

Paid Media Scorecard

The scorecard below is an evaluation of the paid media manager role at B2B companies. An average score is between 20-35, and an advanced media manager would score upwards of 55-65. Choose all that apply, unless otherwise noted. How do you compare to your paid media peers?

MARTECH

1	Marketing automation
1	Media platform analytics
1	Data enrichment technologies
2	Attribution solution
2	Predictive technologies
2	Account-based marketing technologies

MEDIUM

1	Paid search
1	Display
1	Retargeting
1	Paid social
1	Traditional media buying
1	Account-based marketing platform

CAMPAIGN

1	Persona-based campaigns
1	Keyword-based campaigns
1	Brand campaigns
1	Competitor campaigns
2	Interest-based campaigns
2	Stage-based campaigns (TOFU, MOFU, BOFU)
2	Account-based campaigns

ATTRIBUTION SOLUTION

2	Anonymous first-touch tracking
1	Lead-create touch tracking

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|---|---|
| 2 | Opportunity-create touch tracking |
| 2 | Closed-won touch tracking |
| 2 | Tracking of all middle touchpoints between journey stages |
| 2 | Attribution data organized by account in the CRM |

ATTRIBUTION MODEL *(choose the highest scoring model that applies)*

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|---|--|
| 1 | Single-touch attribution model |
| 2 | U-shaped, multi-touch attribution model |
| 3 | W-shaped, multi-touch attribution model |
| 4 | Full-path, multi-touch attribution model |

MEASUREMENT

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|---|-----------------------------------|
| 1 | UTM parameters |
| 2 | Lead-to-account mapping |
| 2 | Cross-channel analytics |
| 2 | Touchpoint volume (engagement) |
| 3 | Lead / account engagement scoring |
| 3 | Predictive analytics |

METRICS

- | | |
|---|---|
| 1 | Cost per 1000 impressions (CPM) |
| 1 | Cost per click (CPC) |
| 1 | Cost per lead (CPL) |
| 2 | Cost per MQL |
| 1 | Prospect-to-lead conversion (on paid media channels) |
| 2 | Lead-to-opportunity conversion (on paid media channels) |
| 4 | Capable of calculating any/all of the following metrics:
Revenue by keyword
Opportunities by paid media subchannel
MQLs by campaign |

TOTAL POINTS POSSIBLE: 65

SCORE: _____