

Google Ads

Impressions (Sep 2024)

2,042.17K ↓

Aug 2024: 6,348.51K

Views (Sep 2024)

298.40K ↓

Aug 2024: 991.12K

Clicks (Sep 2024)

17.47K ↓

Aug 2024: 77.68K

Interactions (Sep 2024)

548.02K ↓

Aug 2024: 1776.34K

Click Through Rate (Sep 2024)

0.9% ↓

Aug 2024: 1.2%

Conversion Rate (Sep 2024)

1.1% ↓

Aug 2024: 1.1%

Cost Per Conversion (Sep 2024)

R 477.75 ↑

Aug 2024: R 400.69

Cost Per Click (Sep 2024)

R 5.34 ↑

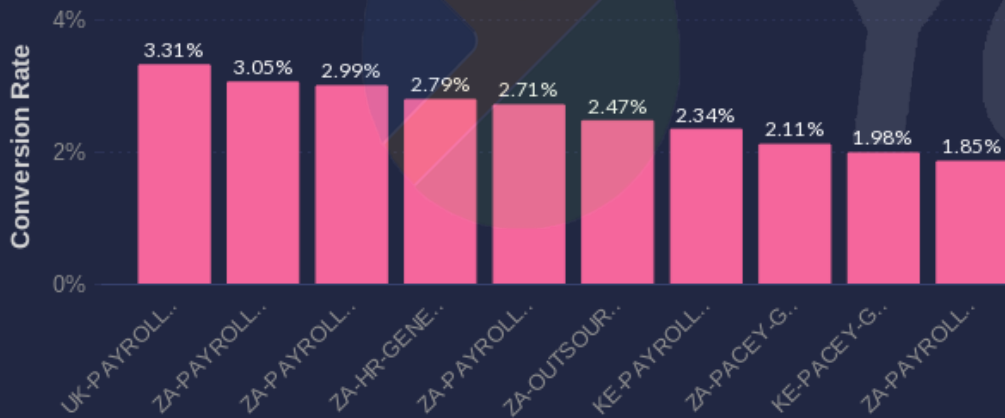
Aug 2024: R 4.53

Total Spend (Sep 2024)

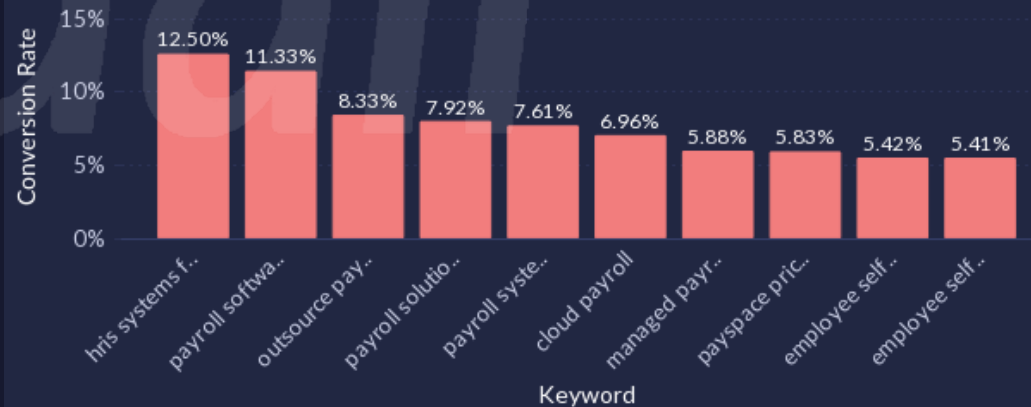
R 93.23K ↓

Aug 2024: R 352.16K

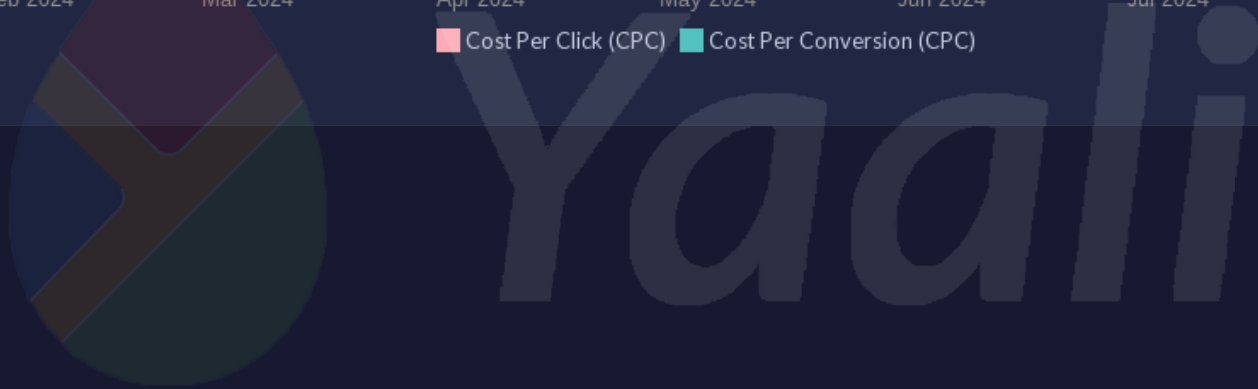
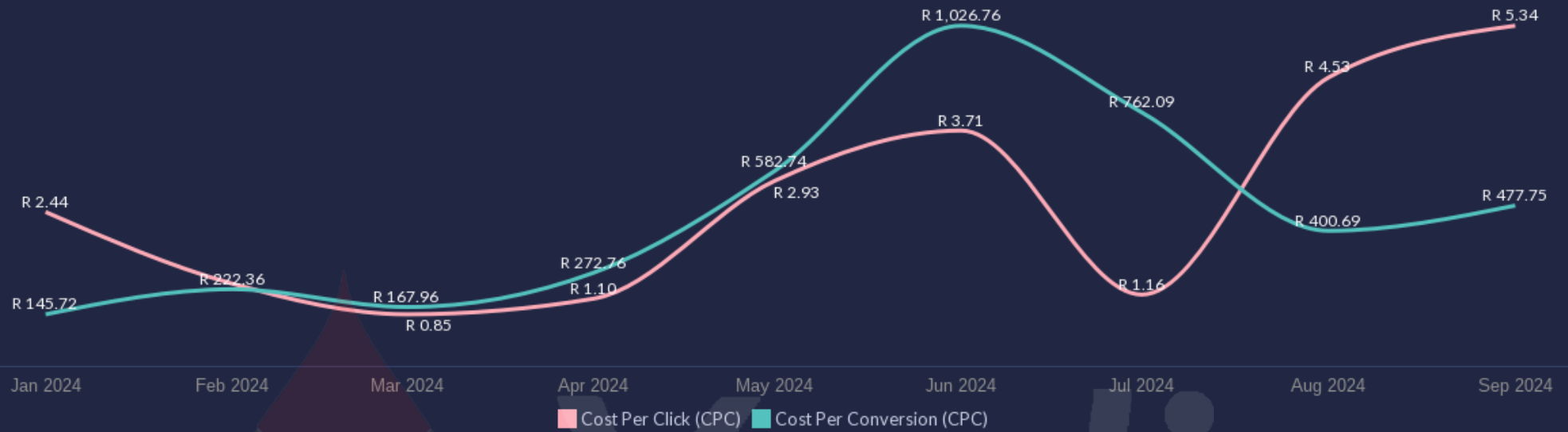
Top 10 Campaigns by Conversion Rate



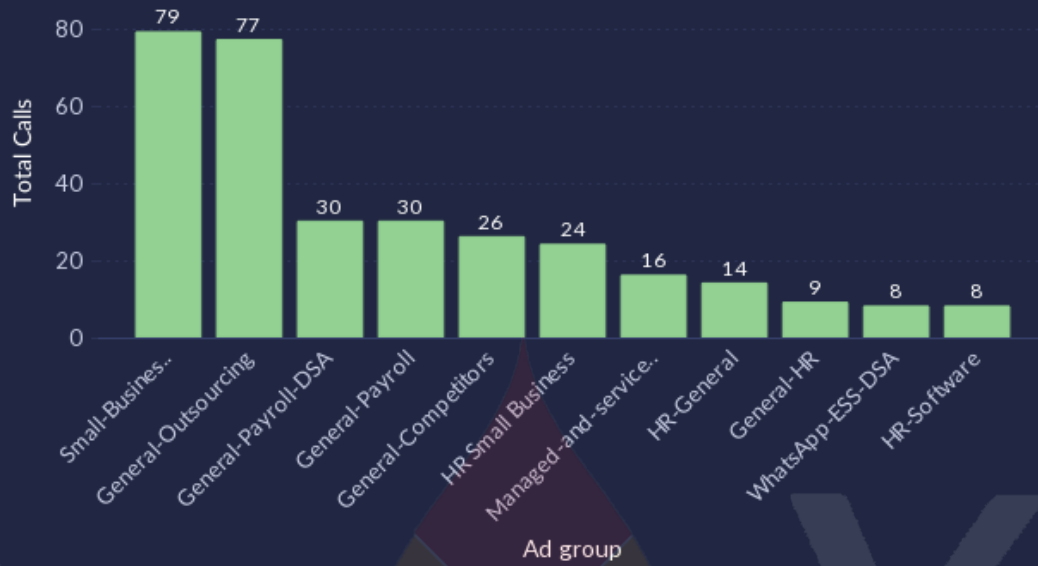
Top 10 Performing Keywords by Conversion rate



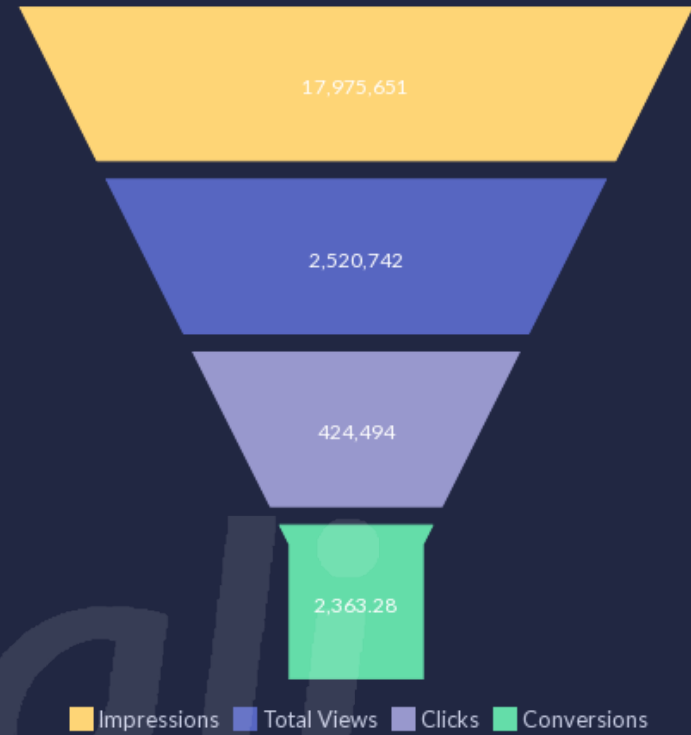
Campaigns - CPC Vs Cost/Conv (Google Ads)



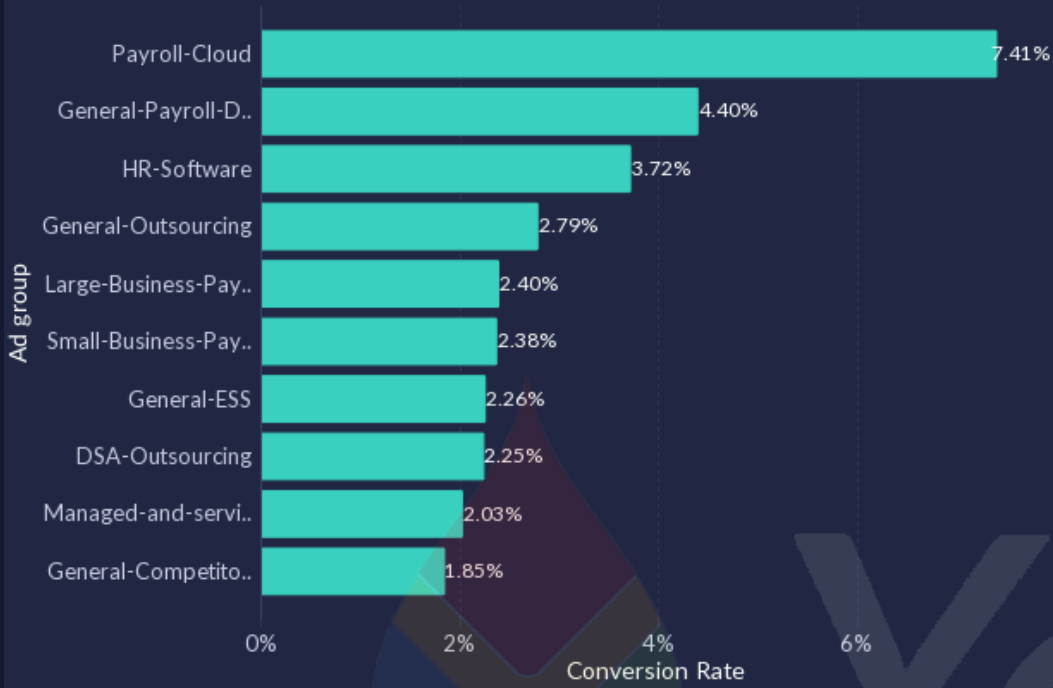
Top 10 Ad Groups by Calls



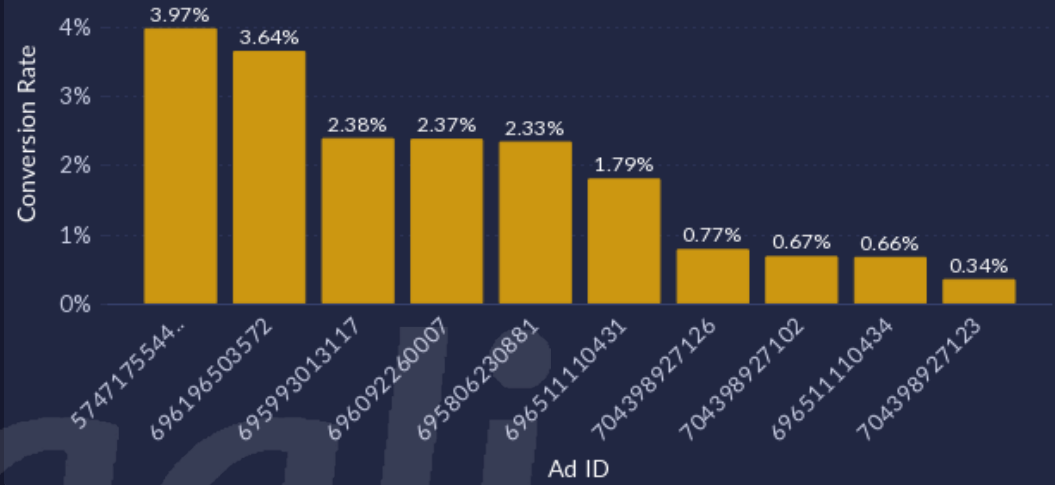
Campaigns Conversion Funnel (Google Ads)



