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**PERFORMANCE MARKETING**  
**WORK SAMPLES**

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# KPIS/REPORTING

At Everflow, I focused on driving inbound quality leads and gross leads. I use Everflow's open-API platform, HubSpot, and Tableau to report early ROI, (prior to factoring in CLV and LTV).

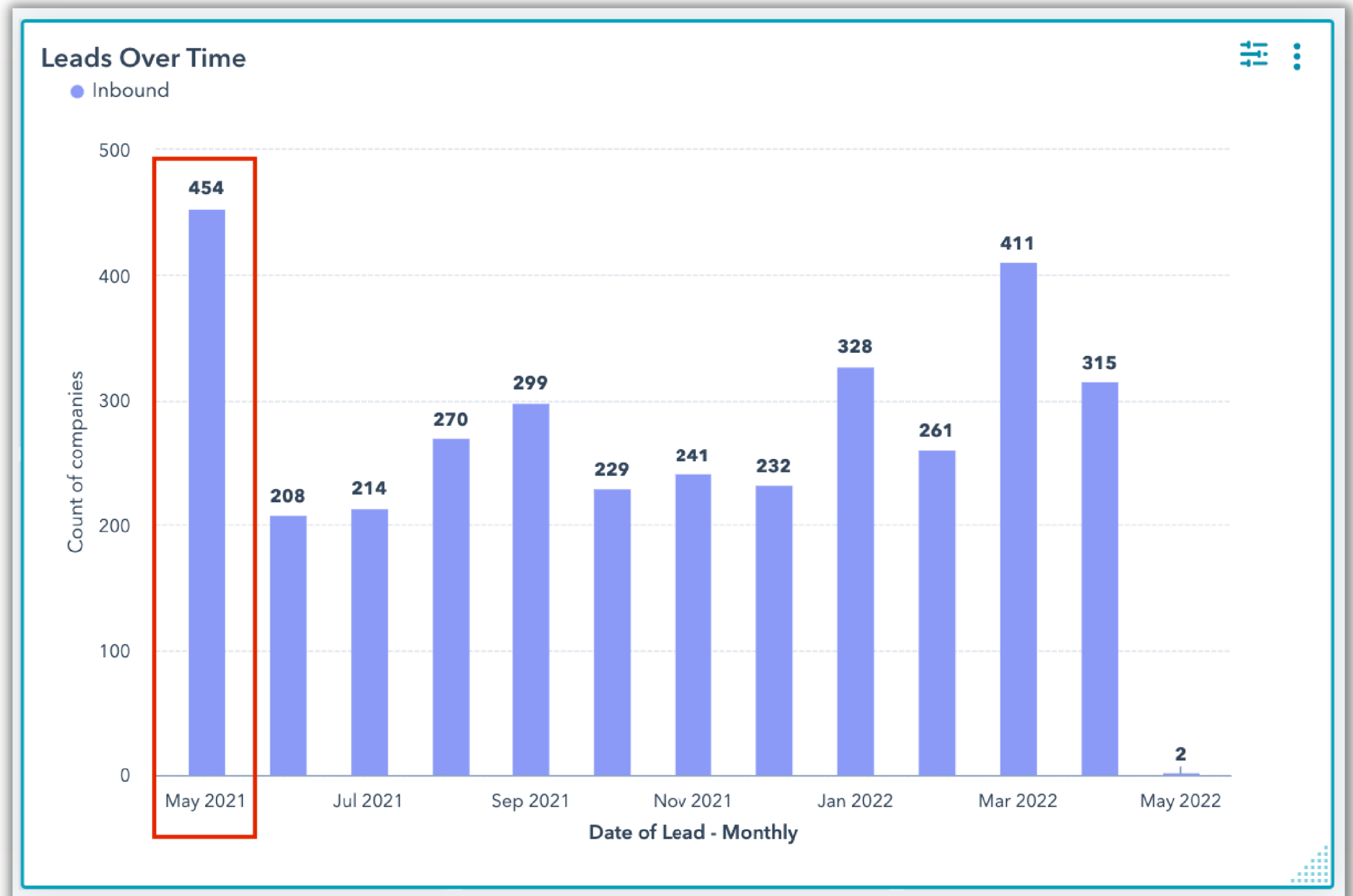
For the six months ended 12/31/22, Everflow Google Search generated \$210K in booked revenue on \$180K in spend, delivering a ~17% ROI.

