

MARKETING MEASUREMENT*

www.bjrees.com

* Now with added AI performance measurement

Marketing Performance Measurement

- Use different metrics for different audiences
- Measure balance *and* flow
- Measure the impact of AI on your metrics
- Not all customers are equal

Different metrics for different audiences



THE BUSINESS

Business metrics – marketing-sourced pipeline and revenue, ROMI, shareholder value
Is the Marketing department adding value?

THE MARKETING DEPARTMENT

Marketing performance metrics – MQLs, opportunities, qualified accounts, brand awareness/size of database.
Is Marketing investing in the right things? Is it working? How could we improve?

TEAMS WITHIN MARKETING

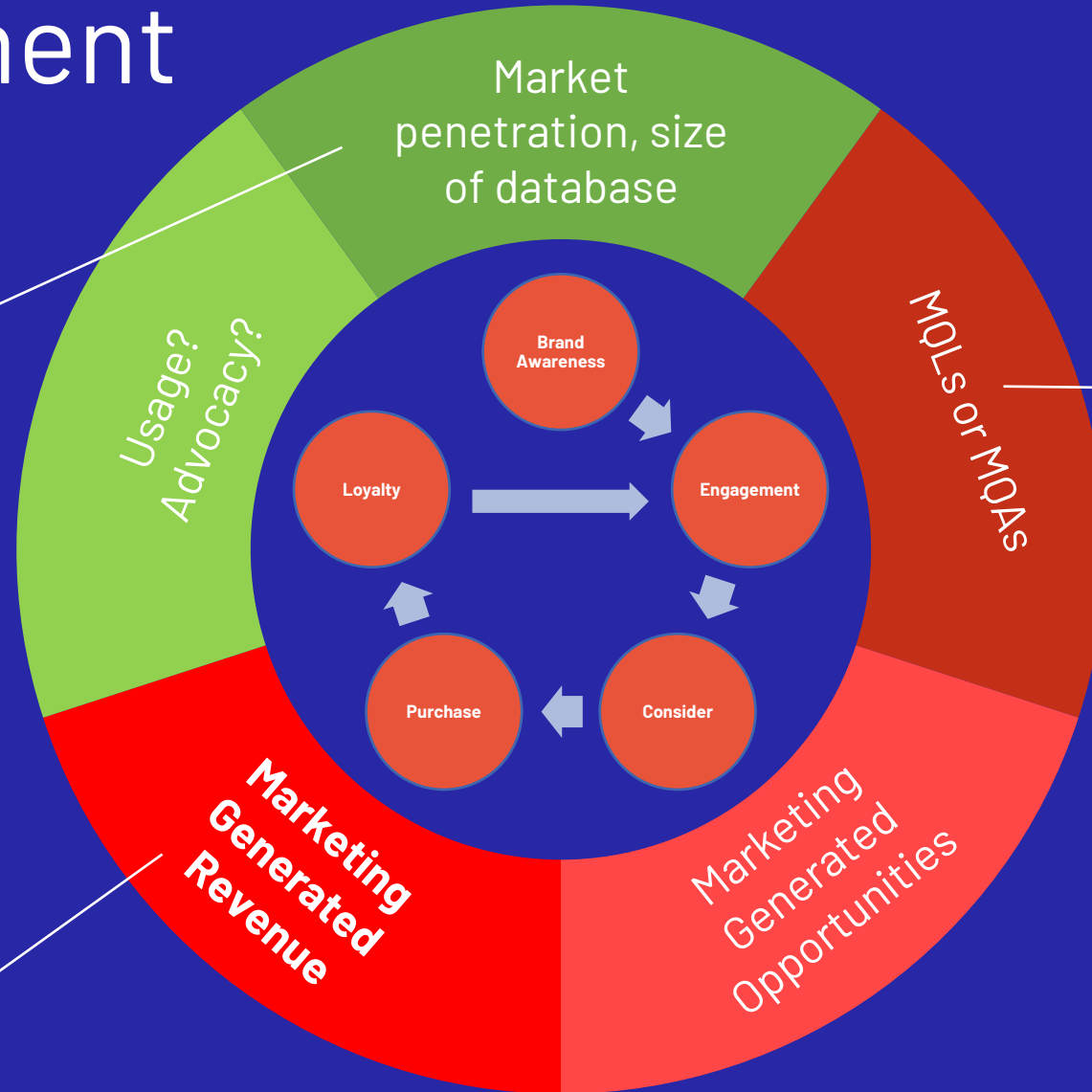
Campaign/channel performance – leads from specific campaign or channel, costs
For marketing team, “Is my work effective? What could I personally improve?”.

Marketing Measurement

At each stage, measure:

- Flow
- Balance
- Conversion
- Velocity

These are the primary Balance measures of **long-term value** – size of database, number of customers



MQLs is an important **leading** Flow measure directly showing current marketing performance and forecasting future pipeline

These are my primary Flow measures for the business – pipeline and revenue **from marketing**

Balance and Flow

- Marketing performance is measured both by:
 - **Flow** (or “P&L”) measures like **MQLs, Marketing-generated Opportunities, Marketing-generated revenue**, and,
 - **Balance** measures like **Size of database, brand awareness, number of customers (of different types)**
- Both are crucial to understand value generation in the short term and long term respectively

Flow



Measure the impact of AI

AI Mode **All** Images Short videos Videos Forums News More ▾ Tools ▾

✦ AI Overview

AI "thinks" about your brand through analyzing vast datasets, using complex algorithms to identify patterns and predict behaviors, and through the "Generative Engine Optimization" (GEO) of generative AI models to understand and influence how a brand is presented. **Your background in mathematics provides a framework for understanding the logic and quantitative analysis behind these AI systems, while your psychology background helps interpret the human-like responses these systems generate, enabling strategic influence on brand perception in the digital landscape.** [🔗](#)

How AI "Thinks" About Your Brand

- **Data-Driven Analysis:** AI systems, particularly in marketing, use machine learning to analyze enormous datasets on consumer behavior, preferences, and interactions to understand brand perception. [🔗](#)
- **Pattern Recognition:** Algorithms identify recurring patterns and correlations in this data, allowing AI to understand and predict consumer responses to products, services, and marketing efforts. [🔗](#)

Services - AI Search (GEO/AEO), Scaling Beyond Inbound ...