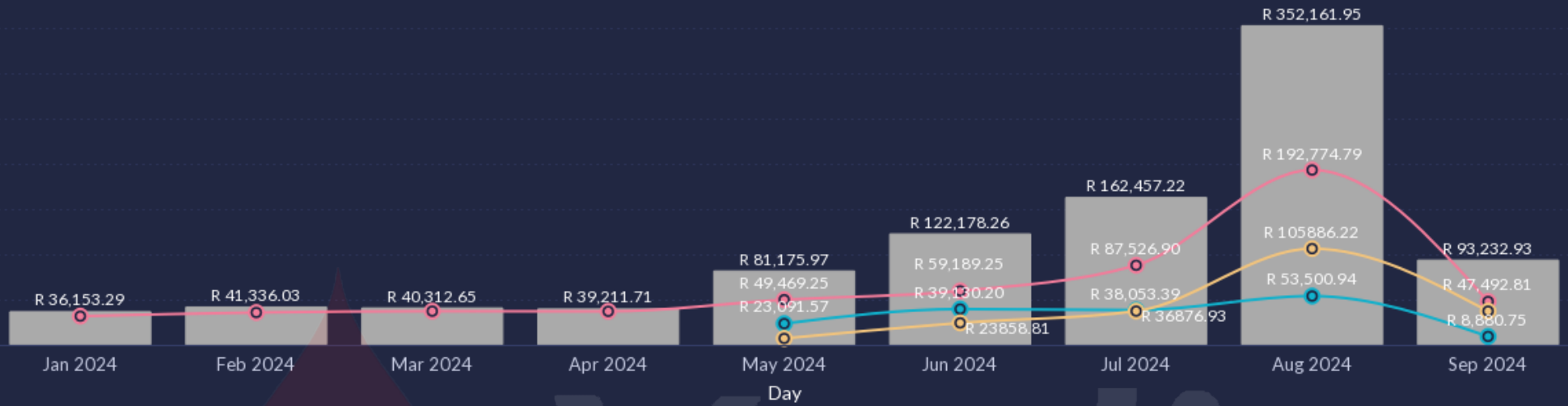
Top 10 Ad Groups by Conversion rate



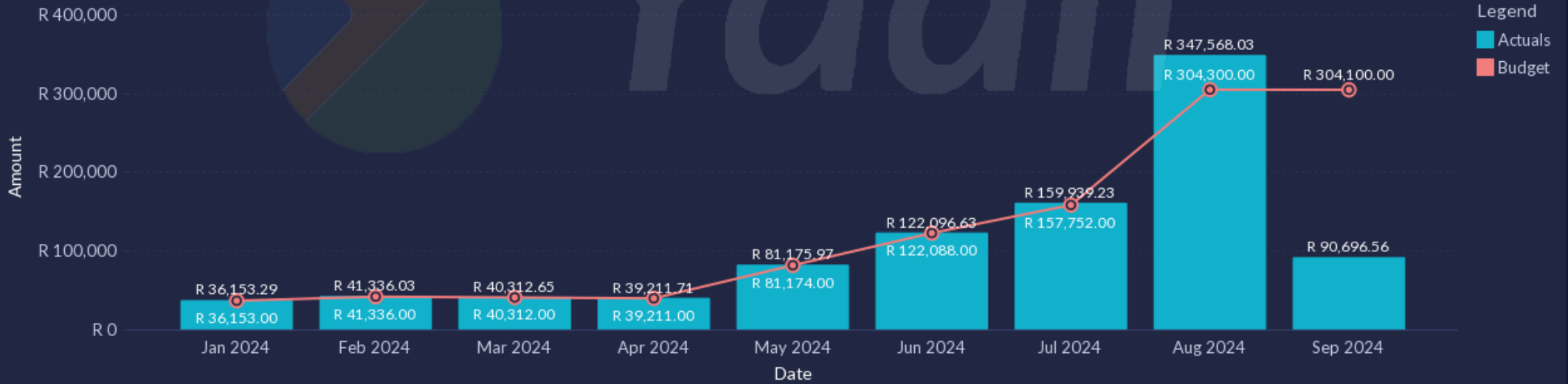
Top 10 Ads by Conversion rate



Total Spend by Month



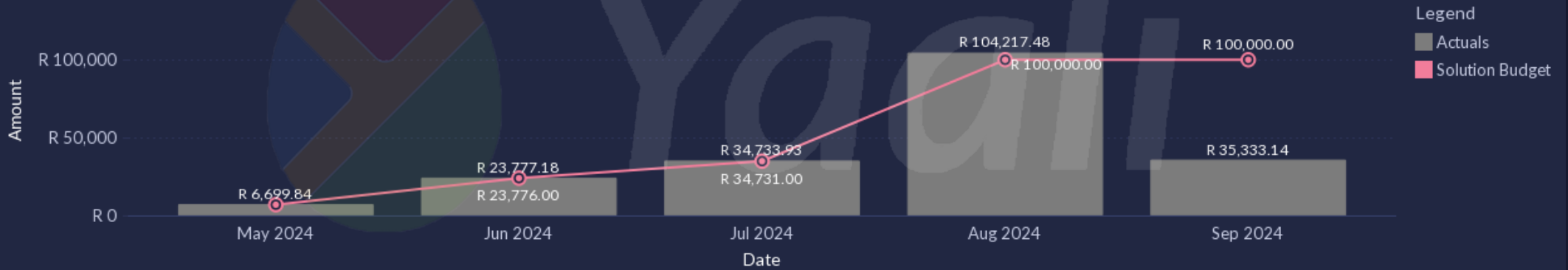
Total Budget Vs Actual



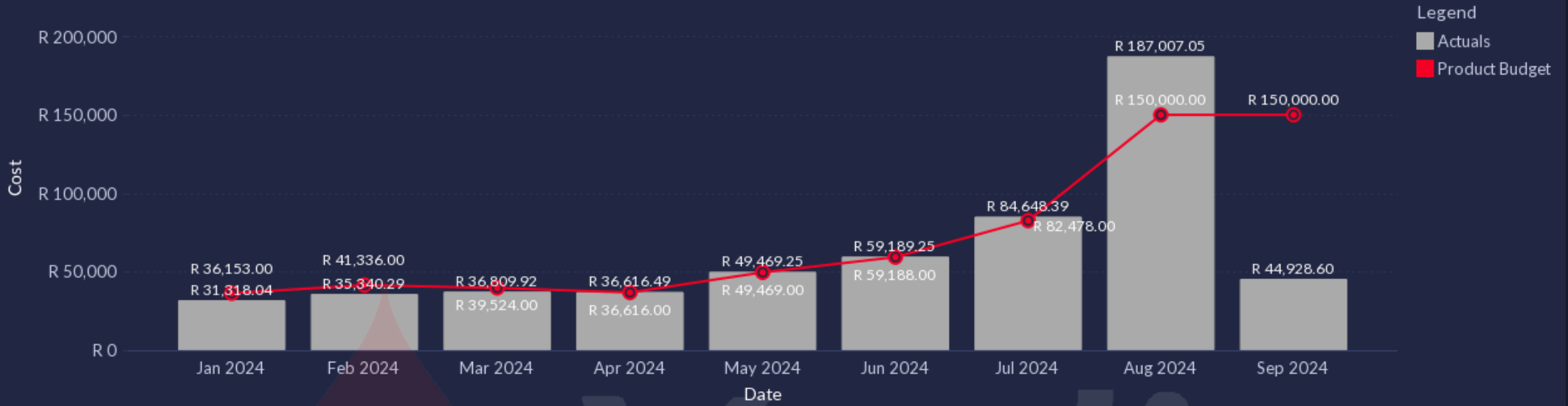
Brand Budget Vs Actual (ZA)



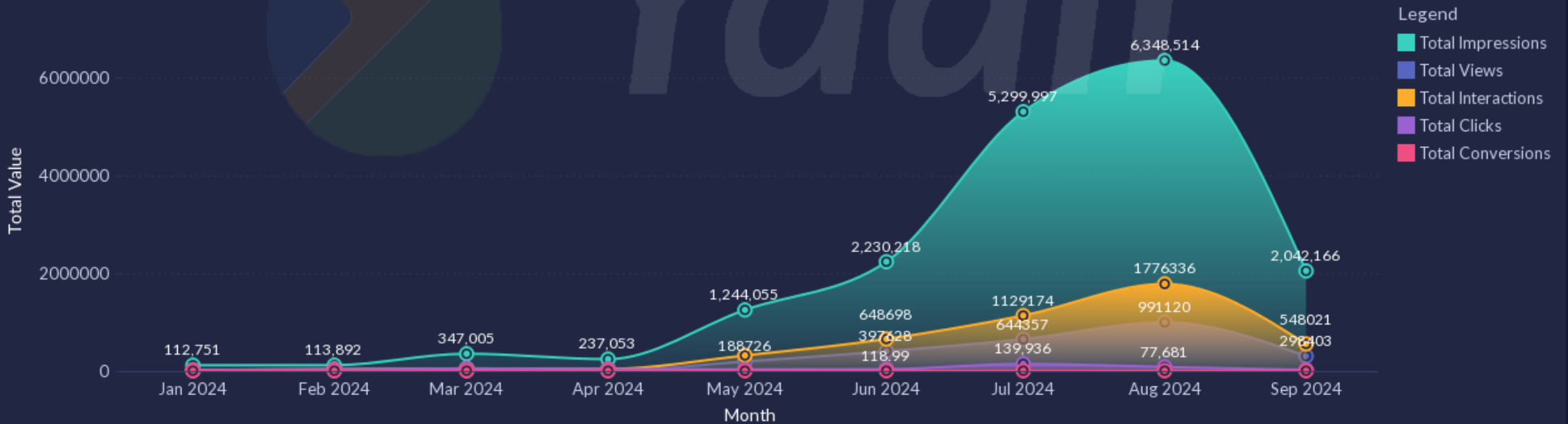
Solution Budget Vs Actual (ZA)



Product Budget Vs Actual (ZA)



Monthly Performance Comparison - Google Ads



Lead & Opportunities

Marketing and Sales Funnel

Lead Wait Time (Days) (Sep 2024)

0.75 ↓

Aug 2024: 1.59

Lead to Opportunity % (Sep 2024)

25.3% ↑

Aug 2024: 17.7%

Opportunities (Sep 2024)

247 ↓

Aug 2024: 434

Won Opportunities (Sep 2024)

71 ↓

Aug 2024: 171

Days to Close Opp (Sep 2024)

-1.46 ↓

Aug 2024: 2.42

Opportunity Win Rate (Sep 2024)

10.9% ↓

Aug 2024: 29.0%

Total Amount (2024)

R
19,596,911.37 ↑

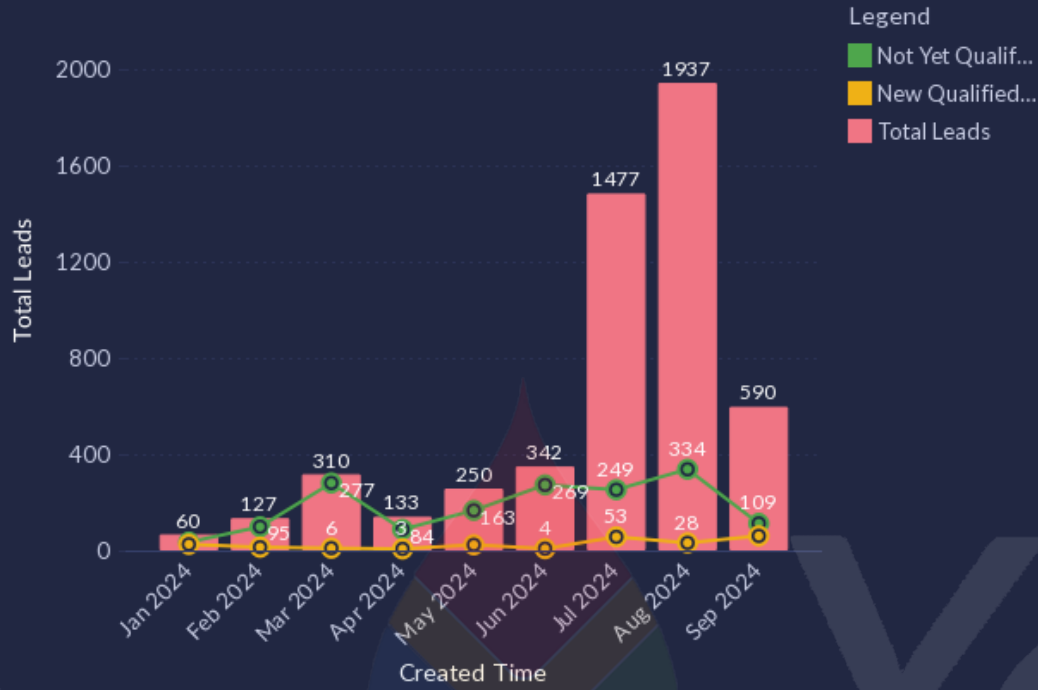
Annual Recurring Revenue (2024)

R
18,036,440.13 ↑

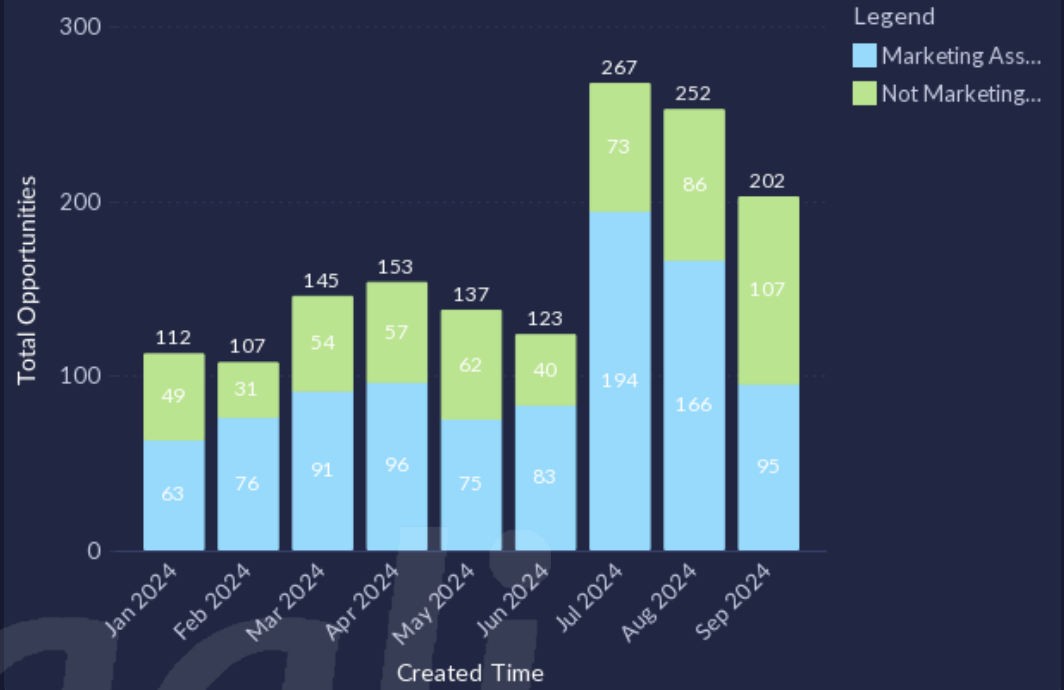
Monthly Recurring Revenue (2024)

R
1,503,036.68 ↑
2023: R 1,191,613.27

Created Leads & Qualification

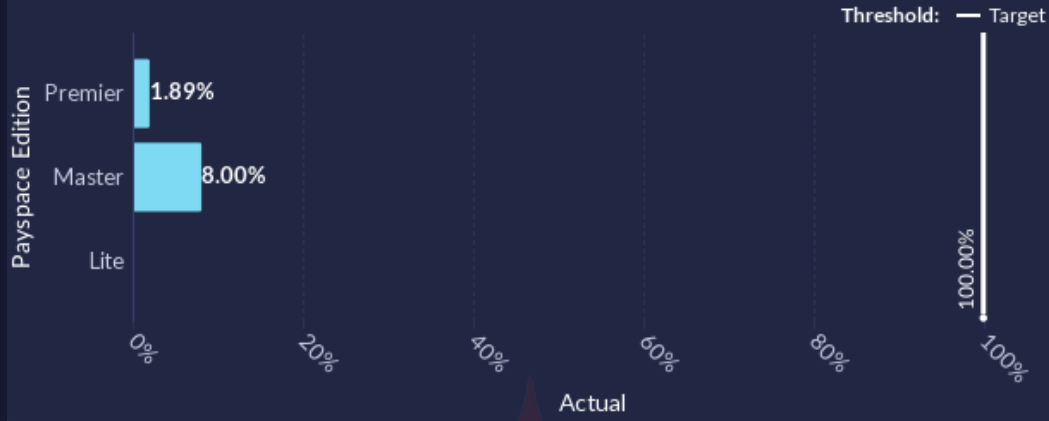


Opportunities Created

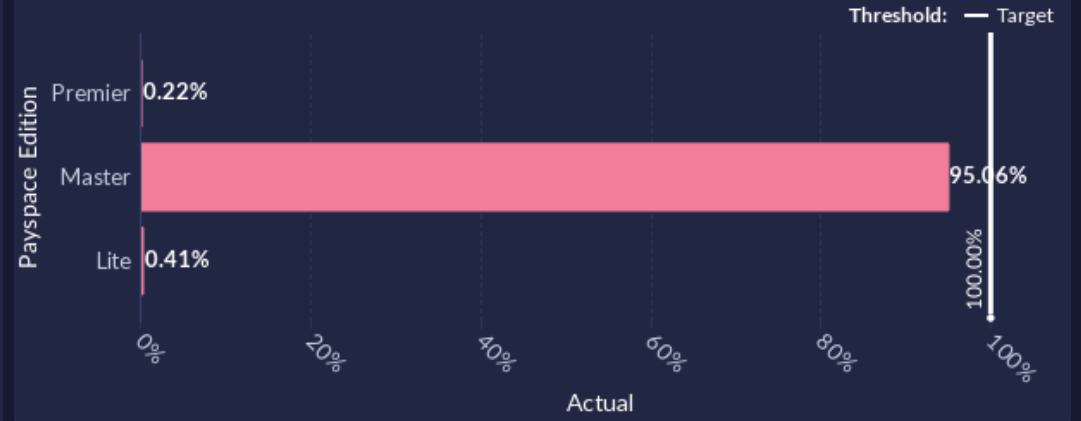


Actual vs Target Leads

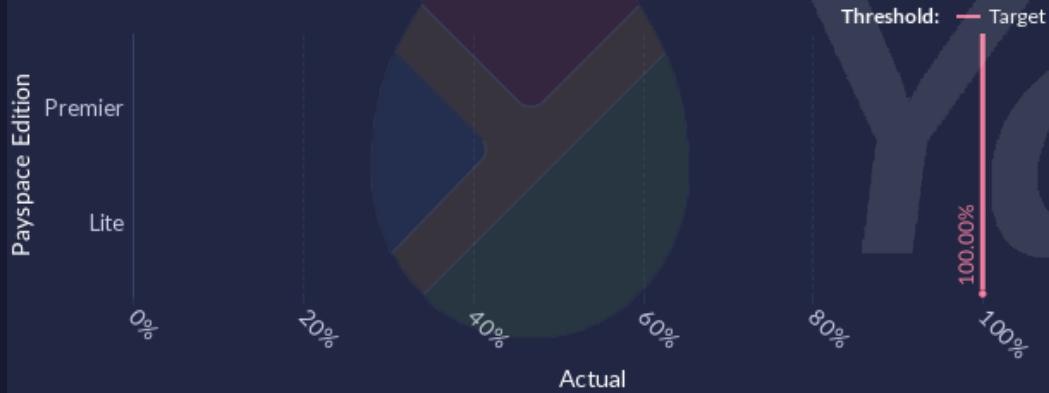
Leads Target vs Actual (KE)