	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ
	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	2021 Total	Jan-21	Feb-21	Mar-21
<b>New Bookings:</b>	47	38	39	35	42	40	42	33	39	473	40	43	24
Total Paying Customers	675	691	709	723	738	742	756	765	776	776	795	803	793
Paying Customers Growth Rate	3.37%	2.37%	2.60%	1.97%	2.07%	0.54%	1.89%	1.19%	1.44%	2.20%	2.45%	1.01%	-1.25%
Inbound Quality Leads	53	50	69	60	54	55	70	68	54	717	74	66	89
Drift Quality Leads	54	53	77	43	37	37	47	40	31	589	49	25	63
Review Websites Quality Leads	11	17	10	4	3	0	0	1	0	86	0	0	2
Demand Gen Quality Leads	40	50	57	34	54	35	34	35	44	508	46	55	60
Total Non-Referral Quality Leads	158	170	213	141	148	127	151	144	129	1,900	169	146	214
<b>Gross Leads</b>	<b>394</b>	<b>420</b>	<b>387</b>	<b>330</b>	<b>441</b>	<b>398</b>	<b>350</b>	<b>328</b>	<b>341</b>	<b>4,523</b>	<b>501</b>	<b>370</b>	<b>524</b>
Lead Growth Rate	0.25%	6.60%	-7.86%	-14.73%	33.64%	-9.75%	-12.06%	-6.29%	3.96%	1.71%	46.92%	-26.15%	41.62%
Leads to Bookings Rate	11.93%	9.05%	10.08%	10.61%	9.52%	10.05%	12.00%	10.06%	11.44%	10.50%	7.98%	11.62%	4.58%
Clicks	14,858	15,468	16,050	16,514	19,538	16,963	13,737	12,250	11,293	180,678	20,288	15,824	N/A
Click Growth Rate	-4.82%	4.11%	3.76%	2.89%	18.31%	-13.18%	-19.02%	-10.82%	-7.81%	1.21%	79.65%	-22.00%	N/A
Visitors to Lead CR	3.28%	3.34%	3.14%	2.79%	3.08%	3.13%	3.51%	3.53%	3.80%	3.25%	5.58%	3.12%	3.62%
Site Visitors	12,029	12,585	12,340	11,823	14,339	12,729	9,969	9,280	8,981	140,353	8,981	11,871	14,491
Drift Conversations	315	328	273	197	310	219	184	156	121	2,949	193	151	255
Drift Emails Captured	123	126	124	82	92	80	78	73	58	1,175	90	49	83
Churn	22	24	21	22	27	37	27	29	31	304	25	36	35
<b>TOTAL</b>	<b>\$767,223</b>	<b>\$755,166</b>	<b>\$739,000</b>	<b>\$749,439</b>	<b>\$763,776</b>	<b>\$828,726</b>	<b>\$862,196</b>	<b>\$891,186</b>	<b>\$905,282</b>	<b>\$9,449,322</b>	<b>\$973,413</b>	<b>\$952,615</b>	<b>\$968,223</b>
Total (by Quarter)			\$2,261,389			\$2,341,941			\$2,658,664				
Final Total (Yearly) or ARR	\$9,207K	\$9,062K	\$8,868K	\$8,993K	\$9,165K	\$9,945K	\$10,346K	\$10,694K	\$10,863K		\$11,681K	\$11,431K	\$11,619K
Revenue Growth Rate	0.53%	-1.57%	-2.14%	1.41%	1.91%	8.50%	4.04%	3.36%	1.58%	36.43%	7.53%	-2.14%	1.64%
Rough MRR Estimate by Customer	\$1,137	\$1,093	\$1,042	\$1,037	\$1,035	\$1,117	\$1,140	\$1,165	\$1,167	\$1,112	\$1,224	\$1,186	\$1,221

# HUBSPOT DASHBOARDS

I've been working as a HubSpot administrator since Everflow onboarded the CRM solution on 06/01/21. As of May 2022, inbound leads are up between ~50% to ~90% on a monthly basis since I joined Everflow.

Most importantly, inbound leads now regularly deliver 18 to 20 customers per month (see next slide).

