	+2
Legal eDiscovery	●	14-Jan	306	1.29^	3	2.2%	\$21.20	2^	+1
Relativity/Nuix/Brainspace eDiscovery	●	16-Dec	360	1	35	3.45%^	\$34.79^	3	
eDiscovery for Law Firms	●	1-Mar	374	1.43^	1	4.99%^	\$40.22^	4^	+2
eDiscovery Point	●	4-Aug	42	1	-	5.36%^	\$78.23	-	
Digital Forensics	●	24-Sept	115	1.25	-	1.74%	\$4.27	-	
HSR 2 nd Requests	●	24-Sept	0	-	-	-	-	-	
eDiscovery for Corporations	●	24-Sept	1	-	-	1.47%	\$24.12	-	

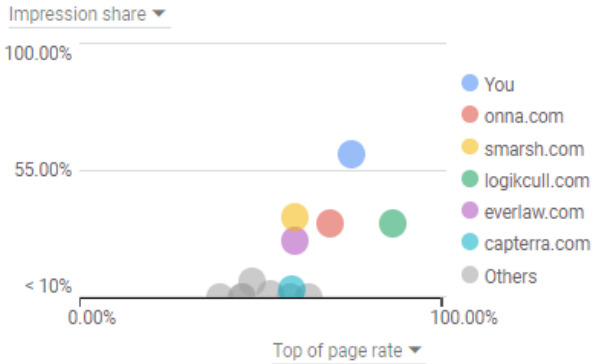
RECOMMENDATIONS

- Repurpose for ‘eDiscovery’ for gated eDiscovery Buyers Guide – SST team to nurture “passive” leads in Outreach
- Use eDiscovery Analytics for TAR + Advanced AI Whitepaper

UPDATES

- Added additional solution ads for eDiscovery for Corporations, HSR 2nd Requests & Digital Forensics

Auction insights



Paid LinkedIn

Antitrust Firms + Fortune 500 Corporations

TAR + AI WHITEPAPER

LinkedIn Add Insight Tag = More Intelligent + Larger Audiences



Introducing Website Demographics

Gain insights on who visits your website and what pages they engage with. Get started by installing your Insight Tag on your website.

If you already installed your insight tag it may take 24 hours to verify. [Learn more.](#)

Set up your Insight Tag

Name your conversion

LnC Episode Pages 83

1. Enter your settings

Choose a type that best describes the action you want your website visitors to complete

Key Page View

Estimate how much the conversion is worth to your business to measure return on ad spend (optional)

\$0.00

Set the window of time after someone clicks or views your ad for a conversion to be counted

Clicks

30 days

Views

30 days

Change the attribution model to specify how each ad interaction is credited for a conversion

Last Touch - Each campaign

2. Select campaigns to track conversions

Selected Campaigns (1)

Podcast - 2020 - LnC Season 5 X

Name	Campaign status
Podcast - 2020 - LnC Season 5	Completed
TAR + Advanced AI - Oct 2021 - Law Firm	Completed
TAR + Advanced AI - Oct 2021 - Corporations	Completed
Matt - Website Visits	Paused

Create audience ▾		Create a lookalike	Share a copy	Delete
<input type="checkbox"/>	Audience name ↕ <div>Search by audience name</div>	Ownership	Status	Last audience count ↕
<input type="checkbox"/>	Recruiting - LWT - All Up (2) Contact List Audience too small	Owned	Audience: Ready Used in active campaigns: 0	< 300 members
<input type="checkbox"/>	Recruiting - LWT - All Up Contact List Audience too small	Owned	Audience: Ready Used in active campaigns: 0	< 300 members
<input type="checkbox"/>	TAR + AI WP - Antitrust Law Firms Company List > 90% match rate	Owned	Audience: Ready Used in active campaigns: 0	180,000 members
<input type="checkbox"/>	TAR + AI WP - Accounts w/ \$100k ESI Company List > 90% match rate	Owned	Audience: Archived Used in active campaigns: 0	2,900,000 members
<input type="checkbox"/>	Events - 2021 - Illuminations Summit Invitee List Contact List Audience too small	Owned	Audience: Expired Used in active campaigns: 0	< 300 members

Matched Audiences

Reach your website visitors, contacts, and target companies. [Learn more](#)

SHOWING DATA FOR

Data source ⓘ

INCLUDE at least one of the following

- ☒ Company page
- ☐ Event
- ☐ Lead gen form
- ☒ Lookalike
- ☒ Third party
- ☐ Uploaded lists
- ☐ Video
- ☒ Website