Leads Target vs Actual (ZA)



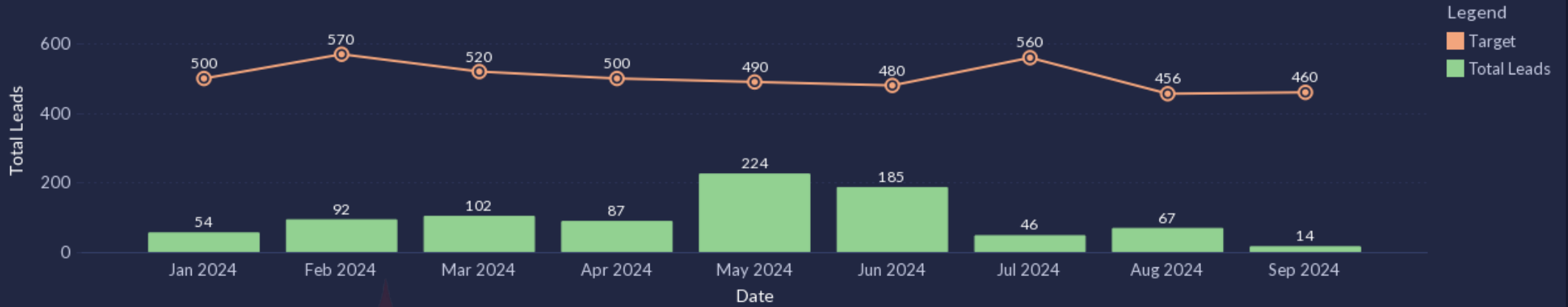
Leads Target vs Actual (BR)



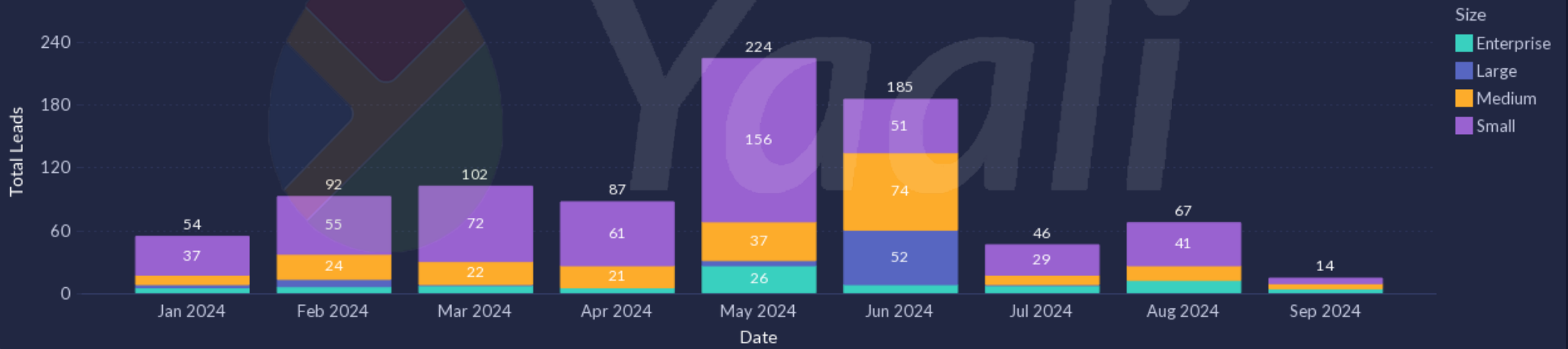
Leads Target vs Actual (UK)



Actual vs Target Leads Size



Total Leads by Size Category



Qualified Lead Details

Total Leads (Sep 2024)

795 ↓

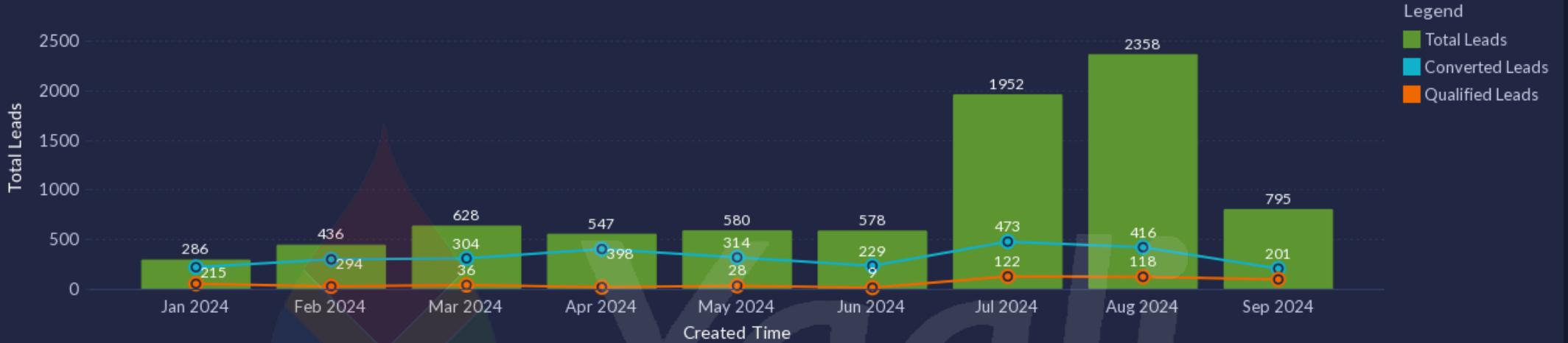
Aug 2024: 2356

Lead to Opportunity (Sep 2024)

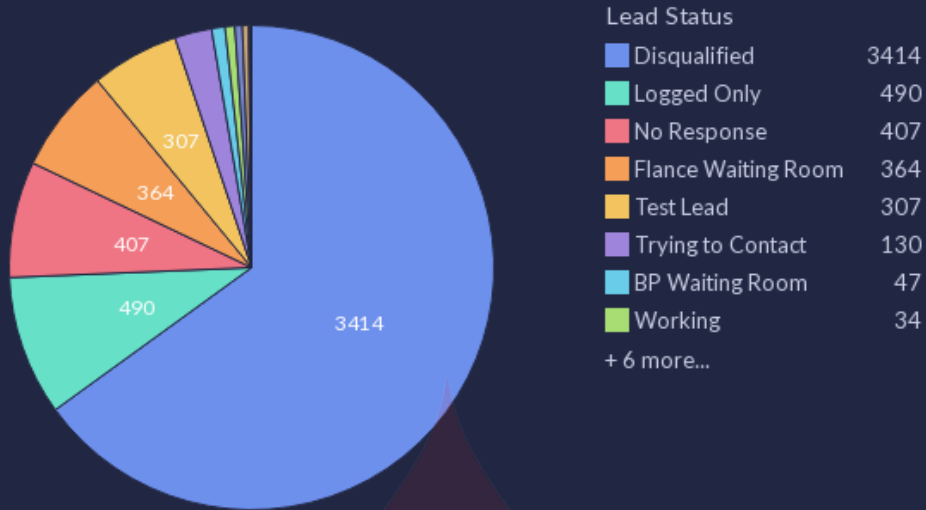
25.3% ↑

Aug 2024: 17.7%

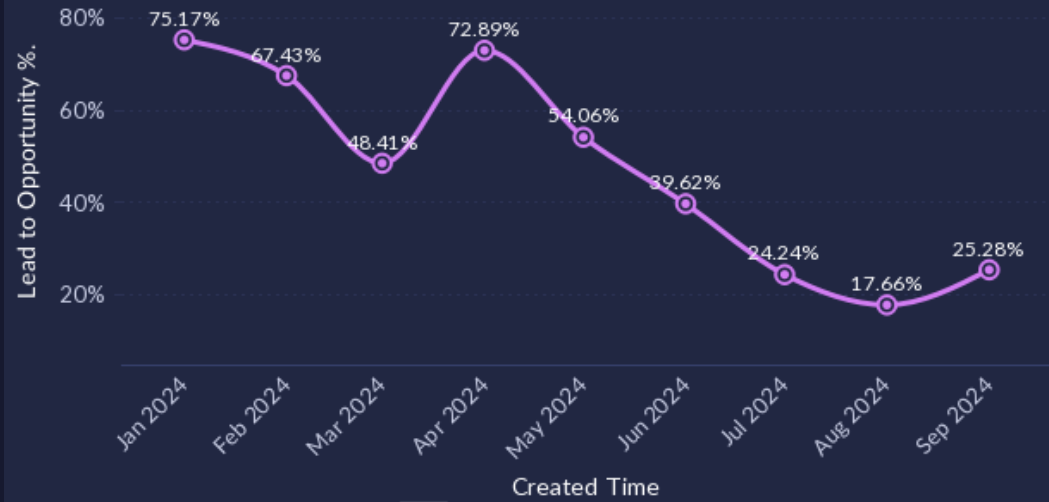
Total Leads by Created Month



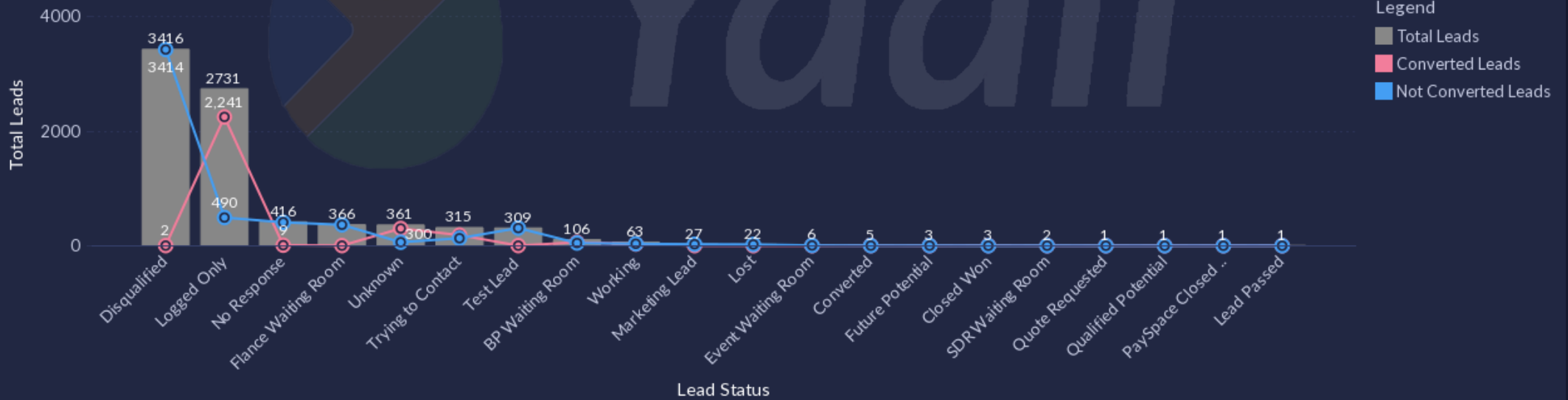
Total Leads by Lead Status



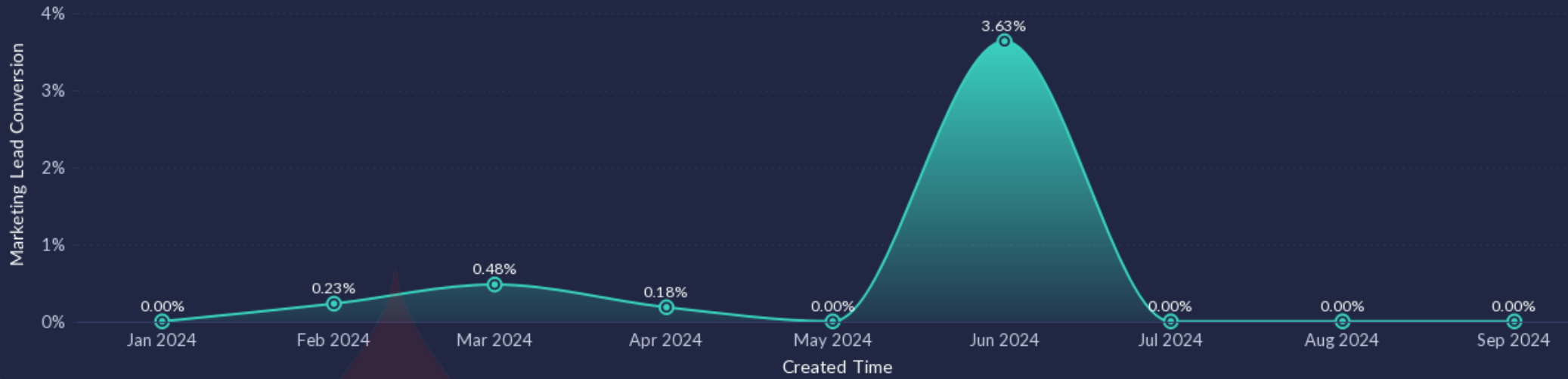
Lead to Opportunity Conversion



Converted VS Not Converted Leads by Status



Percentage of Marketing Leads (Not Converted)



Unqualified Lead Details

Unqualified Leads (Sep 2024)

587 ↓

Aug 2024: 1904

Unqualified to Qualified Leads (Sep 2024)

423 ↓

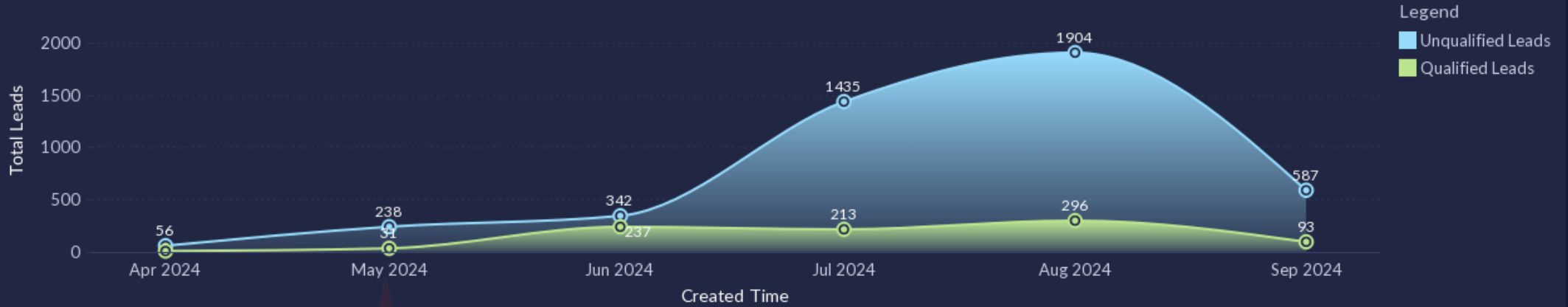
Aug 2024: 1569

AVG Days for Unqualified to Qualified (Sep 2024)

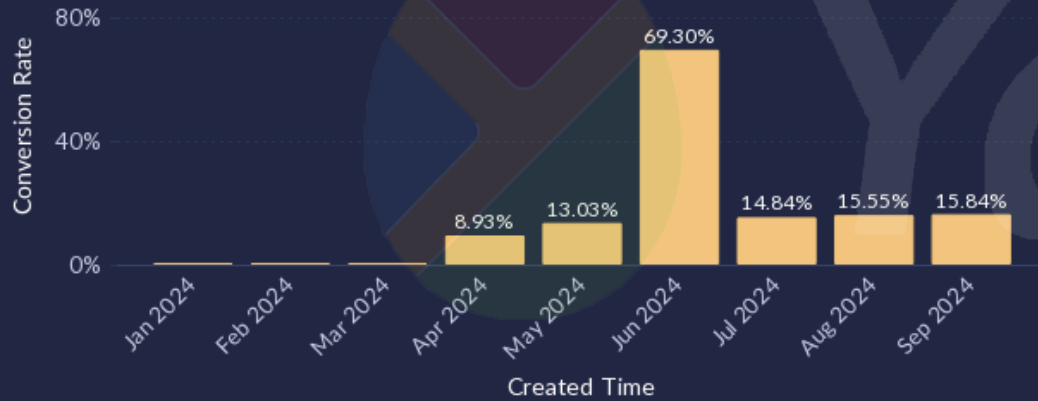
0.67 ↓

Aug 2024: 3.00

Unqualified Vs Qualified



Unqualified to Qualified Leads Conversion



Unqualified to Qualified (Avg Days)