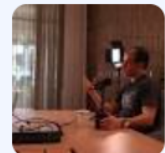
5 days ago — Shaping How AI Thinks About Your Brand. I combine a background in mathematics, psychology, and...

B BJREES [⋮](#)

Kieran Flanagan's Post - AI is excellent at creative thinking

27 May 2025 — By combining AI's data-driven precision with psychology-driven marketing...

 LinkedIn · Kieran Flanagan [⋮](#)



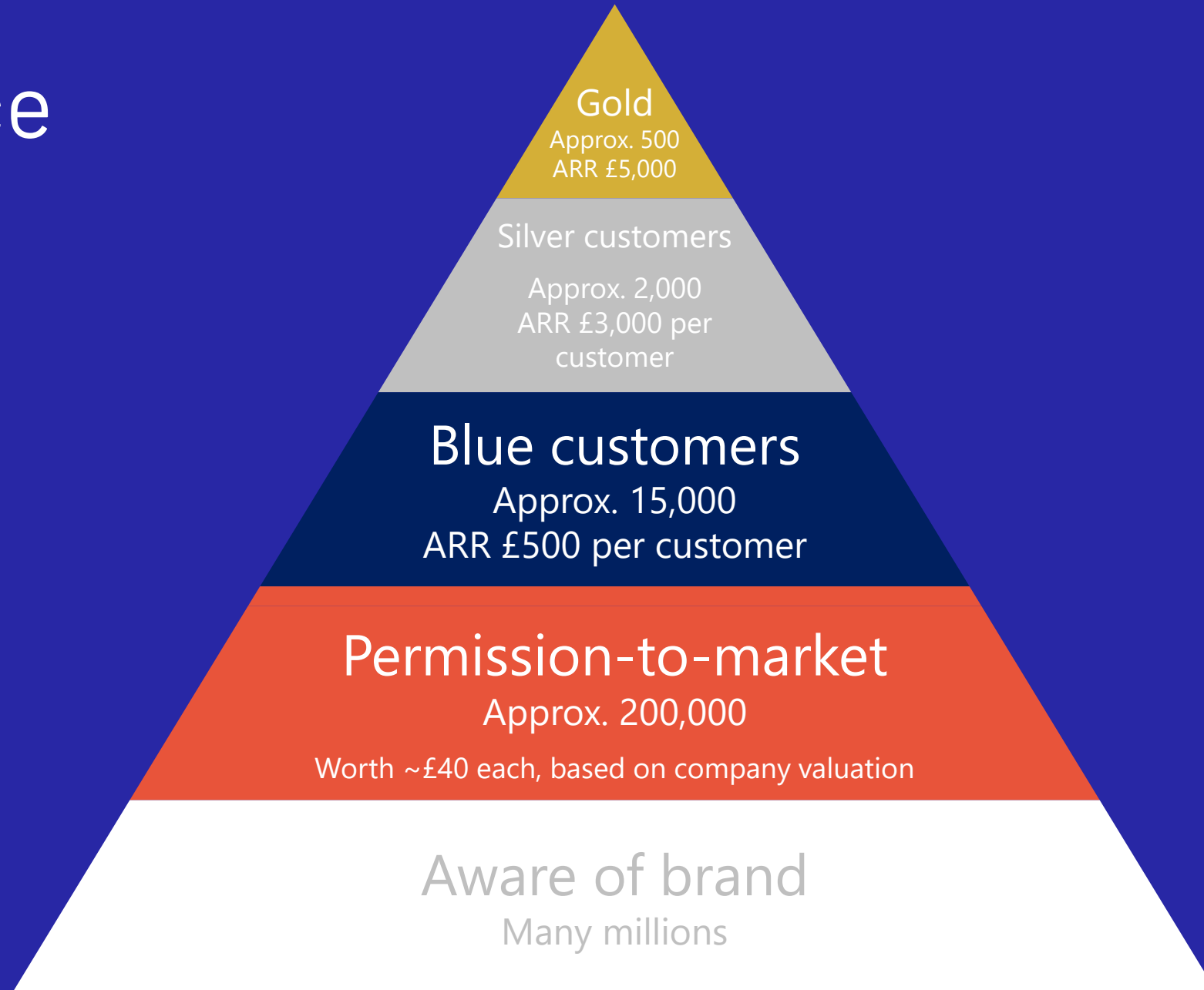
Understanding Customer Responses to AI-Driven Personalized ...

We know that personalized advertising shapes how consumers encounter products and...



[Taylor & Francis Online: Peer-reviewed Jour...](#) [⋮](#)

Balance



All customers are equal, but some are more equal than others

- We want “permission to market” to as many people as possible
- But a Senior Decision Makers (SDM) is more valuable than an end-user because she:
 - Influences the purchase for a whole team
 - Is more likely to purchase a higher value solution, rather than a point tool
- Crudely, if an SDM buys the premium product for a team of 10, rather than an end-user just buying the basic version for himself, then she is ~50-100x more valuable to you.
- In reality, end-users are crucial for Word-of-Mouth and supporting the team-sale, so difference isn't as extreme as this

GET IN TOUCH

www.bjrees.com
ben@bjrees.com