



**Explore  
the  
Marketing  
Currents  
Index™**

Thank you for your interest in the Marketing Currents Index. If you have further questions, please find our contact information on page 9 of this document.

### Contents

- Buyer Journey Stages .....1**
- The Value of the Marketing Currents Index™ for Your Brand .....1**
- How Does the Marketing Currents Index Work? ..... 2**
  - Awareness ..... 2
  - Consideration ..... 2
  - Decision ..... 2
  - Brand Advocacy ..... 2
- What Can You Expect ..... 4**
  - Upgrades to Standard MCI ..... 4
  - How is the MCI Invoiced? ..... 4
- Standard Data Points Reference ..... 6**
- Interested in Talking with Us About the Marketing Currents Index for Your Company? ..... 9**

**The Fine Print**

This document includes information proprietary to Corbae Creative that shall not be duplicated or used in whole or in part, for any purpose other than to evaluate the Marketing Currents Index. This restriction does not limit the reader's right to use information contained in this data if it is obtained from another source without restriction.

---

**Whether your business has a B2C or B2B model, you sell products or services or are in a sales cycle that is short or long, the path to building and maintaining revenue is the same: turning strangers into customers who know, trust, and champion your brand.**

---

This process may involve many interactions – sometimes hundreds. Those interactions include digital and human-to-human touch points. Interactions involve a growing range of influencers and brand champions and encompass more and increasing complicated technology. They each fall, however, into basic stages of your customer’s journey:

- ▶ Awareness
- ▶ Consideration
- ▶ Decision
- ▶ Brand Advocacy

## Buyer Journey Stages

The **Awareness** stage introduces and educates strangers about what problem your company solves and WHY you solve it. The **Consideration** stage positions your brand in the marketplace and describes HOW your brand excels over competitors. The **Decision** stage matches your brand’s value to specific customer needs and negotiates WHAT your company will provide. Finally, the **Brand Advocacy** stage delivers value to customers and rewards them, and referral partners, for championing your brand.

## The Rule of 20

**A prospect will often hear and interact in some way with your brand twenty times before they’ll take action. In today’s loud social media space, we find it is often more.**

## The Value of the Marketing Currents Index™ for Your Brand

Measuring this complex process is crucial and can be difficult. Modern marketing platforms provide endless streams of data to analyze. While these data points are clearly valuable, they don’t help companies accomplish three required tasks of marketing:

- ▶ To thoughtfully select marketing tactics that best represent a brand,
- ▶ To regularly practice those marketing tactics at a consistent quality, and
- ▶ To adjust them to best serve business goals.

What troves of data lack are insight and structure, and these are what the Marketing Currents Index (MCI) provides.

The MCI gathers more than 100 data points and uses industry, competitor, and internal benchmarks to score digital performance at each of the four customer journey stages. The scores represent the digital potential of an organization at any given moment and can be used to evaluate whether campaigns, events, or products influenced digital engagement. The scores also highlight areas of friction, where customers or users drop off in the buyer journey. This insight can be used to identify pain points in your customers’ experience of your brand. Beyond the scores, the MCI also displays individual data points and includes human interpretation and insight from Corbae. This top-down approach to marketing analytics lets you quickly assess the status of marketing efforts and then dig into the salient details that most affect performance.

## How Does the Marketing Currents Index Work?

The MCI comes with more than 100 standard data points, but the underlying logic is built to allow customization and evolution. As technologies change, as you experiment with and grow marketing tactics, and as you set new company records in performance, the Index can adapt to accurately reflect your potential in the market. Internal sales and customer lead data can also be easily integrated into the Index to give you a full, closed-loop analysis of your customers' journey.

The standard metrics were selected based on their adoption by both B2C and B2B clean energy businesses. Some platforms, such as LinkedIn, have many metrics included in the Index, thus more strongly influencing the scores. Other platforms, such as Facebook, are also included but to a less degree, since use is less widely adopted by B2B companies. In this way, each marketing channel was assessed and included based on the expertise of Corbae. This metric mix is reassessed regularly and adjusted to evolve with digital marketing trends.