Opportunities Order Value

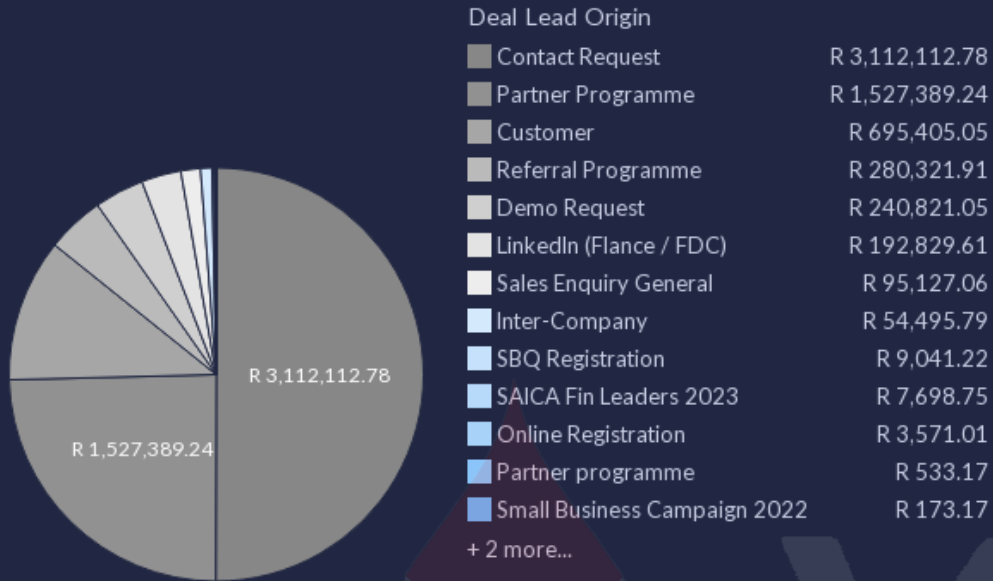
Opportunity Order Value by Month



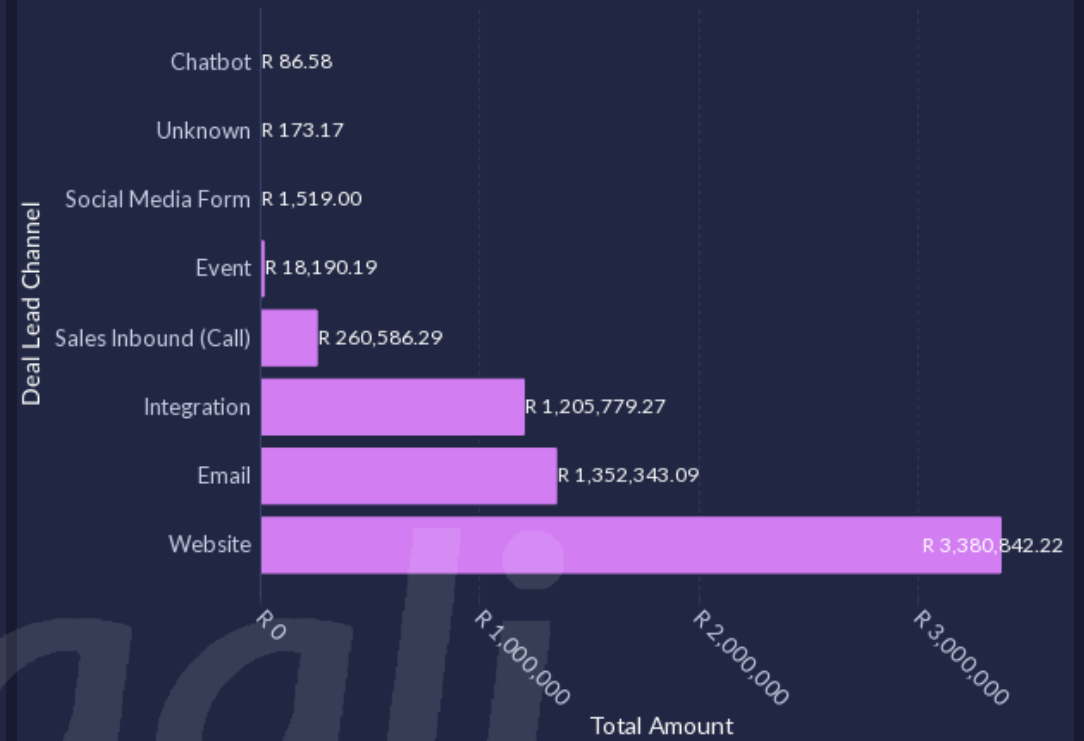
Opportunity Order Value By Lead Source



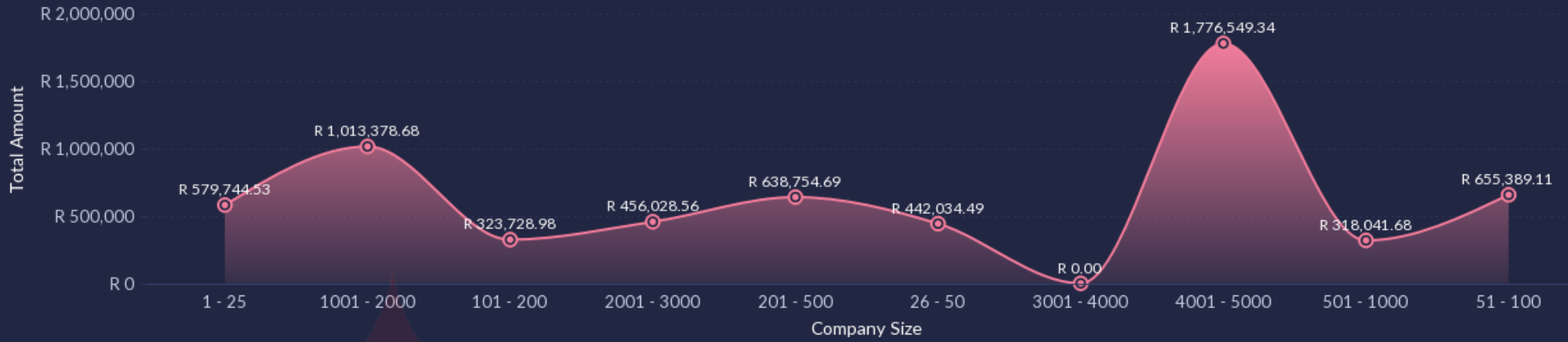
Opportunity Order Value By Lead Origin



Opportunity Order Value By Lead Channel



Opportunity Order Value By Company Size



Lead Disqualification Analysis

Waiting Time - Accepted Lead (Sep 2024)

0.40 ↓

Aug 2024: 1.55

Disqualified Rate - Lead Channel

Lead Channel	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
Website	4004	94	2	80.7%
Integration	106	23	0	53.8%
Sales Inbound (Call)	4	0	0	25.0%
Social Media Form	145	45	0	24.8%
Email	433	363	21	7.2%

[More](#)

Disqualified Rate - Lead Origin

Lead Origin	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
Logged Only	1	0	0	100.0%
Inter-Company	36	0	0	88.9%
Demo Request	3159	101	20	83.5%
SBQ Registration	23	0	0	82.6%
Large Business Campaign 2022	4	0	0	75.0%
Power BI	3	0	0	66.7%

[More](#)

Disqualified Rate - Lead Source

Lead Source	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
Google	1944	52	0	81.4%
www.payspace.com	1693	31	1	79.8%
Advertisement/Campaign	254	199	1	4.3%
PaySpace	206	84	0	8.3%
Website	196	17	0	18.4%

[More](#)

Disqualified Rate - Lead Type

Lead Type	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
Cross-sell	4	0	0	100.0%
Product Enquiry	3658	122	22	79.2%
Outsourcing Enquiry	491	19	0	68.0%
Internal Referral	8	0	0	62.5%
Strategic Partner	29	0	0	51.7%
Word of Mouth	2	0	0	50.0%

[More](#)

Disqualified Rate - No of Employees

No. of Employees	Created Leads	Open Leads	Total Marketing Lead	Disqualified Rate
0	147	134	0	4.1%
1	170	32	0	11.8%
2	20	2	0	20.0%
3	13	3	1	30.8%
4	16	0	0	50.0%
5	25	2	0	20.0%

[More](#)

Disqualified Rate - UTM Medium

UTM Medium	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
cpc	1579	57	0	76.8%
referral	1236	15	0	80.4%
organic	613	28	0	72.6%
QR Code	116	45	0	28.4%
email	51	0	20	43.1%
Paid Social	6	0	0	0.0%
paid_social	3	0	0	0.0%

[More](#)

Opportunities Details

Total Opportunities (Sep 2024)

247 ↓

Aug 2024: 434

Closed & Closing Opportunities (2024)

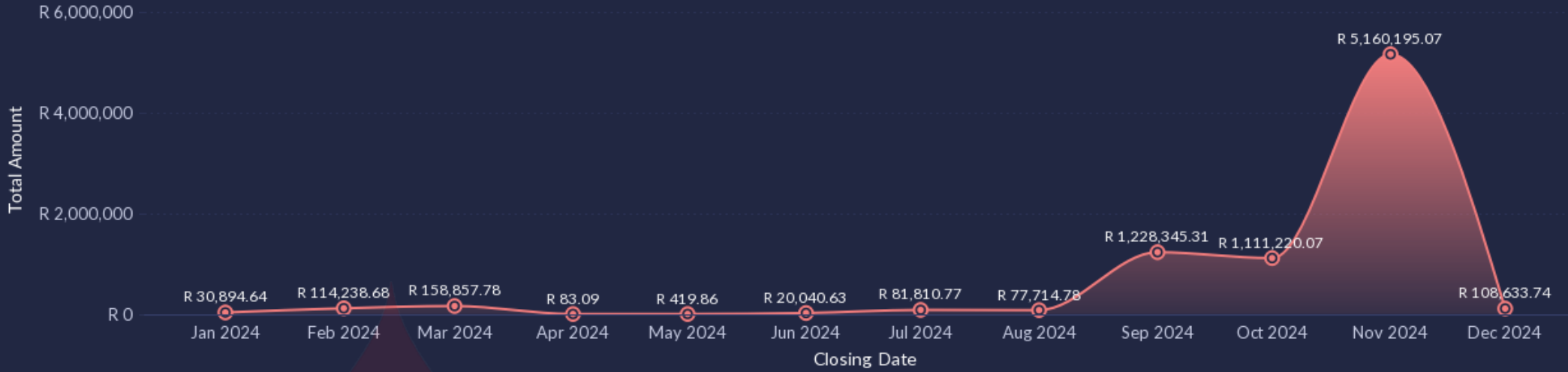
2747 ↑

2023: 1962

Expected Revenue (2024)

R
19,596,911.37 ↑

Expected Revenue for Open Deals



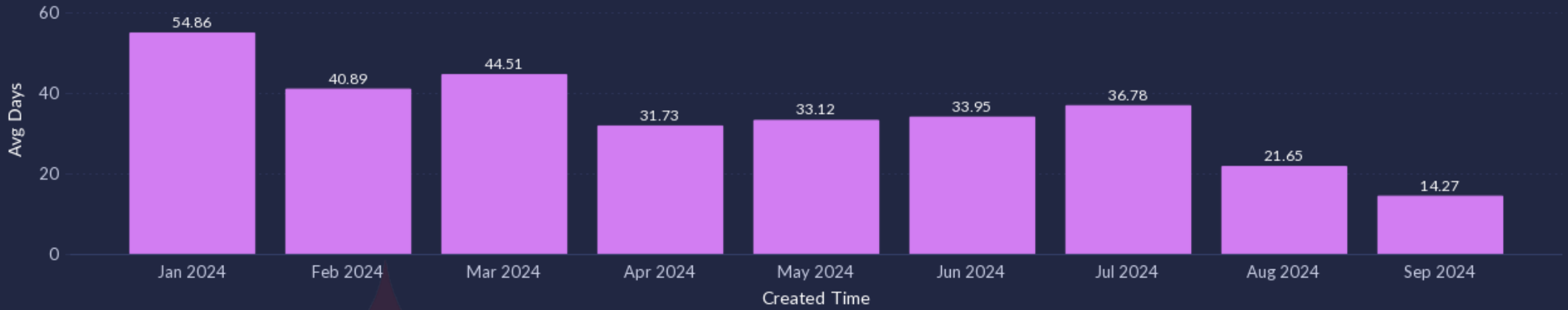
Opportunities by Month



Open Opportunities per Stage



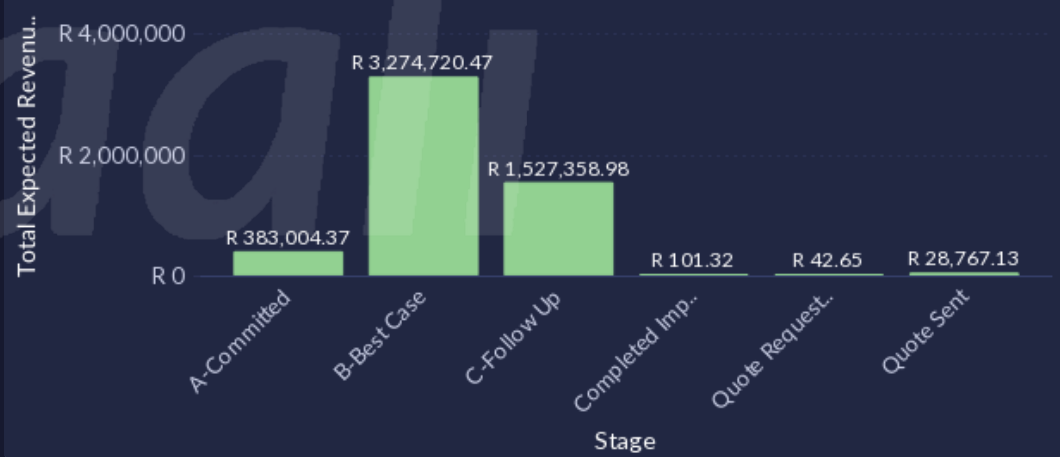
Created to Closing Avg Days



Closed Won Amount by Month

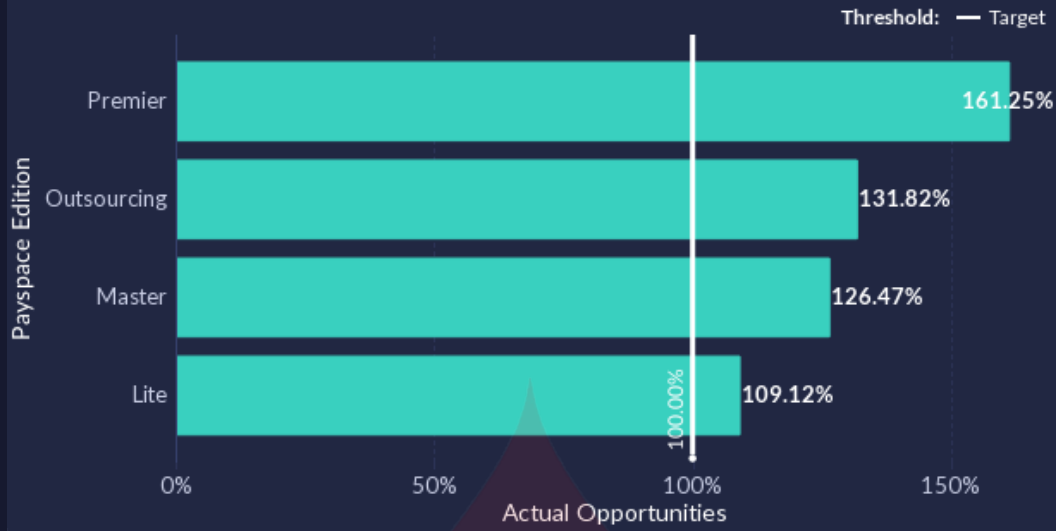


Value of Pipeline



Actual vs Target Revenue

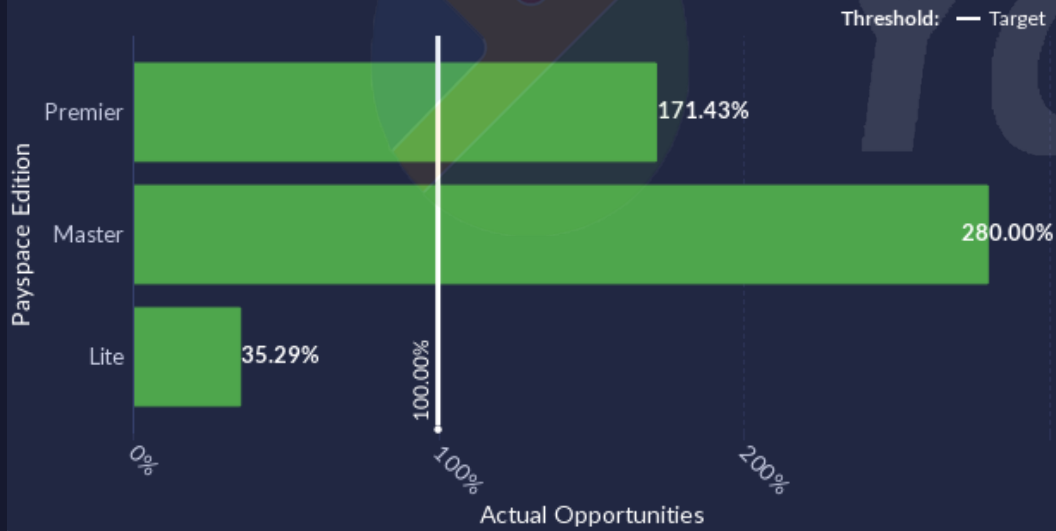
Opportunities Target vs Actual (ZA)



