TOTAL COST OF DEMAND

Do you know the actual cost of your demand campaigns?

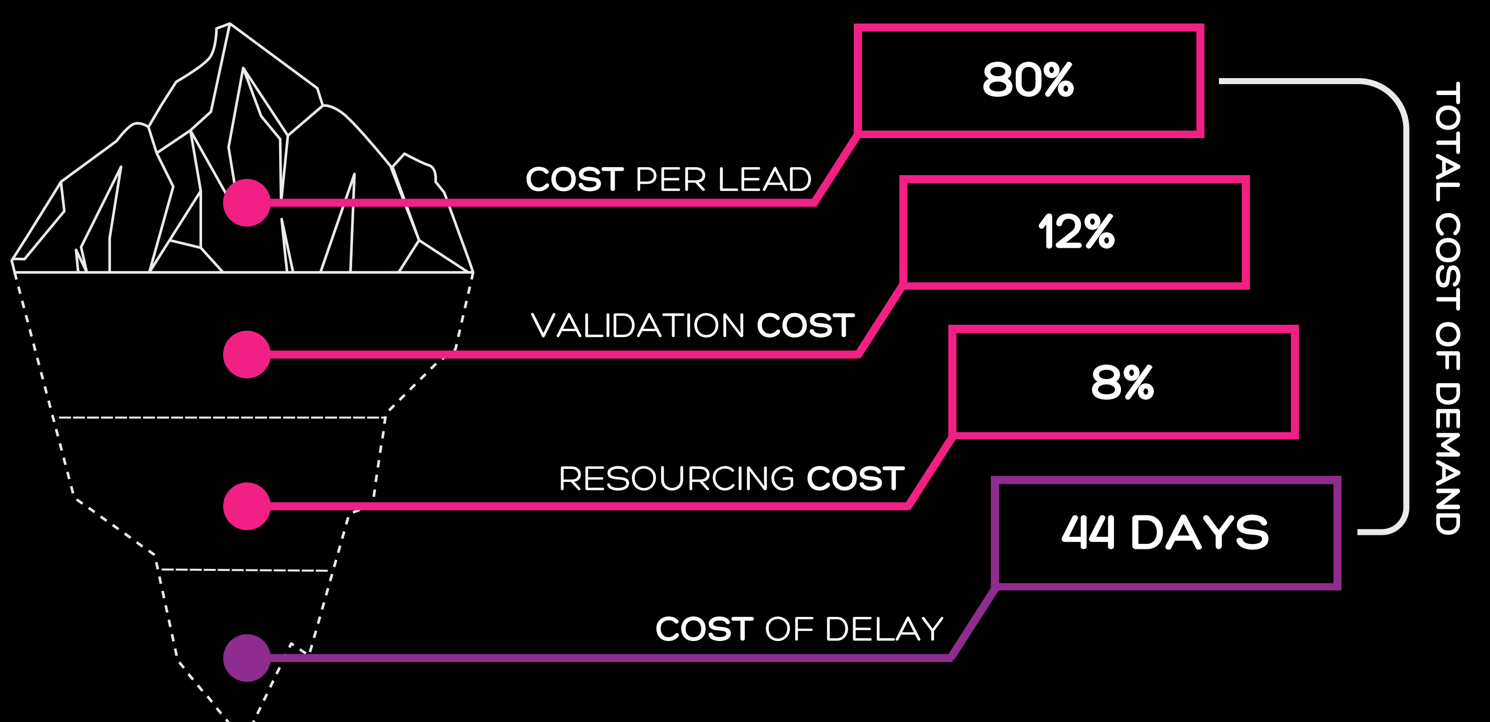
4 Cost Centers Driving Up Your TCD

Most Marketers and Agencies consider their demand generation costs at face-value. Oftentimes, using only the Cost Per Lead (CPL) as the denominator when calculating the ROI on their programs. But that's just the tip of the iceberg. The reality is that there are **Four Cost Centers** driving your overall investment higher than you might realize.

Let's take a look.

- COST PER LEAD
- VALIDATION COST
- RESOURCING COST
- COST OF DELAY

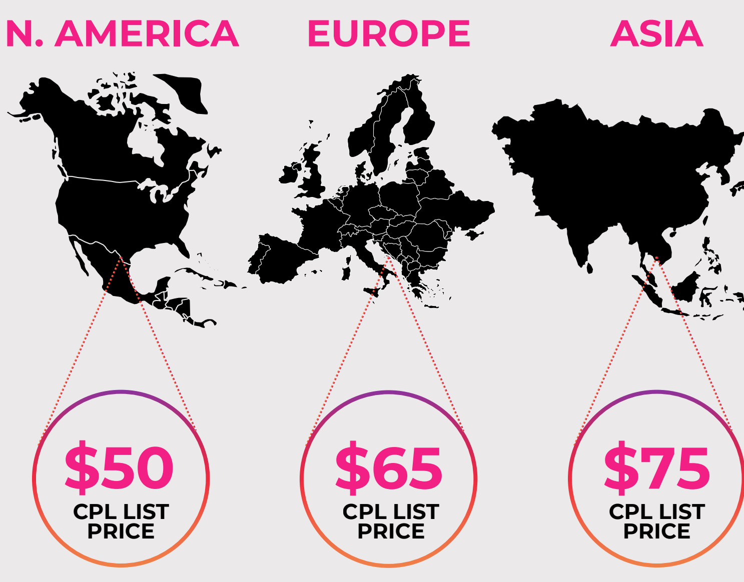
There are numerous incurred costs associated with your demand generation activity. In totality, this is defined as your **Total Cost of Demand (TCD)**. TCD doesn't only include your base media cost (your Cost Per Lead). It also includes the cost to validate and ingest these leads, the resources dedicated to executing these campaigns through manual workflows, and the opportunity cost of delayed campaign launch.