The selected metrics were assigned to specific marketing subcategories representing aspects of each stage in the buyer journey. Below is a simple explanation of these categories:

### Awareness

- ▶ **Digital Presence:** Evaluates the existence of branded digital marketing channels and the company's adoption of both standard and premium features in each one
- ▶ **Digital Reach:** Measures the brand's general exposure to users across marketing channels
- ▶ **Findability:** Evaluates how easy it is to either discover or find the official branded channels
- ▶ **Technical Performance:** Measures a brand's technical resources and ability to handle customer traffic and engagement.

### Consideration

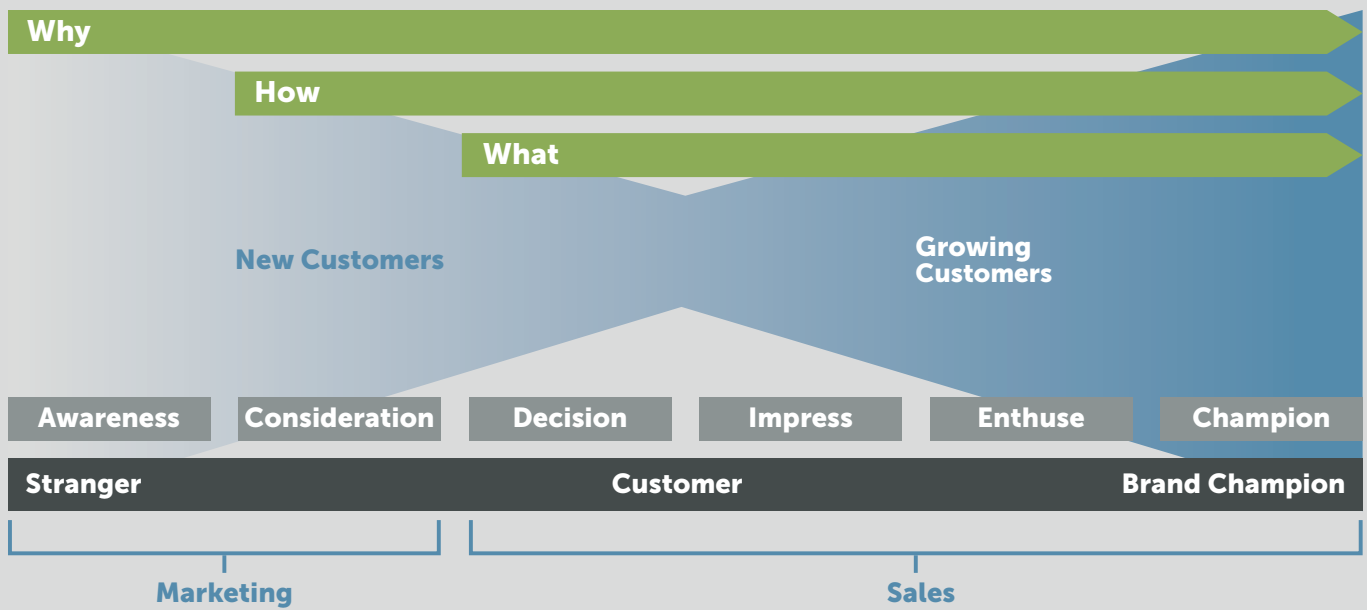
- ▶ **Content Engagement:** Measures engagement created by owned content across platforms
- ▶ **Email Engagement:** Measures engagement created by email campaigns and newsletters
- ▶ **Site Engagement:** Measures engagement created by site structure and features
- ▶ **Social Engagement:** Measures engagement created by social media posts and social customer service.

### Decision

- ▶ **Active Lead:** Measures conversion behavior where personal data or permission is granted by a user
- ▶ **Passive Lead:** Measures conversion behavior where personal data or permission is not required
- ▶ **(OPTIONAL) Sales CRM:** This premium add-on can include internal sales metrics to create a closed-loop analysis of the buyer journey.

### Brand Advocacy

- ▶ **Community:** Measures the size and activity of branded user networks, such as Facebook followers or email newsletter recipients
- ▶ **Reviews:** Measures the publicly available reputation of the brand
- ▶ **Shares:** Measures the organic engagement created by advocates and fans of your brand.