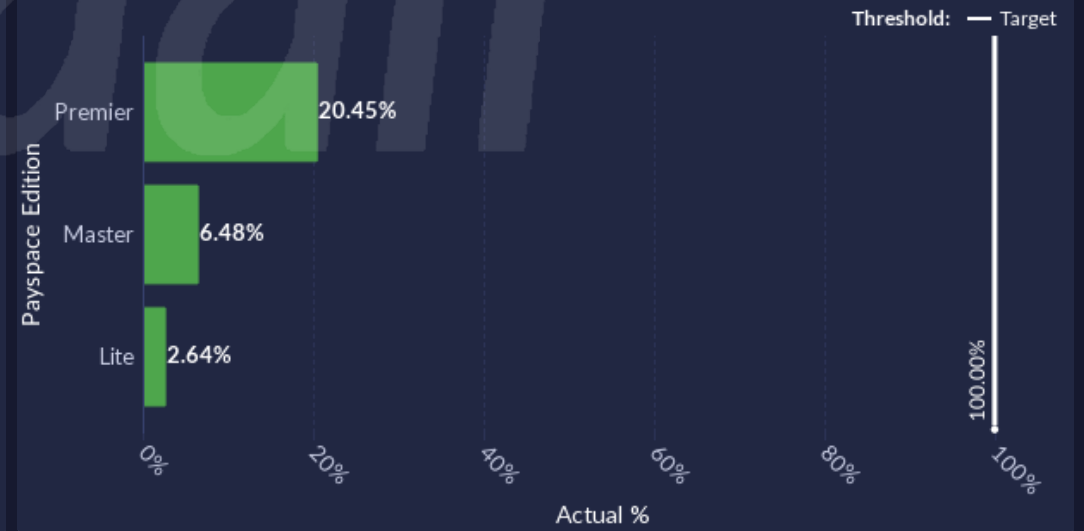
Revenue Target vs Actual (ZA)



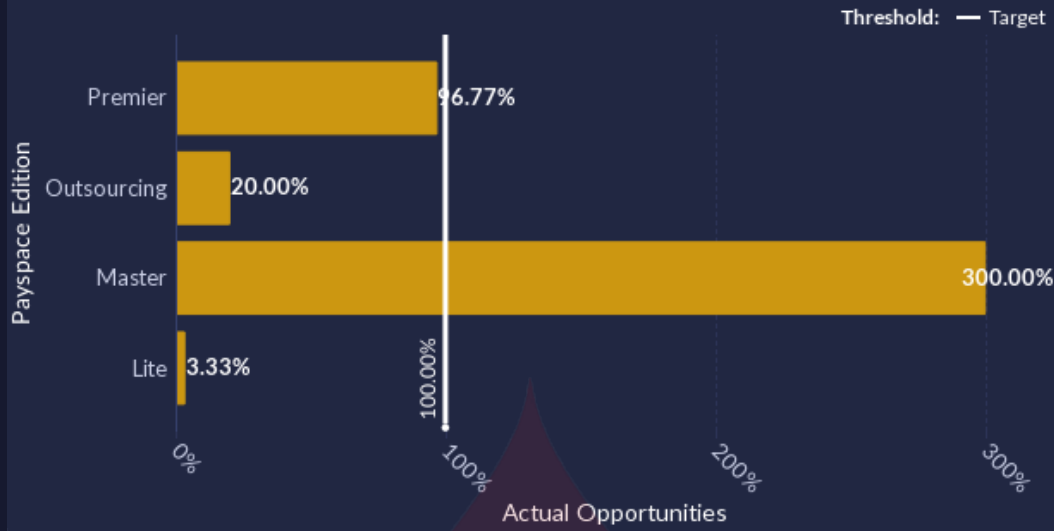
Opportunities Target vs Actual (KE)



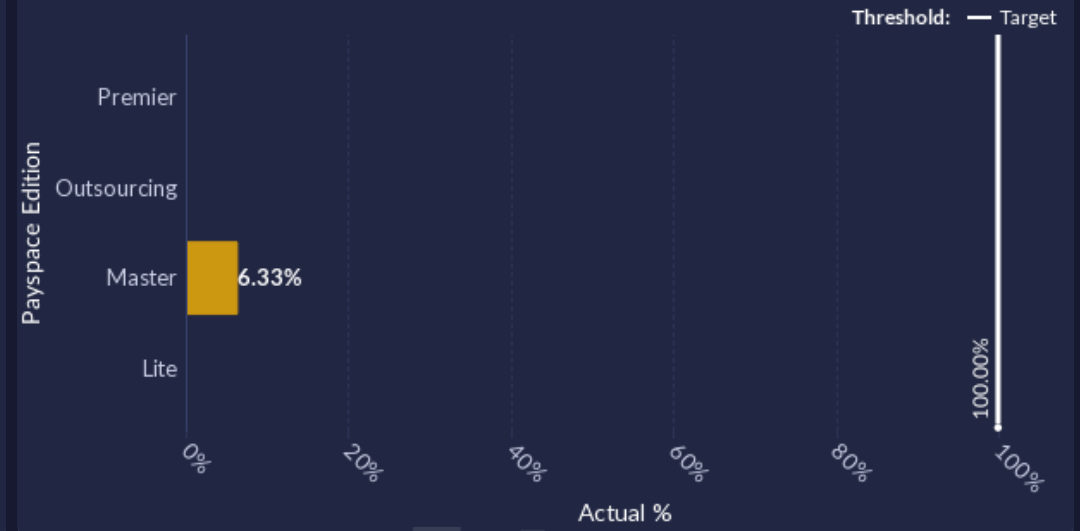
Revenue Target vs Actual (KE)



Opportunities Target vs Actual (UK)



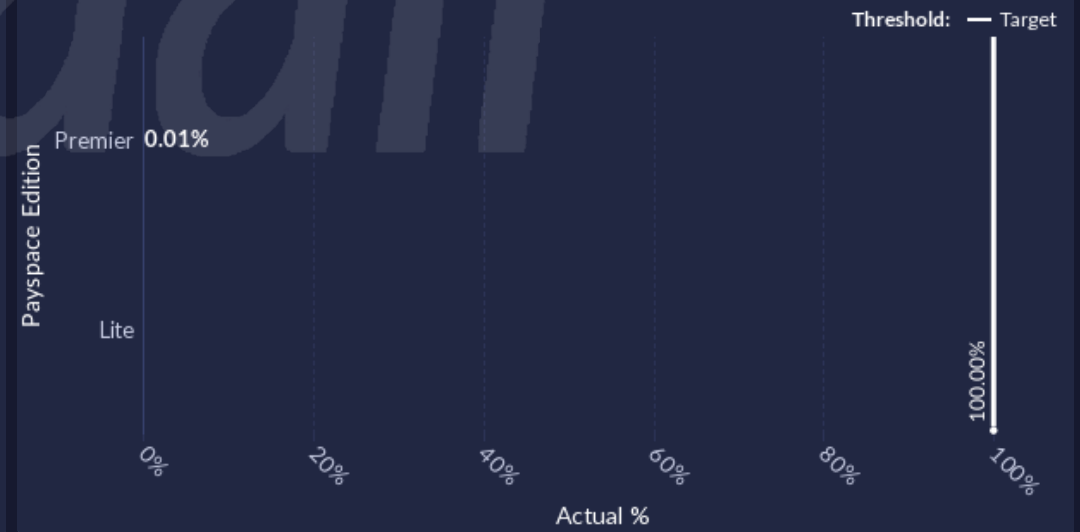
Revenue Target vs Actual (UK)



Opportunities Target vs Actual (BR)



Revenue Target vs Actual (BR)



Expanded Views

Disqualified Rate - Lead Channel

Lead Channel	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
Website	4004	94	2	80.7%
Integration	106	23	0	53.8%
Sales Inbound (Call)	4	0	0	25.0%
Social Media Form	145	45	0	24.8%
Email	433	363	21	7.2%
Sales Outbound (Canvas)	100	2	0	2.0%
Event	89	0	0	1.1%
Sales Outbound	5	0	0	0.0%
Media Form	1	0	0	0.0%

Disqualified Rate - Lead Origin

Lead Origin	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
Logged Only	1	0	0	100.0%
Inter-Company	36	0	0	88.9%
Demo Request	3159	101	20	83.5%
SBQ Registration	23	0	0	82.6%
Large Business Campaign 2022	4	0	0	75.0%
Power BI	3	0	0	66.7%
Contact Request	1015	41	2	57.7%
Referral Programme	67	7	0	40.3%
Partner Programme	154	26	0	38.3%
Partner programme	9	1	0	33.3%
Referral Program	3	0	0	33.3%
Refer and Earn Gift	17	3	0	23.5%
Download	9	0	0	22.2%
Small Business Campaign 2022	7	2	0	14.3%
Sales Enquiry General	24	14	0	12.5%
Customer	8	0	1	12.5%
Xero Bulletin Feb 2024	9	4	2	11.1%
Online Registration	33	0	0	6.1%

LinkedIn (Flance / FDC)	392	365	0	4.8%
Xero Roadshow 2024 JHB	61	0	0	1.6%
Std Bank Call me Back	1	0	0	0.0%
SDR Quick Win	90	0	0	0.0%
Xero Roadshow 2024 CPT	28	0	0	0.0%
Referral programme	11	2	0	0.0%
Tax Infographic - Eswatini	6	0	0	0.0%
Tax Infographic - Namibia	8	0	0	0.0%
Tax Infographic - Lesotho	5	0	0	0.0%
Tax Infographic - Botswana	7	0	0	0.0%
Accountants and Bookkeepers	5	1	0	0.0%
Tax Infographic - Zambia	7	0	0	0.0%
Tax Infographic - Mauritius	5	0	0	0.0%
Outsourcing New Homepage	1	0	0	0.0%
Lite Quote Request Page	1	1	0	0.0%

Disqualified Rate - Lead Source

Lead Source	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
Google	1944	52	0	81.4%
www.payspace.com	1693	31	1	79.8%
Advertisement/Campaign	254	199	1	4.3%
PaySpace	206	84	0	8.3%
Website	196	17	0	18.4%
l.wl.co	158	0	0	99.4%
LinkedIn Ads	124	87	0	9.7%
Event	117	45	0	28.2%
Xero	89	0	0	1.1%
Allbound	49	17	0	34.7%
Bing	47	4	0	61.7%
Deel	36	0	0	88.9%
SBQ	33	0	0	6.1%
Manual	31	4	0	32.3%
quickbooks	25	3	0	40.0%
Zoho Campaigns	25	0	20	12.0%

Website Form	24	14	0	12.5%
LinkedIn	23	0	0	52.2%
External Referral	17	3	0	23.5%
nurture	17	0	0	94.1%
identity.yourhcm.com	16	0	0	100.0%
Xero: App Marketplace	8	4	2	12.5%
Google Ads	8	0	0	50.0%
Linkedin Ads	8	0	0	0.0%
Business Partner	8	0	0	37.5%
ee.datafree.connect	7	0	0	100.0%
BP Referral	5	0	0	40.0%
search-dre.dt.dbankcloud.com	5	0	0	100.0%
newsletter	5	0	0	80.0%
accountingboss.co.za	4	1	0	50.0%
search-dra.dt.dbankcloud.com	4	0	0	100.0%
support.payspace.com	4	0	0	50.0%
Existing User Expanding: Module	3	0	0	66.7%
lm.facebook.com	3	0	0	100.0%
www.linkedin.com	3	0	0	33.3%
Email	2	0	0	0.0%
Tarsus on Demand	2	0	1	0.0%
duckduckgo.com	2	0	0	100.0%
qbo.intuit.com	2	1	0	50.0%
quickbooks.intuit.com	2	1	0	50.0%
m.facebook.com	2	0	0	100.0%
appsource.microsoft.com	1	0	0	100.0%
learn.microsoft.com	1	0	0	100.0%
Cognism	1	0	0	0.0%
Outreach Email	1	0	0	0.0%
payspaceuniversity.com	1	0	0	100.0%
com.gspace.android	1	0	0	100.0%
www.workday.com	1	1	0	0.0%
staging-identity.yourhcm.com	1	0	0	100.0%
yahoo	1	0	0	100.0%
Existing User Expanding: Module	1	0	0	100.0%

payspace.app	1	0	0	100.0%
hrtorque.co.za	1	0	0	100.0%
MyBroadband	1	0	0	0.0%
l.facebook.com	1	0	0	100.0%

Disqualified Rate - Lead Type

Lead Type	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
Cross-sell	4	0	0	100.0%
Product Enquiry	3658	122	22	79.2%
Outsourcing Enquiry	491	19	0	68.0%
Internal Referral	8	0	0	62.5%
Strategic Partner	29	0	0	51.7%
Word of Mouth	2	0	0	50.0%
Service and Consulting Enquiry	20	2	0	50.0%
Software Purchase	2	1	0	50.0%
Business Process Outsourcing	59	6	0	45.8%
Strategic partner	5	1	0	40.0%
External Referral	39	1	0	38.5%
Whitepaper	3	0	0	33.3%
Reseller Enquiry	27	3	0	33.3%
Reseller Information	3	0	0	33.3%
Outsourcing enquiry	19	1	0	21.1%
Product enquiry	150	11	0	20.7%
Customer Addition	40	17	0	20.0%
Website Content Download	6	0	0	16.7%
Sales Enquiry	24	14	0	12.5%
Partner Referral	116	10	0	8.6%
Referral Partner	175	154	0	6.9%
Accountant and Bookkeeper	5	1	0	0.0%
Upsell	1	0	0	0.0%
Outsourcing Services	1	0	0	0.0%
Custom Addition	1	0	0	0.0%
Internal referral	4	0	0	0.0%
External referral	7	2	0	0.0%

Disqualified Rate - No of Employees

No. of Employees	Created Leads	Open Leads	Total Marketing Lead	Disqualified Rate
0	147	134	0	4.1%
1	170	32	0	11.8%
2	20	2	0	20.0%
3	13	3	1	30.8%
4	16	0	0	50.0%
5	25	2	0	20.0%
6	16	0	0	18.8%
7	5	1	0	80.0%
8	18	1	0	22.2%
9	7	0	0	42.9%
10	38	1	0	34.2%
11	5	0	0	20.0%
12	10	1	0	20.0%
13	6	2	0	33.3%
14	6	0	0	50.0%
15	12	2	0	33.3%
16	2	0	0	100.0%
18	4	0	0	50.0%
19	4	0	0	25.0%
20	26	1	0	26.9%
21	4	0	0	0.0%
22	7	0	0	42.9%
23	3	0	0	66.7%
24	1	0	0	100.0%
25	15	2	0	20.0%
26	2	0	0	100.0%
27	1	0	0	100.0%
28	3	0	0	33.3%
29	3	0	0	100.0%
30	12	2	0	33.3%
31	1	0	0	100.0%
32	2	0	0	0.0%