Create audience ▼

☐ Audience r


Search by

No records to show

Can now target Website Visitors.
Create Similar Audiences to Website Visitors
Converters can be excluded, driving net new leads
Deeper learnings of Company Page Visitors


Tracks Conversions on LinkedIn & Webpages
Can add more followers to LinkedIn Company Page
- Expands organic reach

LinkedIn Sponsored – Best Practice Updates




Lighthouse
7,786 followers
Promoted

Download TAR + Advanced AI: The Future Is Now, a free white paper, created by the ediscovery analytics experts at Lighthouse, filled with insight on the latest AI tools for TAR so you can engage the right analytics solutions for your next matter.



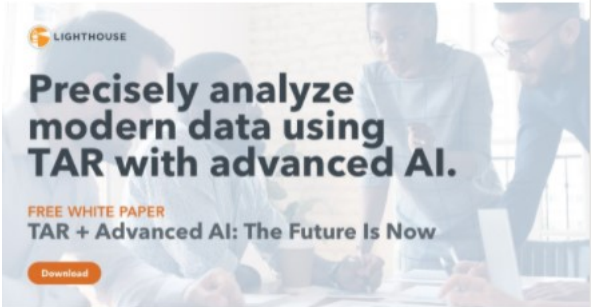
Your free white paper on advanced AI is ready
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Masterclass on TAR & advanced AI, in a free white paper
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	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
	-	\$6,708.22	-	-	88,381	328	0.37%	-	\$75.90	\$20.45
	...	Active	2 Leads	\$518.53	16,912	61	0.36%	-	\$61.32	\$17.00
	...	Active	6 Leads	\$240.55	24,533	92	0.38%	-	\$58.83	\$15.69

Implement Testing Schedule – Split Test Creatives

- Light vs Dark, CTA changes, Audience Segments, Imagery updates
- Headline, Ad copy, Camel Case, readability of text
- Assets tied to ads. White Papers vs Demos vs Case Studies

Update Processing of Lead Gen Forms

Manual entry of Work Email = better leads

- Currently using LinkedIn auto-populate = gmails, unqualified leads
- Add Hidden Fields to UTMs for visibility in CRM

2. Lead details & custom questions

Profile information (8/12)

First name x Last name x Email address x LinkedIn profile URL x
City x Job title x Industry x Work email x

LinkedIn profile URL is currently supported by a limited set of CRM partners. [Learn more](#)

3. Confirmation

4. Hidden fields (optional)

Saving this form will remove all previously created test leads.

Data Analytics – Recommendations on Creative Performance

Can provide in-depth analysis on ad creative, campaign performance based on average marketplace metrics.

Forecasting of KPIs – platform forecasts are usually wrong, but with optimizations we can out perform forecasts

A significant area of potential growth and expansion. Based on the targeting capabilities, audiences and ease of use for the end user.

Total spend \$1,200.00 - \$5,000.00	Name	Total Spent	Impressions	Clicks	CTR	Average CPC	Conversions
Total impressions 60,000 - 240,000	Set1v1	\$34.92	371	1	0.27%	\$34.92	0
CTR 0.29% - 0.45%	Set1v2	\$46.19	413	5	0.97%	\$11.55	1
Total leads 18 - 85	Set2v1	\$47.94	433	1	0.23%	\$47.94	1
Total clicks 250 - 1,100	Set2v2	\$59.71	557	4	0.72%	\$14.93	0
	Set3v1	\$38.28	342	0	0%	0	0
	Set3v2	\$38.33	332	0	0%	0	0

CTR = .10%-.35% is average
CPC = No higher than \$15
Conv. Rate = Depends on action desired

Demandbase Display

Better Audiences, Better Engagement

SPECTRA

Display Program

Native File Manager

Update Audiences – Min 300 Accounts

- Dynamic Lists – Continually Update. No Static Lists
- Integrate with LinkedIn – Smarter Audiences in Each Platform
- Link to Salesforce – Account Intelligence
- Long Term: Zoominfo integration = more details on accounts

Update Journeys

- Engagement Minutes updates
- Customize Audience segmentation based on high value pages


Metrics based on “Lift & Reach” for engagement.
Not a conversion platform. View through conv. only


Baseline Targets:

- Journey Stage not equal to 4, 5, 6
- Demandbase Spectra Intent
 - Med, High
 - 3 weeks prior to start of campaign
- Sales Touches = 0 in 14 days prior to campaign
- Revenue Range = \$100M+

Reduce hosted review data... and cost.