## Customer | Brand Champion Journey

After each metric was selected and assigned, we chose a benchmark used to evaluate performance. Based on the type of metric chosen, we used one of three techniques to benchmark, from least to most specific: **Industry, Competitor, and Internal.**

**Industry** refers to publicly available benchmarks from leading marketing organizations and experts. This type of benchmark is appropriate for metrics that should be compared across multiple business categories. For example, email bounce rate should be below a certain level no matter the brand's offerings, so an industry benchmark is used.

**Competitor** refers to benchmarks derived from monitoring the digital presence of up to 10 of your brand's closest competitors. This type of benchmark is most appropriate for metrics that evaluate marketing features within a specific business category. For example, number of Twitter users may vary from category to category, so a competitor benchmarked is used to reflect the adoption (or not) of that tool.

Finally, **Internal** refers to benchmarks derived from company data in the previous 12 months. This type of benchmark is appropriate when no publicly available benchmarking is possible, when a metric's performance is based on growth projections, or when a metric is subject to high volatility over time. For example, number of email subscribers is based on growth projections, so an internal benchmark based on historical data is used.

This approach to marketing analytics involves complexity, but what it provides is insight based on comparable performance of some kind, instead of just a number that goes up and down every week.

For a full list of metrics and their associated categories and benchmark types, see the Standard Data Points Reference on page six. This information is subject to change as the MCI evolves. Significant changes to the index will be announced on a regular basis. Reassessment of your company's benchmarks will occur annually to reflect forward-looking goals.

## What Can You Expect

The logic running inside the Marketing Currents Index is complex, but the actual distribution and use of the MCI is simple. Once a month, you will receive a PDF report that includes a summary of the previous month's performance. The first page includes the month's scores along each stage of the buyer journey, including a 52-week graph tracking result for each stage to show a broader scoring context. The second page includes custom insights from your account manager to help you interpret results and understand changes in performance. The insights page will also highlight key areas for improvement and anecdotal results tied to specific campaigns and initiatives. On subsequent pages, you'll find weekly performance covered in the month and individual metrics will be listed so that you can identify specific areas of growth or resistance.

### Upgrades to Standard MCI

Although the MCI comes with standard metrics and features, upgrades and premium features can

be included to meet your brand's specific needs. For example, internal CRM and sales data can be included in the analysis with cooperation from your sales department. We encourage you to consider this premium option as a way to better align sales and marketing efforts across your organization.

The MCI provides is a robust union of data and insight that allows for better selection, execution, and evaluation of marketing efforts. We can use the Index, in combination with other competitor and customer analyses, to structure ongoing marketing conversations and goal setting. Or your company may order the MCI as a stand-alone service to better inform internal marketing efforts.