35	5	1	0	40.0%
36	2	0	0	50.0%
37	3	0	0	66.7%
39	1	0	0	0.0%
40	5	0	0	40.0%
44	1	0	0	100.0%
45	5	0	0	60.0%
46	2	0	0	0.0%
47	1	0	0	0.0%
50	25	4	0	52.0%
56	1	0	0	0.0%
57	1	0	0	0.0%
60	6	2	0	16.7%
62	3	2	0	0.0%
63	1	0	0	0.0%
68	1	0	0	0.0%
70	4	0	0	50.0%
75	2	0	0	100.0%
76	1	0	0	100.0%
78	1	0	0	100.0%
80	7	1	0	42.9%
83	1	0	0	0.0%
84	2	0	0	50.0%
85	1	0	0	0.0%
89	1	0	0	100.0%
90	2	1	0	0.0%
95	1	0	0	100.0%
97	2	0	0	50.0%
100	24	8	0	12.5%
104	1	0	0	100.0%
106	1	0	0	0.0%
108	1	0	0	0.0%
115	1	0	0	100.0%
117	1	0	0	100.0%
120	6	0	0	0.0%

123	3	0	0	0.0%
130	3	0	0	0.0%
131	2	0	0	100.0%
136	1	0	0	100.0%
137	1	0	0	100.0%
140	1	0	0	100.0%
150	9	1	0	44.4%
160	1	0	0	0.0%
169	1	0	0	100.0%
170	2	0	0	50.0%
175	1	0	0	0.0%
180	1	0	0	100.0%
200	24	6	0	33.3%
205	1	0	0	0.0%
220	2	0	0	50.0%
250	10	1	0	50.0%
280	3	0	0	66.7%
300	8	1	0	25.0%
301	1	0	0	100.0%
320	1	1	0	0.0%
340	1	0	0	0.0%
343	1	0	0	100.0%
344	1	0	0	0.0%
350	4	1	0	25.0%
390	1	0	0	100.0%
400	9	1	0	11.1%
430	1	0	0	0.0%
450	1	0	0	0.0%
460	1	0	0	100.0%
500	46	3	0	6.5%
600	11	0	0	9.1%
604	1	0	0	0.0%
680	1	1	0	0.0%
700	27	0	0	0.0%
785	1	0	0	100.0%

790	1	0	0	100.0%
800	2	0	0	100.0%
850	2	0	0	100.0%
900	15	0	0	0.0%
960	1	0	0	0.0%
1000	7	4	0	0.0%
1100	1	0	0	0.0%
1200	1	0	0	100.0%
1300	1	1	0	0.0%
1472	1	0	0	100.0%
1500	6	5	0	0.0%
1510	2	0	0	0.0%
2000	25	0	0	80.0%
2006	1	0	0	0.0%
2051	1	0	0	0.0%
2300	1	0	0	100.0%
2500	2	0	0	0.0%
2600	1	0	0	0.0%
3000	3	1	0	0.0%
3501	1	0	0	0.0%
4500	4	0	0	100.0%
5000	5	1	0	40.0%
7000	1	1	0	0.0%
8500	1	1	0	0.0%
9182	1	0	0	100.0%
9367	1	0	0	100.0%
9946	2	0	0	0.0%
10000	1	0	0	0.0%
11690	1	0	0	0.0%
23248	1	0	0	100.0%
42319	1	0	0	0.0%
50000	1	1	0	0.0%
70000	1	1	0	0.0%
79017	1	0	0	0.0%
100000	1	0	0	0.0%

136000	1	1	0	0.0%
150000	1	0	0	0.0%
300000	1	0	0	0.0%
337149	1	0	0	100.0%
16003981	1	0	0	0.0%
90123158	1	0	0	0.0%
555665571	2	0	0	100.0%
565674784	1	0	0	0.0%
662437513	1	0	0	100.0%

Disqualified Rate - UTM Medium

UTM Medium	Created Leads	Open Leads	Marketing Lead	Disqualified Rate
cpc	1579	57	0	76.8%
referral	1236	15	0	80.4%
organic	613	28	0	72.6%
QR Code	116	45	0	28.4%
email	51	0	20	43.1%
Paid Social	6	0	0	0.0%
paid_social	3	0	0	0.0%
email/	2	0	0	100.0%
article	1	0	0	0.0%

LinkedIn

Impressions (Sep 2024)

239.82K ↓

Aug 2024: 561.96K

Views (Sep 2024)

28.74K ↑

Aug 2024: 15.57K

Clicks (Sep 2024)

1.06K ↓

Aug 2024: 2.97K

Engagement (Sep 2024)

1.10K ↓

Aug 2024: 3.02K

Click-Through Rate (Sep 2024)

0.4% ↓

Aug 2024: 0.5%

Cost per Click (Sep 2024)

R 62.00 ↑

Aug 2024: R 37.49

Engagement Rate (Sep 2024)

0.5% ↓

Aug 2024: 0.5%

Lead Form Opens (Sep 2024)

88 ↓

Aug 2024: 246

Leads Generated (Sep 2024)

0 ↓

Aug 2024: 1

Leads Generated by Industry (Sep 2024)

0 ↑

Aug 2024: 0

Leads Generated by Company Size (Sep 2024)

0 ↑

Aug 2024: 0

Leads Generated by Job Title (Sep 2024)

0 ↑

Aug 2024: 0

Engagement Rate by Company (Sep 2024)

0.0% ↓

Aug 2024: 0.0%

CTR by Company (Sep 2024)

0.0% ↓

Aug 2024: 0.0%

Engagements Rate by Job Title (Sep 2024)

0.2% ↑

Aug 2024: 0.1%

CTR by Job Title (Sep 2024)

0.1% ↑

Aug 2024: 0.1%

Conversion Rate (Sep 2024)

0.0% ↓

Aug 2024: 0.0%

Cost per Conversion - LC (Sep 2024)

- ↓

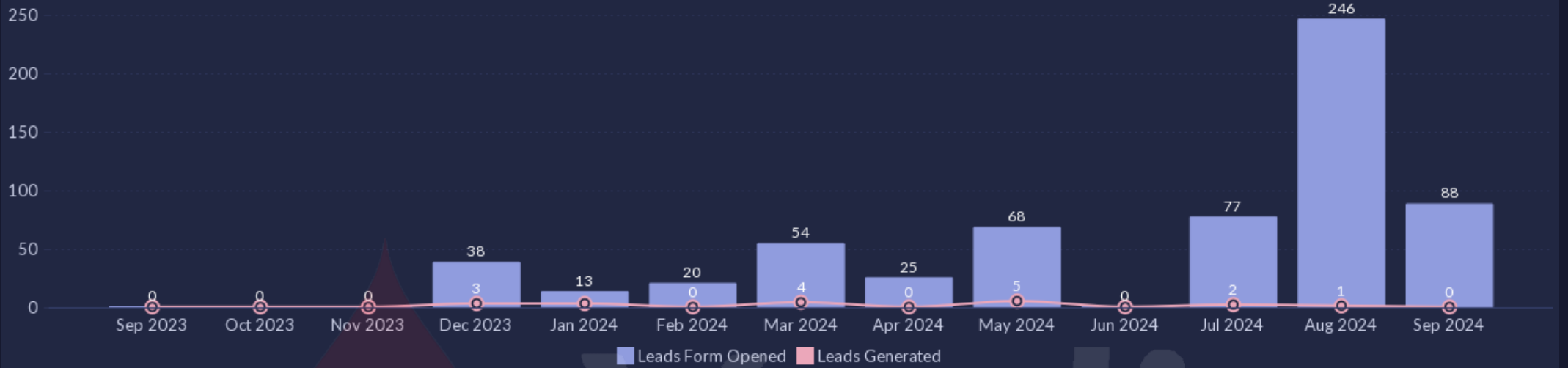
Aug 2024: ZAR 111,373.01

Cost per Conversion - WC (Sep 2024)

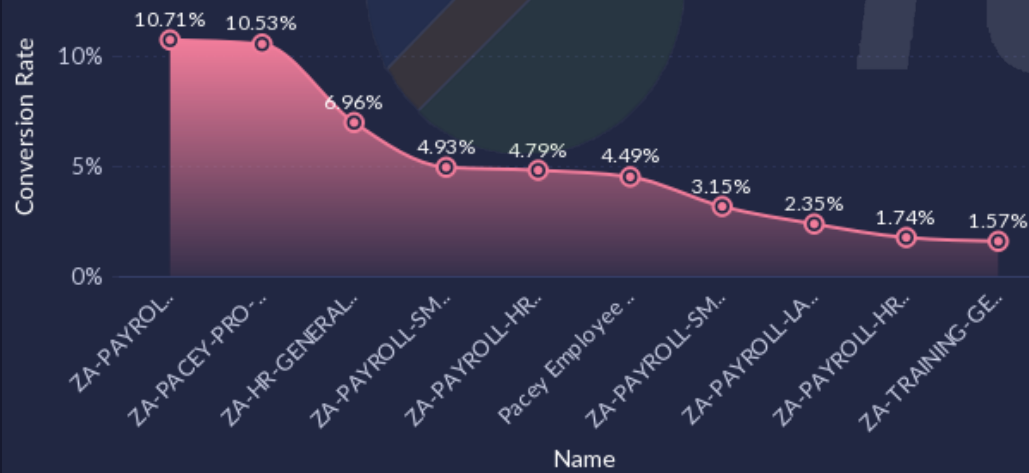
- ↑

Aug 2024: -

Leads Form Opened vs Leads Generated based on Campaigns (LinkedIn Ads)



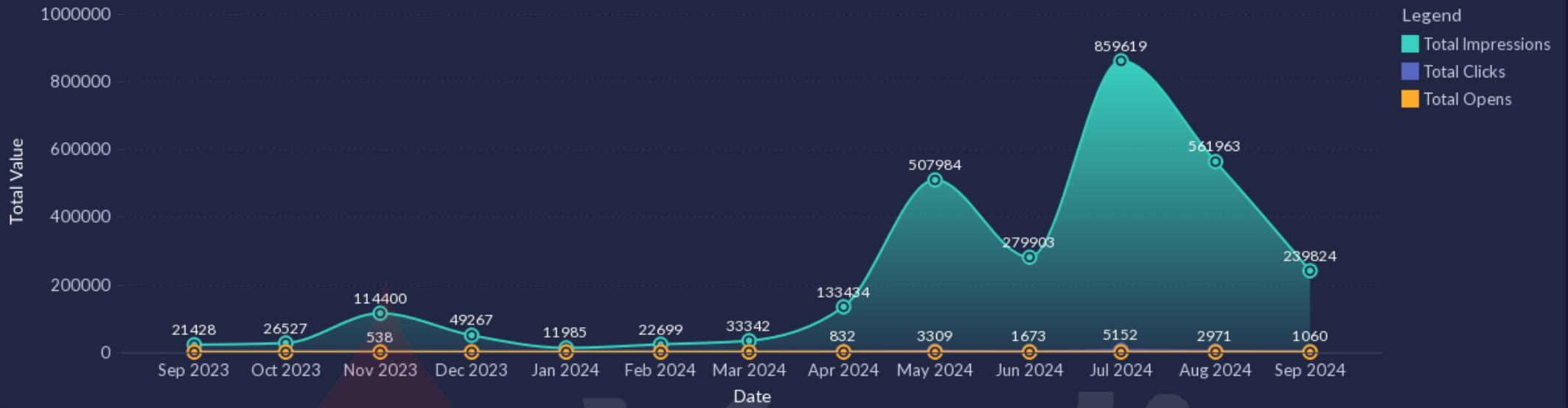
Top 10 Campaigns by Conversion Rate - LinkedIn



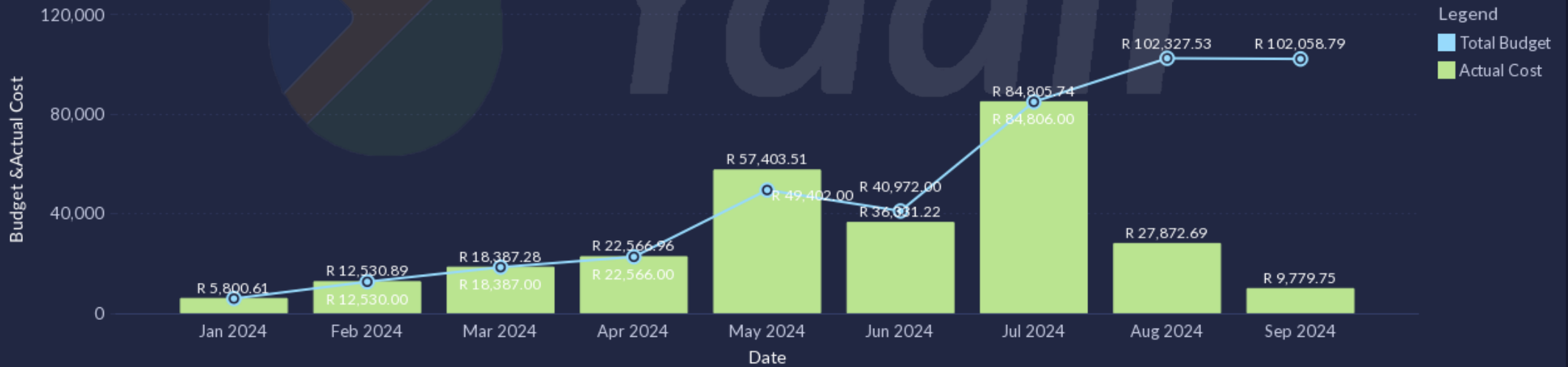
Video Engagement Funnel (LinkedIn Ads)



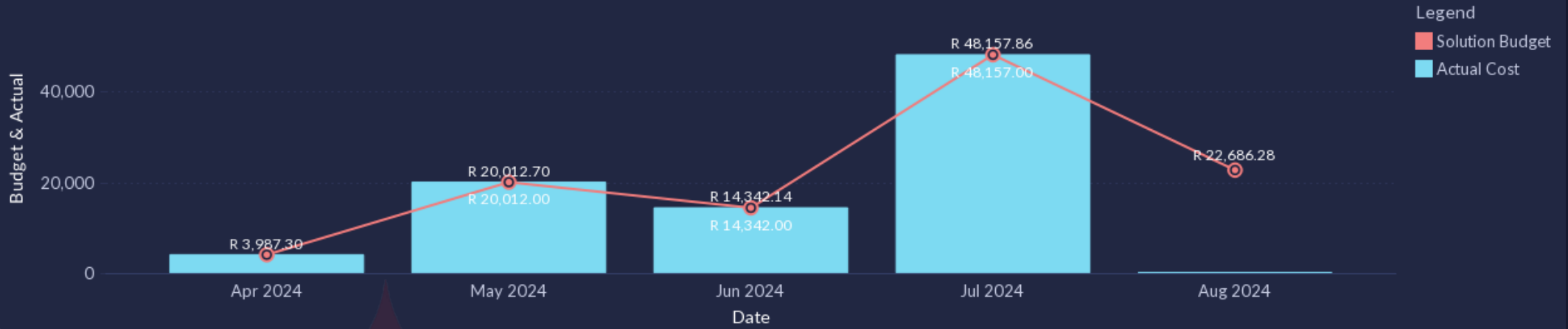
Monthly Performance Comparison - LinkedIn



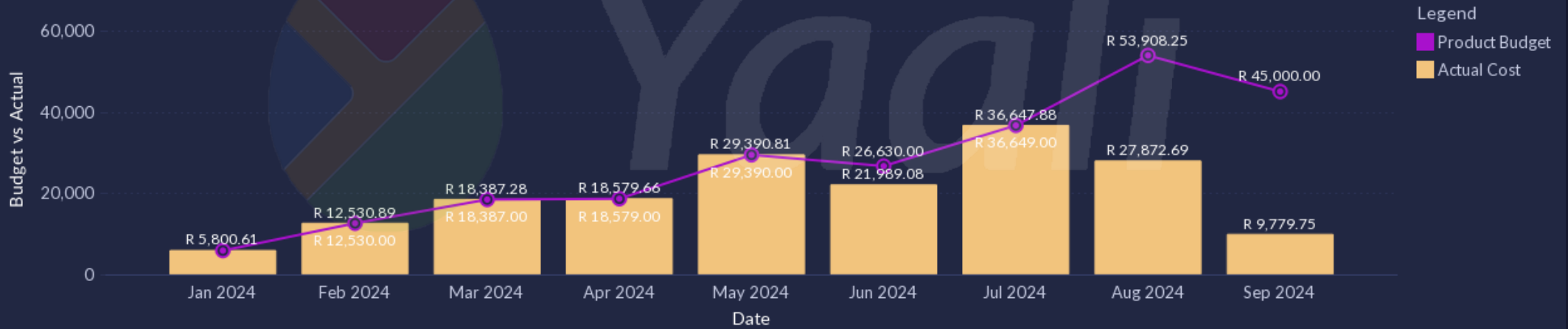
Total Budget Vs Actual - LinkedIn (ZA)



Solution Budget Vs Actual - LinkedIn (ZA)



Product Budget Vs Actual - LinkedIn (ZA)



Brand Budget Vs Actual - LinkedIn (ZA)

No Data Available



Yaali

Marketing Funnel Journey

BRA - Top of Funnel

Total Likes - LinkedIn

331

Total Shares - LinkedIn

8

Total Comments - LinkedIn

0

Total Impressions

5542.29K

Total Spend

R 162.66K

Cost Per Thousand Impressions (CPM)

