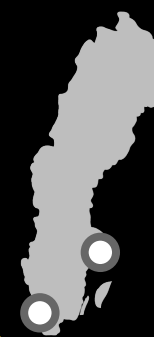


Våga prata data...

*5 stopp längs
kundresan där du
måste stanna och
lyssna*

Making
Martech
Work.

infunnel/Martin



Making Martech Work.

Martin Stenke
Lead Strategist
martin@infunnel.se



Våga prata data...

TOP OF FUNNEL (TOFU)
MIDDLE OF FUNNEL (MOFU)
BOTTOM OF FUNNEL (BOFU)

Acquisition,
Purchase,
Delivery, usage
Loyalty

ONBOARDING, LOYALTY,
retain, regain

Awareness,
Purchase,
consideration

welcome,
develop, care,
reactivate, end,
winback

USER, CONTACT, MQL, SAL,
MEETING, QUOTE, DEAL

Våga prata data...



Våga prata data...



KAKA*

KAKA*
Epost

KAKA*
Epost
TELEFON
ROLL
FÖRETAG
LAND

8 OPEN
42 CLICK
15 VISITS

KAKA*
Epost
TELEFON
ROLL
FÖRETAG
LAND

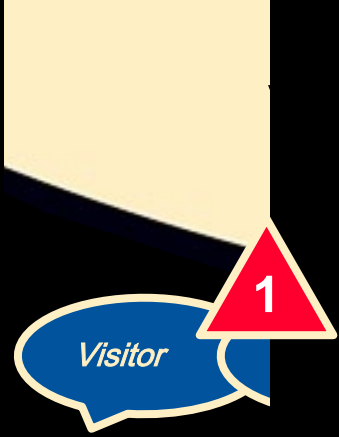
12 OPEN
52 CLICK
23 VISITS

BANT OK

KAKA*
Epost
TELEFON
ROLL
FÖRETAG
LAND

23 OPEN
67 CLICK
44 VISITS

BANT OK



KAKA*



KAKA*
Epost

åga



KAKA*

Epost

TELEFON

ROLL

FÖRETAG

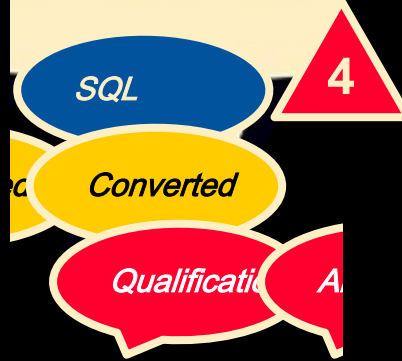
LAND

8 OPEN

42 CLICK

15 VISITS

prata



KAKA*

Epost

TELEFON

ROLL

FÖRETAG

LAND

12 OPEN

52 CLICK

23 VISITS

BANT OK

a...

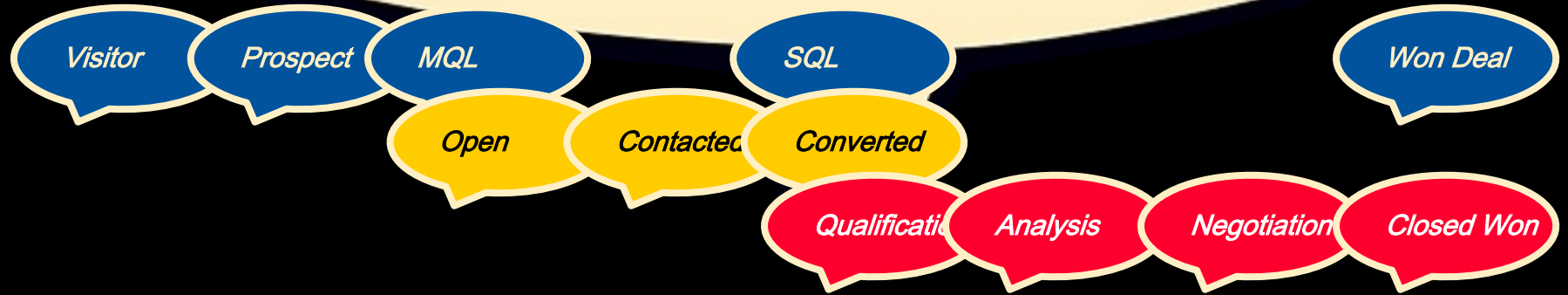


KAKA*
Epost
TELEFON
ROLL
FÖRETAG
LAND

23 OPEN
67 CLICK
44 VISITS

BANT OK
DEA

Våga MÄTA data.



ANTAL;

Visitors

Prospects

MQL:s

SQL:s

Lead Conversions

Leads Unqualified

Opportunities

Closed Won

Closed Lost

Filter:

PERIOD, PLATS, KÄLLA, KAMPANJ

Tack!

PS#1- ULRICA!
REFLEKTIONER EFTER 6 ÅR MED
INNEHÅLL OCH MARKETING
AUTOMATION I SYMBIOS
PÅ TETRA PAK 09.50

PS#2- WEBINAR!
EN FRAMTID UTAN THIRD PARTY
COOKIES - NY UTMANING FÖR
ANNONSÖRER 3/6, 10.00