### How is the MCI Invoiced?

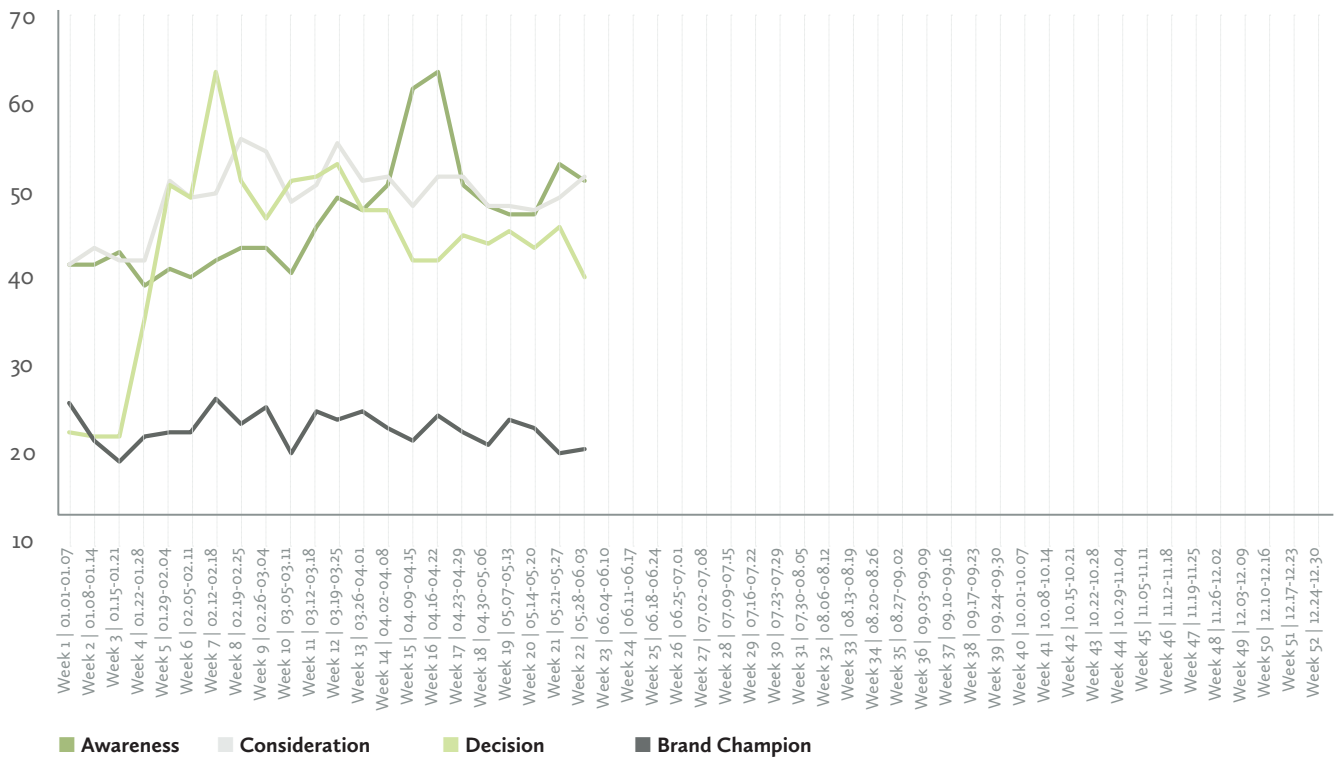
Billing for the MCI will be customized based on your current service and payment options. In many cases the Index will be included as part of the account features in your ongoing agreement. For more information or ideas on specific customization, speak to your account manager.