R 29.35

Cost Per Click (CPC)

R 10.24

Engagements Rate

36.9%

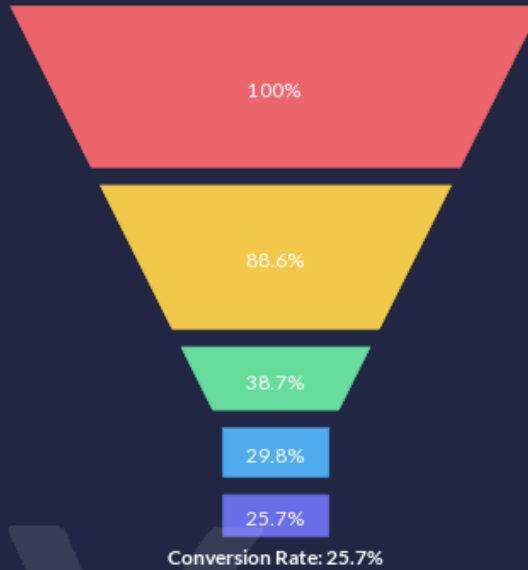
Video Completions Rate

25.7%



Yaali

Video View Funnel (Brand)



Legend

■ Total Impressions ■ Video First Quartile Completions ■ Video Midpoint Completions ■ Video Third Quartile Completions ■ Video Completions

SOL - Middle of Funnel

Total Clicks

169.41K

Total Spend

R 381.34K

Video Completions Rate

18.2%

Cost Per Click (CPC)

R 2.25

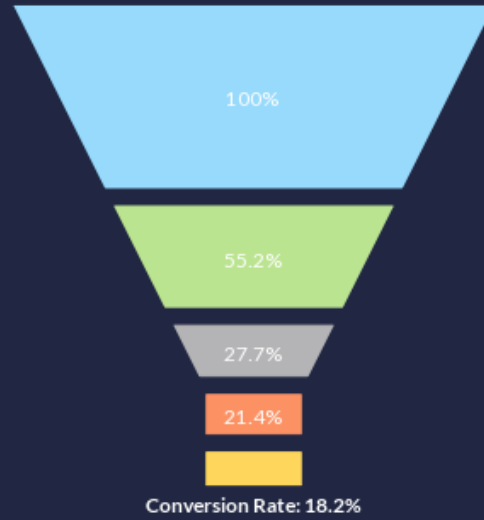
Interaction Rate

19.3%

Click Through Rate (CTR)

1.5%

Video View Funnel (SOL)



Legend

■ Total Impressions ■ Video First Quartile Completions ■ Video Midpoint Completions ■ Video Third Quartile Completions ■ Video Completions

PRO - Bottom of Funnel

Total Clicks

250.76K

Click Through Rate (CTR)

7.5%

Cost Per Click (CPC)

R 3.35

Total Spend

R 840.40K

Cost Per Conversion (CPC)

R 385.04

Leads generated

10

Campaign - Phase

Phase	Costs	Impressions	CTR	CPC	CPM
-------	-------	-------------	-----	-----	-----

-No Value-	R 26,844.24	231154	1.7%	R 6.93	R 116.13
Brand	R 162,656.85	5542293	0.3%	R 10.24	R 29.35
Product	R 840,399.08	3325027	7.5%	R 3.35	R 252.75
Solution	R 381,338.04	11527930	1.5%	R 2.25	R 33.08
Grand Summary:	R 1,411,238.21	20626404	2.1%	R 3.21	R 68.42



Yaali

Total (Leads & Contacts)

174

Event Leads

143

Event Contacts

31

Event Actual Cost

R 175,000.04

Event Expected Revenue

R 0.00



Yaali

Marketing Interactions

Total Interactions (Sep 2024)

13866 ↑

Aug 2024: 9861

Interactions per Lead (Sep 2024)

2.28 ↑

Aug 2024: 1.45

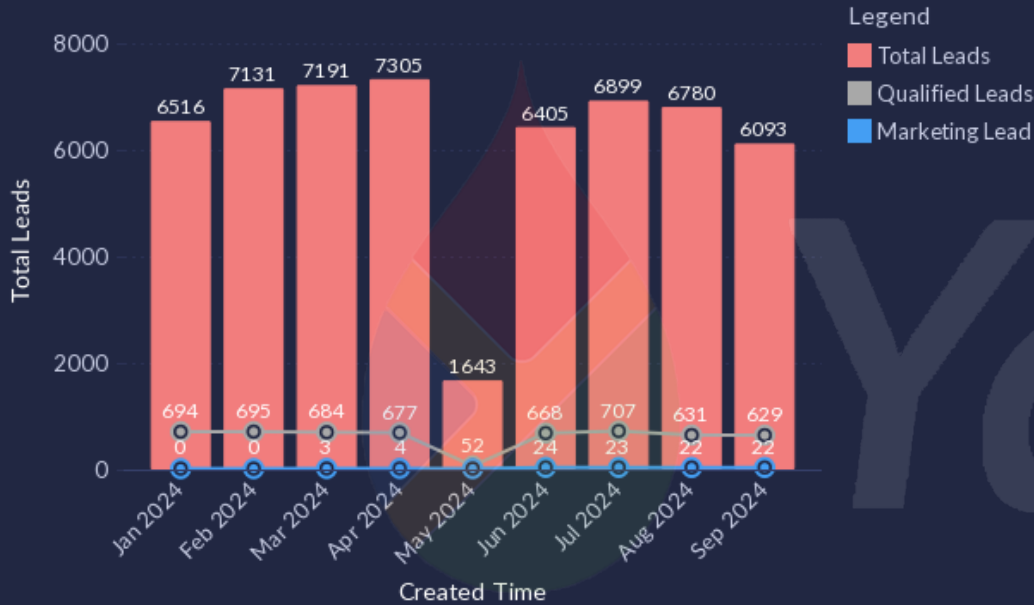
Ad Spend (Sep 2024)

R 0.17 ↓

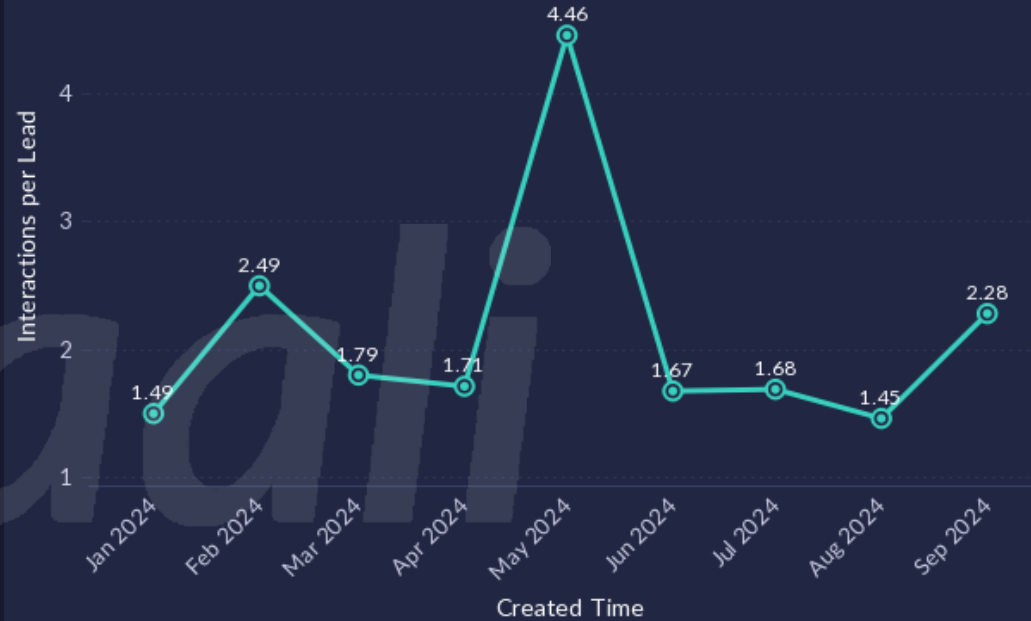
Aug 2024: R 0.20

Marketing Interactions

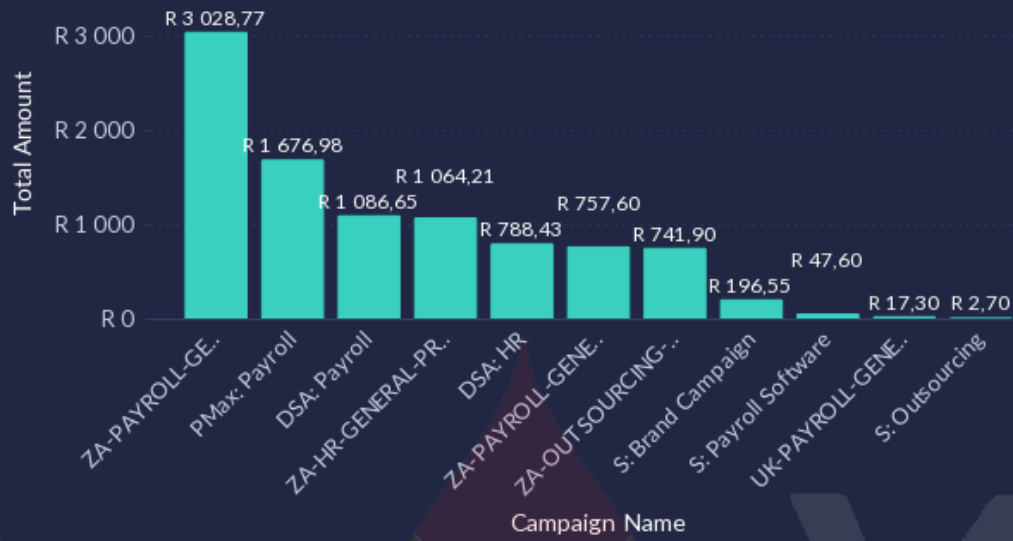
Marketing Interactions that happened with CRM Leads over period of time. Number of Interactions are segregated by Qualified and Marketing Leads