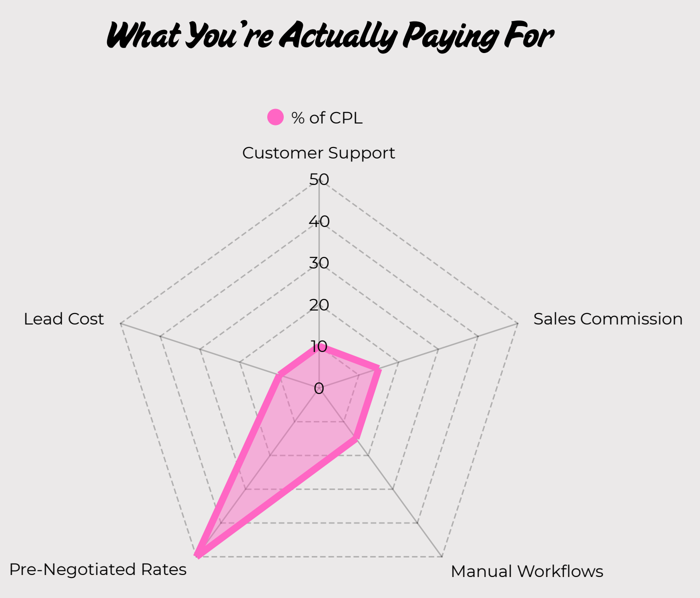


*It takes on average **44 days** to get a demand campaign live. This delay can create a lost opportunity of ***millions of dollars a year!!!***