With Spectra, you can search all of your case data, and host only what you review.

 Spectra [Learn More](#)



Set 3 v2 – 1.3% CTR

Database / Accounts / Account Lists

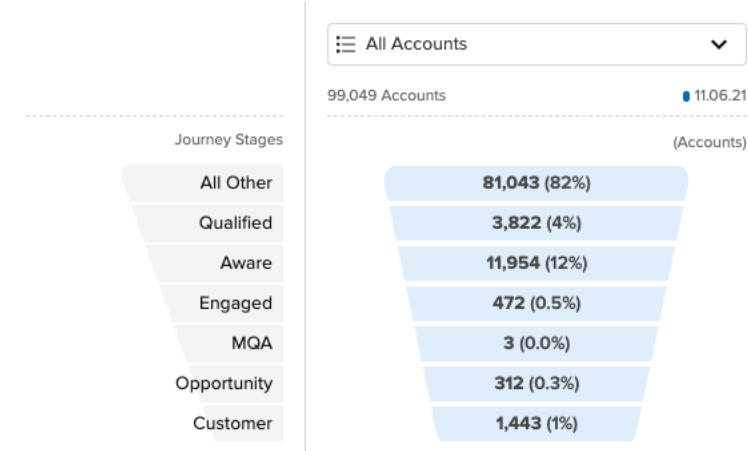
Account Lists

Create New ▼		Search...
<input type="checkbox"/> Label (233) ↑	List Type	
<input type="checkbox"/> Best Tools - 2021 - Sprint 6 AQAs	Static	
<input type="checkbox"/> SST Owned - Get Spectra Rel - June 2021 - Sp...	Static	
<input type="checkbox"/> 10/10/10 - Big Law (<\$100M)	Salesforce Report	
<input type="checkbox"/> 10/10/10 - Big Law (<\$100M) Spectra Intent	Dynamic	
<input type="checkbox"/> 10/10/10 - Corporate	Salesforce Report	
<input type="checkbox"/> 10/10/10 - Government	Salesforce Report	
<input type="checkbox"/> 10/10/10 - Law Firm	Salesforce Report	
<input type="checkbox"/> 10/10/10 - Mid Market Law Firm (>\$100M)	Salesforce Report	
<input type="checkbox"/> 10/10/10 - Mid Market Law Firm Spectra Intent	Dynamic	
<input type="checkbox"/> 10/10/10 Corporate Trending Spectra Intent	Dynamic	
<input type="checkbox"/> Accounts In DB Campaigns	Dynamic	
<input type="checkbox"/> Accounts with High Pipeline Predict Score (to...	Demandbase	
<input type="checkbox"/> Accounts with High Qualification Score (top 1...	Demandbase	
<input type="checkbox"/> Accounts with No Engagement (top 10K)	Demandbase	
<input type="checkbox"/> Accounts with Open Opportunities (top 10K)	Demandbase	
<input type="checkbox"/> Accounts with Prism Intent	Dynamic	
<input type="checkbox"/> Admin - Feb 21 - Custom Attributes Corp	Salesforce Report	

Connected Accounts

You don't have any connected accounts.

Journey as of 11/06/2021

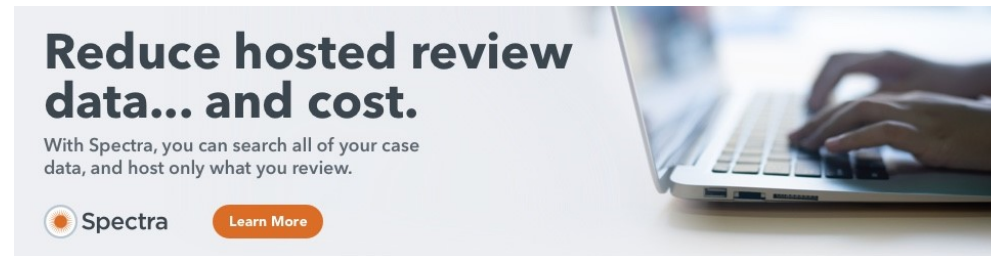


Creative Conversion Rate Optimization – Animation Possible? CTA Larger?



Can we design A/B tests to for learnings?

- What resonates with the potential customer?
- Does it catch the eye? Are they taking the action desired
- Does the Landing Page solve their problem, answer the question posed?





Thank You