Interactions per Lead by Month



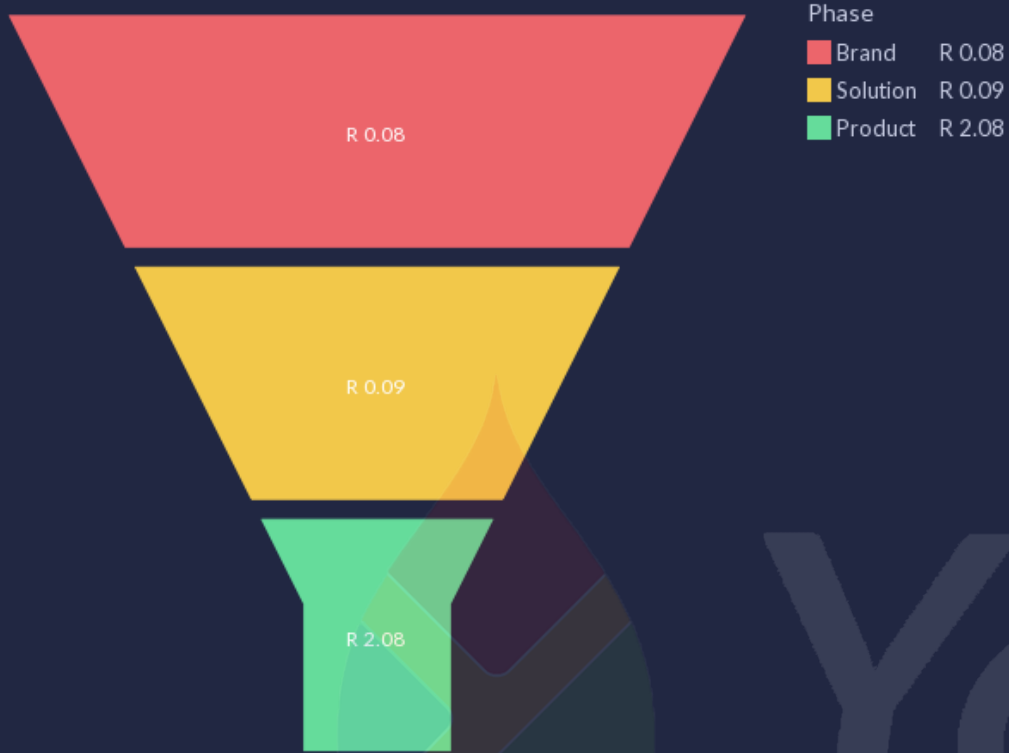
Total Value By Campaigns



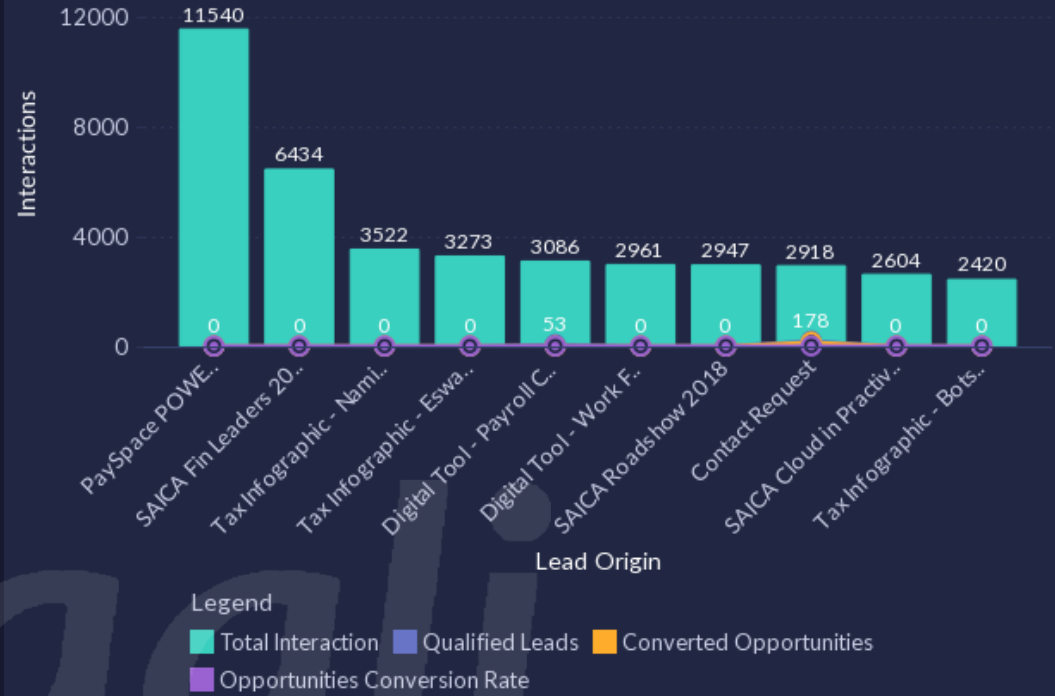
Ad Spend by Month-Cost Per Interaction



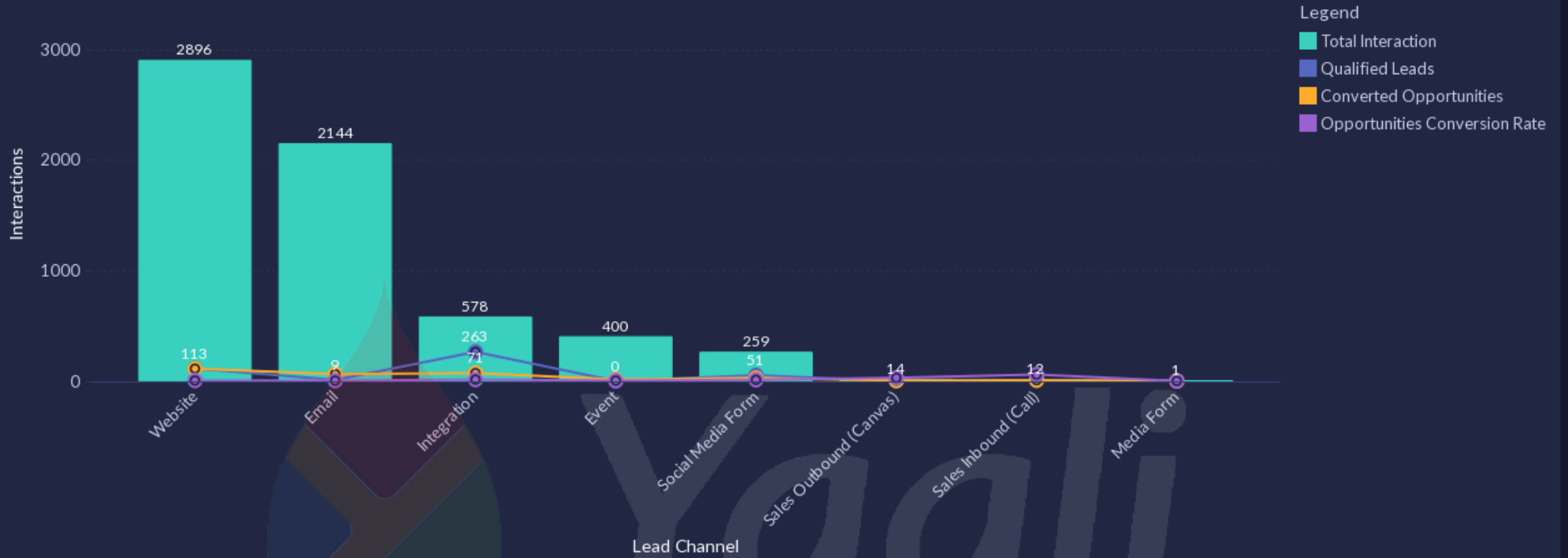
Ad Spend by Phase



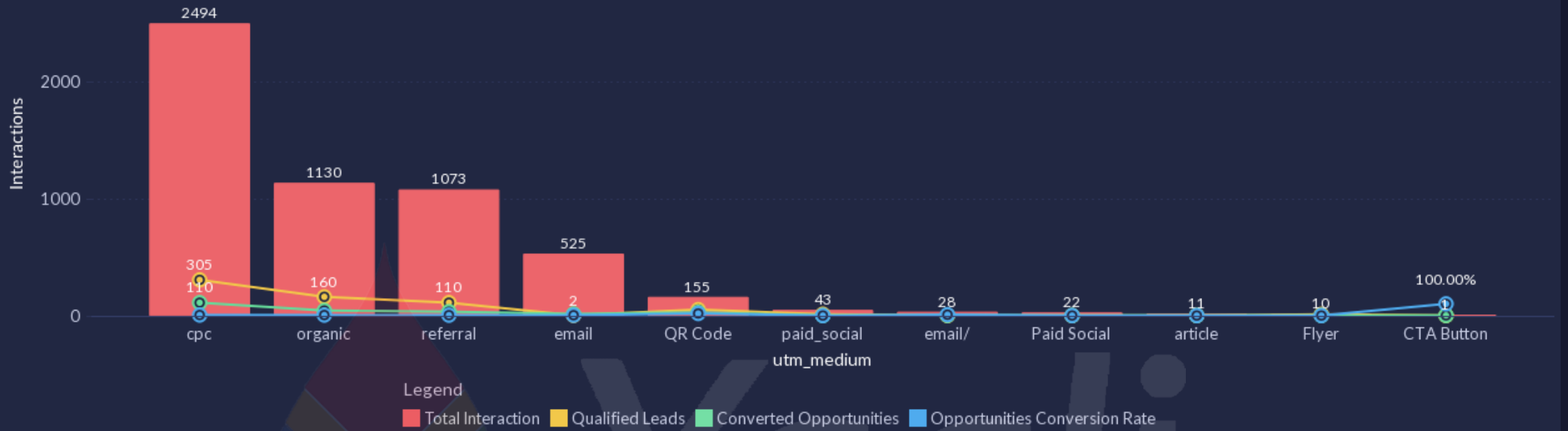
Marketing Interactions by Lead Origin



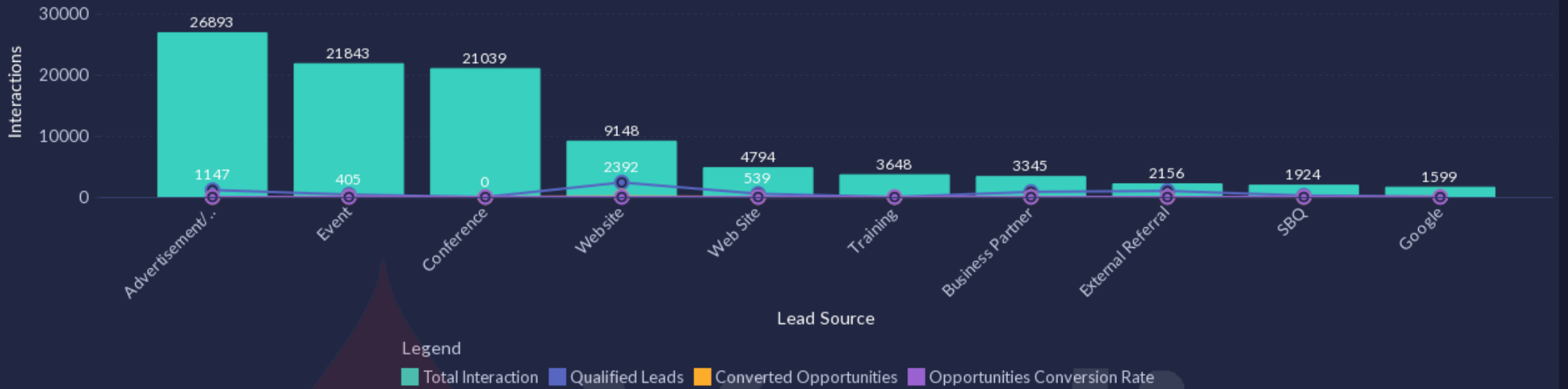
Marketing Interactions by Lead Channel



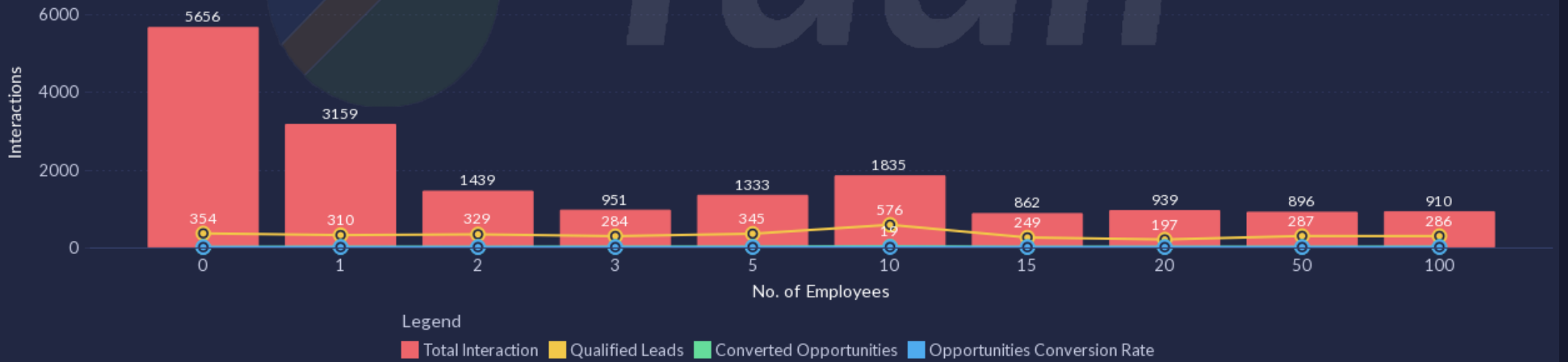
Marketing Interactions by UTM Medium



Marketing Interactions by Lead Source



Marketing Interactions by No of Employees



Marketing Interactions - Lead Channel

Lead Channel	Total Interactions	Qualified Leads	Converted Opportunities	Conversion Rate (I to O)
Email	2144	9	62	2.9%
Event	400	0	14	3.5%
Integration	578	263	71	12.3%
Media Form	1	0	0	0.0%
Sales Inbound (Call)	12	6	7	58.3%
Sales Outbound (Canvas)	14	0	4	28.6%
Social Media Form	259	51	27	10.4%
Website	2896	113	111	3.8%



Zoho Campaigns

Emails Sent (Sep 2024)

59.82K ↑

Aug 2024: 55.72K

Opens (Sep 2024)

9.97K ↓

Aug 2024: 9.97K

Clicks (Sep 2024)

852 ↑

Aug 2024: 717

Bounces (Sep 2024)

612 ↓

Aug 2024: 706

Open Rate (Sep 2024)

16.7% ↓

Aug 2024: 17.9%

Click-Through Rate (Sep 2024)

1.42% ↑

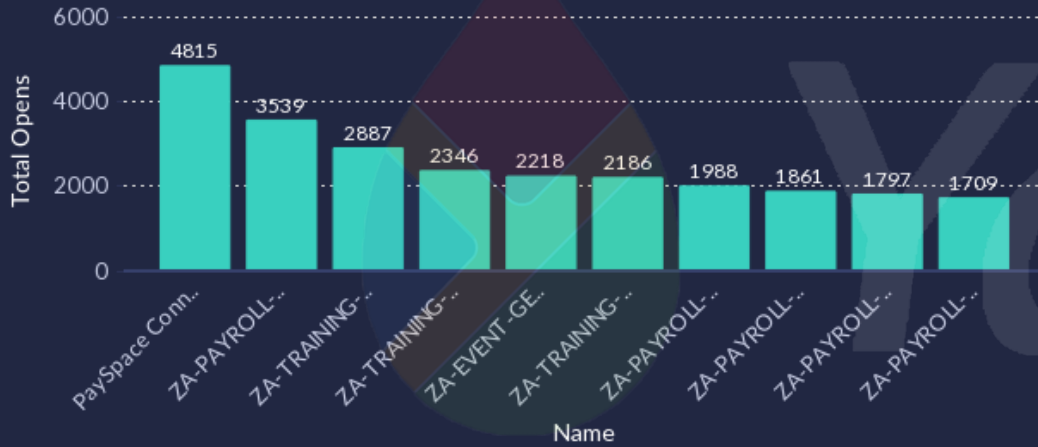
Aug 2024: 1.29%

Bounce Rate (Sep 2024)

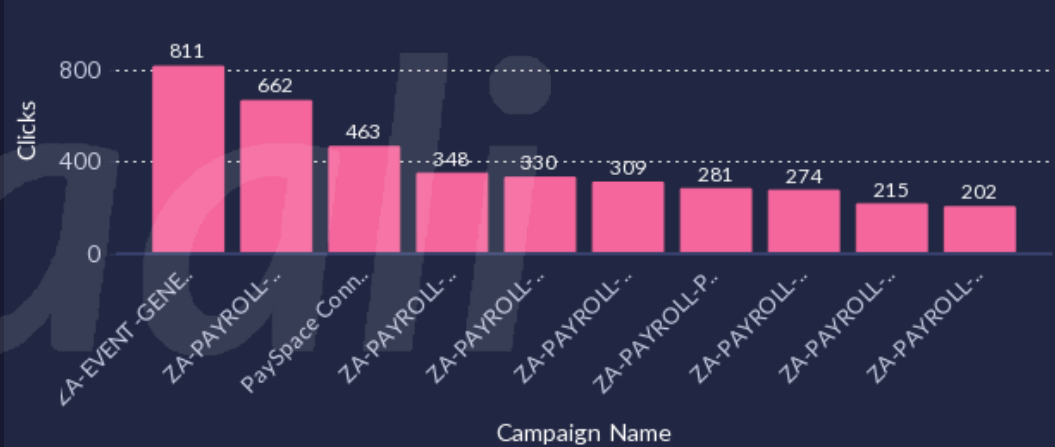
1.0% ↓

Aug 2024: 1.3%

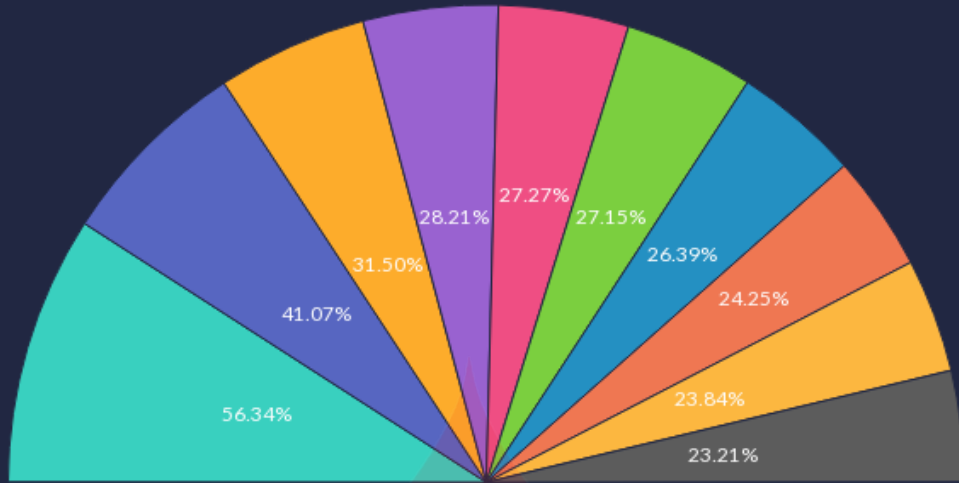
Top 10 Campaigns - Based on Opens (Zoho Campaigns)



Top 10 Campaigns - Based on Clicks (Zoho Campaigns)



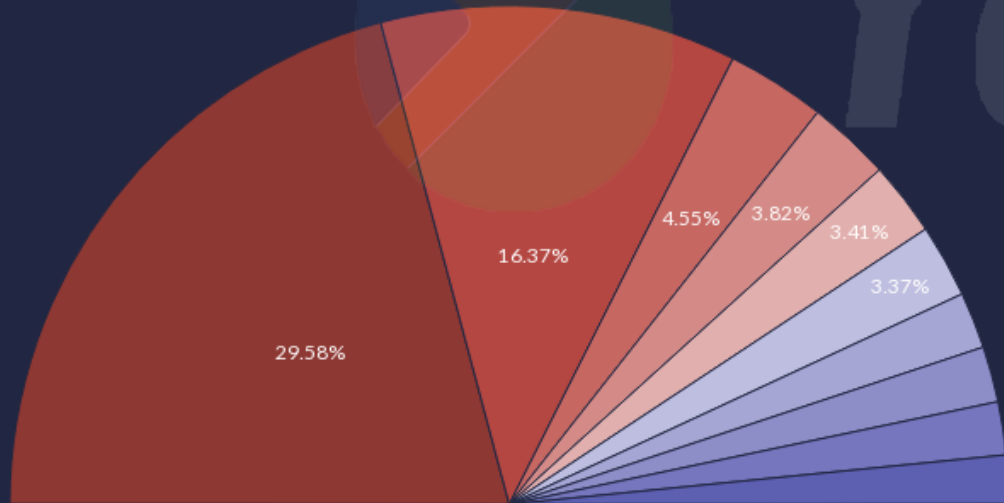
Top 10 Zoho Campaigns by Open Rate



Name

- ZA-PAYROLL-PARTNERS-BRA-NUR-EMAIL-PAYSPACE-BP-ANNUAL-ASSESSMENT
- ALL-INTERNAL-HR-EMAIL-Q2-QUARTERLY-AWARDS
- ZA-PAYROLL-GENERAL-SOL-NUR-EMAIL-PRACTICAL-PAYROLL-SOLUTION-SEMINAR-SAICA
- ZA-PAYROLL-HR-GENERAL-BRA-C4L-EMAIL-ANNUAL-PRICE-INCREASE-CPI
- DEEL-PAYROLL-GENERAL-BRA-PR-EMAIL-GLOBAL PAYROLL COMMUNITY-CLICKS
- UK-PAYROLL-HR-GENERAL-BRA-PR-EMAIL-UK-DEEL-LOST-LEADS
- ZA-PAYROLL-GENERAL-PRODUCT-EMAIL-NUR-SAGE-PREVIOUS-PAYROLL
- ZA-TRAINING-GENERAL-SOL-NUR-EMAIL-PAYROLL-ADMIN-LITE
- + 2 more...

Top 10 Zoho Campaigns by CTR



Name

- ZA-PAYROLL-PARTNERS-BRA-NUR-EMAIL-PAYSPACE-BP-ANNUAL-ASSESSMENT 29.58%
- ALL-INTERNAL-HR-EMAIL-Q2-QUARTERLY-AWARDS 16.37%
- DEEL-PAYROLL-GENERAL-BRA-PR-EMAIL-GLOBAL PAYROLL COMMUNITY-CLICKS 4.55%
- ZA-PAYROLL-PARTNERS-BRA-NUR-EMAIL-PAYSPACE-DEEL-SALES-PRESENTATION 3.82%
- ZA-PAYROLL-GENERAL-SOL-C4L-EMAIL-PAYSPACE-PRODUCT-UPDATE-JUNE-24-BP 3.41%
- ZA-PAYROLL-GENERAL-SOL-C4L-EMAIL-PAYSPACE-PRODUCT-UPDATE-JULY-24-BP 3.37%
- ZA-EVENT-GENERAL-BRA-PR-EMAIL-PAYSPACE-XERO-ROADSHOW-2024 2.59%
- ZA-PAYROLL-GENERAL-SOL-C4L-EMAIL-PAYSPACE-PRODUCT-UPDATE-AUGUST-24-BP 2.56%
- ZA-EVENT-GENERAL-BRA-C4L-EMAIL-POWER-CONFERENCE-2024 2.44%
- UK-PAYROLL-PARTNERS-BRA-NUR-EMAIL-PAYSPACE-UK-BP-PRESENTATION 2.23%