COST PER LEAD

THE TIP OF THE ICEBERG

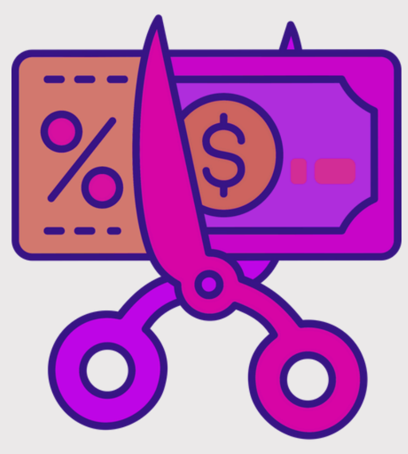




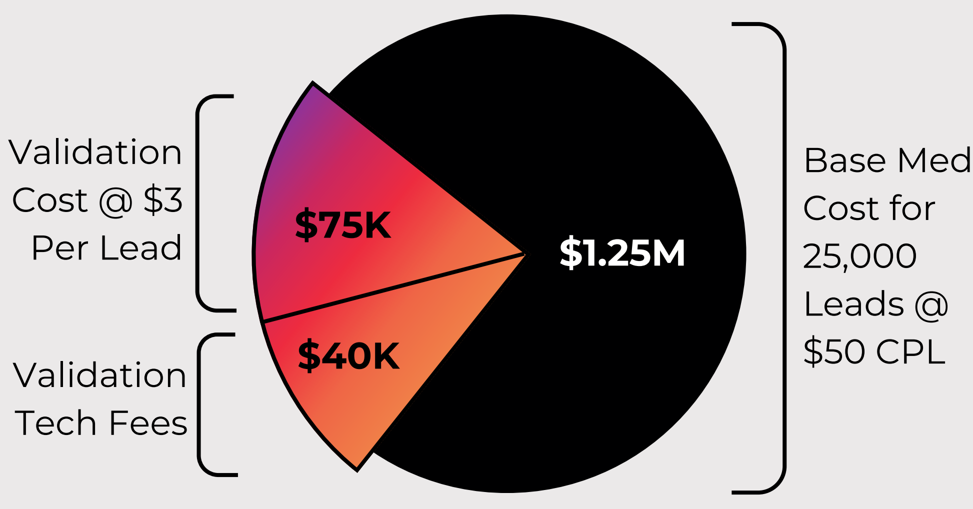
VALIDATION COSTS

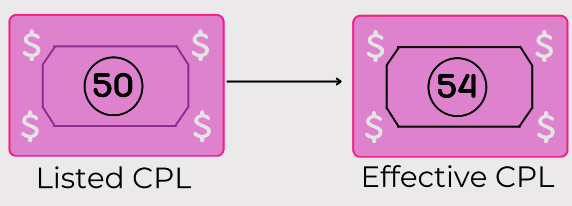
THE DOUBLE TAX ON YOUR LEADS

>9%



INCREASE TO YOUR CPL





RESOURCING COSTS

MANUAL PROCESS DRAG

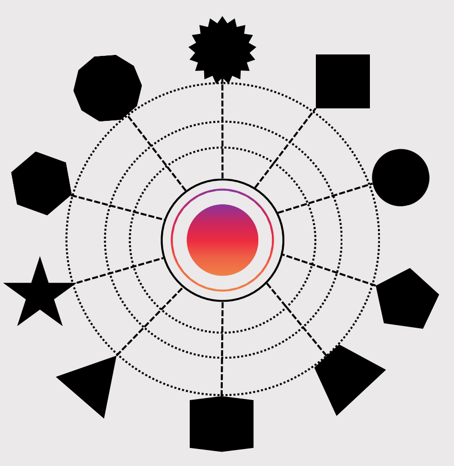
COST OF MANUAL & REDUNDANT WORKFLOW MANAGEMENT

5 VENDORS	15 VENDORS	10 VENDORS
$2,100 PER TEAM MEMBER PER CAMPAIGN	$6,300 PER TEAM MEMBER PER CAMPAIGN	$4,200 PER TEAM MEMBER PER CAMPAIGN
RFP Process Management 10 Hours | $600	RFP Process Management 30 Hours | $1,800	RFP Process Management 20 Hours | $1,200
Landing Page Approvals 10 Hours | $600	Landing Page Approvals 30 Hours | $1,800	Landing Page Approvals 20 Hours | $1,200
Reporting Consolidation 15 Hours | $900	Reporting Consolidation 45 Hours | $2,700	Reporting Consolidation 30 Hours | $1,800
BUY NOW	BUY NOW	BUY NOW

ASSUMPTIONS: Based on a $60/hour employee cost | RFP Process = 2 HRs/Vendor | LP Approvals = 2 HRs/Vendor | Reporting = 3 HRs/Vendor

On Average

TEAMS MANAGE 10 VENDORS

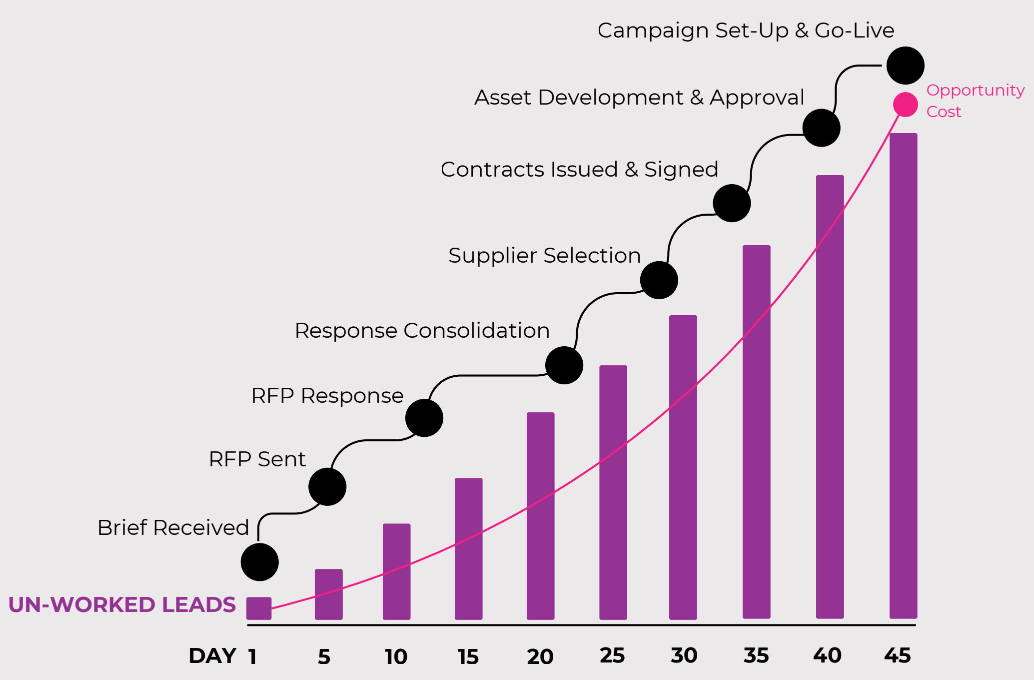


TO DELIVER QUARTERLY CAMPAIGNS

COSTS OF DELAY

PIPELINE VELOCITY SABOTEUR

*It takes on average **44 days** to go from sending an RFP to Go-Live*



Curious How Audyence is Course Correcting This?

Speak to A Demand Innovator: **REQUEST A DEMO**

READ THE FULL EBOOK TO LEARN MORE