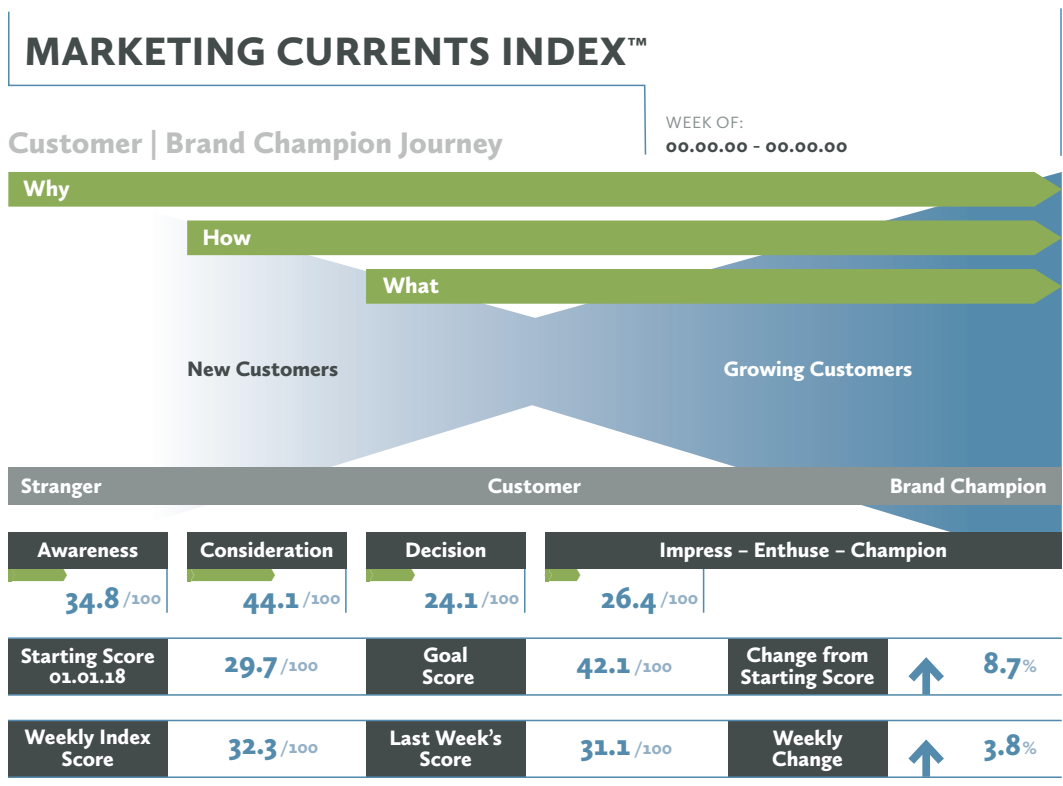
## Sample Monthly Buyer Journey Scores

**Companies have more information today than they know what to do with; the complexity of data often hinders decision making instead of bringing clarity, particularly for marketing.**

**The Marketing Current Index is our response to that challenge. Our goal is to consolidate information into compact performance measurements and then allow for deeper analysis of the most salient issues at any point in time. This top-down approach reduces distraction but still provides transparency. You can expect a monthly report that saves you time and energy and provides structure to your ongoing marketing and management level decisions.**



## Sample 52-week Graph Tracking Results



Sample  
Weekly  
Summary

## Standard Data Points Reference

Data Point	Applicable Subcategory	Benchmark Type
CoverageBook   Avg Domain Authority	Findability	Industry
CoverageBook   CoverageViews (Total)	Digital Reach	Internal
CoverageBook   Number of Pieces (Total)	Digital Presence	Internal
CoverageBook   Readership (7-Day)	Digital Reach	Internal
CoverageBook   Social Shares (7-Day)	Shares	Internal
Digital Advertising   CTR	Content Engagement	Industry
Digital Advertising   Impressions	Digital Reach	Internal
Email   Bounce Rate (7-Day)	Email Engagement	Industry
Email   Forwards (7-Day)	Shares	Industry
Email   Number of regular campaigns	Digital Presence	Internal
Email   Open Rate (7-Day)	Email Engagement	Industry
Email   Spam Report Rate (7-Day)	Technical Performance	Industry
Email   Subscribers Contacted (7-Day)	Digital Reach	Internal
Email   Subscription program exists YES/NO	Digital Presence	Industry
Email   Total Click Rate (7-Day)	Email Engagement	Industry
Email   Total Current Subscribers	Community	Internal
Email   Unsubscribe rate (7-Day)	Community	Industry
Facebook   Engagement (7-Day)	Social Engagement	Industry
Facebook   Followers (Total)	Community	Competitor
Facebook   Has Facebook page YES/NO	Digital Presence	Industry
Facebook   Impressions (7-Day)	Digital Reach	Internal
Facebook   Page Likes (Total)	Community	Competitor
Facebook   Reach (7-Day)	Digital Reach	Internal
Instagram   Engagement Rate	Social Engagement	Industry
Instagram   Has program YES/NO	Digital Presence	Industry
Instagram   Impressions	Digital Reach	Internal
Instagram   Number of followers	Community	Competitor
LinkedIn   C-Suite Followers	Community	Internal
LinkedIn   C-Suite Level Visitors % (7-Day)	Social Engagement	Internal
LinkedIn   Company Page Exists Yes/No	Digital Presence	Industry
LinkedIn   Number of Updates (7-Day)	Digital Presence	Competitor
LinkedIn   Shares (30-Day)	Shares	Internal
LinkedIn   Total Clicks (7-Day)	Social Engagement	Internal
LinkedIn   Total Followers	Community	Competitor



<b>Data Point</b>	<b>Applicable Subcategory</b>	<b>Benchmark Type</b>
LinkedIn   Total Impressions (7-Day)	Digital Reach	Internal
LinkedIn   Total Likes (7-Day)	Social Engagement	Internal
LinkedIn   Total Page Views (7-Day)	Social Engagement	Internal
LinkedIn   Total Unique Visitors (7-Day)	Social Engagement	Internal
Podcasts   Comments (7-Day)	Content Engagement	Internal
Podcasts   Has podcast program YES/NO	Digital Presence	Industry
Podcasts   Lifetime Plays (Total)	Digital Reach	Competitor
Podcasts   Number of Podcasts	Digital Presence	Competitor
Podcasts   Plays in Past Week	Content Engagement	Internal
Podcasts   Subscribers	Community	Competitor
Podcasts   Total Downloads (7-Day)	Content Engagement	Internal
Podcasts   Total Likes (7-Day)	Content Engagement	Internal
Public Reviews   Customer Reviews	Reviews	Industry
Public Reviews   Industry Reviews	Reviews	Industry
Twitter   Accounts Reached (7-Day)	Digital Reach	Competitor
Twitter   Engagement Rate (28-Day)	Social Engagement	Internal
Twitter   Has program YES/NO	Digital Presence	Industry
Twitter   Impressions (7-Day)	Digital Reach	Internal
Twitter   Likes (7-Day)	Social Engagement	Internal
Twitter   Link Clicks (7-Day)	Social Engagement	Internal
Twitter   Number of Followers Acquired in Past Week	Community	Internal
Twitter   Number of Mentions/Tweets	Social Engagement	Internal
Twitter   Profile Visits (28-Day)	Social Engagement	Internal
Twitter   Replies (7-Day)	Social Engagement	Internal
Twitter   Retweets (7-Day)	Shares	Internal
Twitter   Total Follower Count	Community	Competitor
Webinar   Number of signups (7-Day)	Content Engagement	Internal
Webinar   Number of views (7-Day)	Content Engagement	Internal
Website   404 Page View Rate	Technical Performance	Industry
Website   Average Bounce Rate	Technical Performance	Industry
Website   Average pages per visit	Site Engagement	Internal
Website   Average time on site	Site Engagement	Internal
Website   Averaged domain authority score	Findability	Industry
Website   Backlinks	Findability	Competitor
Website   Bing SERP ranking for keyword 1/2	Findability	Industry
Website   Blog page visits	Content Engagement	Internal

<b>Data Point</b>	<b>Applicable Subcategory</b>	<b>Benchmark Type</b>
Website   Contact form submission	Active Lead	Internal
Website   Custom CTA clicks tracking for newsletter signup	Community	Internal
Website   Email opt in form submission	Active Lead	Internal
Website   Free case and white paper downloads	Passive Lead	Internal
Website   Google analytics conversion goals	Active Lead	Internal
Website   Google SERP ranking for keyword 1	Findability	Industry
Website   Google SERP ranking for keyword 2	Findability	Industry
Website   Number of articles and blog entries	Digital Presence	Competitor
Website   Number of landing page views	Passive Lead	Internal
Website   Number of logo testimonials	Reviews	Internal
Website   Number of video testimonials	Reviews	Internal
Website   Number of written testimonials	Reviews	Internal
Website   PageSpeed Desktop score	Technical Performance	Industry
Website   Pingdom Score	Technical Performance	Industry
Website   Shares from site	Shares	Internal
Website   Sign-up case and white paper downloads	Active Lead	Internal
Website   SpyFu estimated monthly SEO clicks	Findability	Competitor
Website   SpyFu number of organic keywords	Findability	Competitor
Website   SpyFu number of paid keywords	Findability	Competitor
Website   Total # of New Visitors (7 Day)	Site Engagement	Internal
Website   Total # of Visits/Sessions (7 Day)	Site Engagement	Internal
Website   Total Page Views	Site Engagement	Internal
Website   Total Unique Visits/Sessions (7 Day)	Site Engagement	Internal
Website   Yahoo SERP ranking for keyword 1/2	Findability	Industry
YouTube   Average View Duration	Content Engagement	Industry
YouTube   Has YouTube program YES/NO	Digital Presence	Industry
YouTube   Lifetime Views (Total)	Digital Reach	Competitor
YouTube   Number of Videos Uploaded	Digital Presence	Competitor
YouTube   Total Comments	Content Engagement	Internal
YouTube   Total Likes	Content Engagement	Internal
YouTube   Total Subscribers	Community	Competitor
YouTube   Views (7-Day)	Content Engagement	Internal

## Interested in Talking with Us About the Marketing Currents Index for Your Company?

### Aimee Tuck

Principal, Corbae Creative

#### web

corbaecreative.com

#### email

aimee.tuck@corbaecreative.com

#### phone

206-854-4553