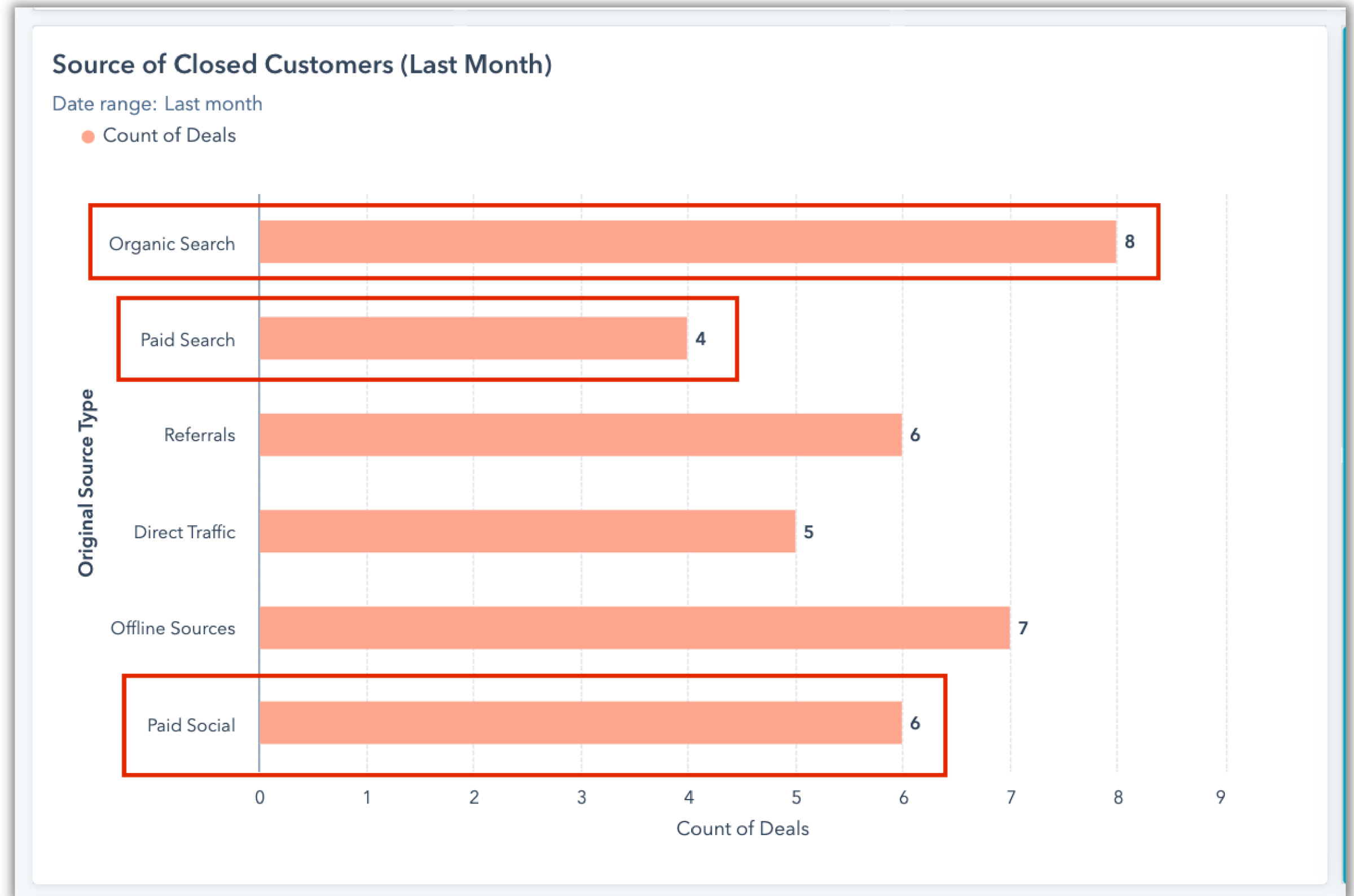


(\*Bulk Podio CRM data uploaded to HubSpot prior to launch.)

# HUBSPOT DASHBOARDS

At Everflow, I'm tasked with driving forward organic search, paid search, and paid social (including Drift chat).

For April 2022, demand generation leads drove 50% of all new Everflow customers (18 of 36).



# GOOGLE ADS

Everflow focuses paid spend on platforms with strong intent for B2B SaaS (Gartner, Google Ads, and LinkedIn).

I've re-engineered Google Ads to deliver real-time offline conversion reporting. I wrote a detailed case study on these efforts, which was published on LinkedIn: <https://bit.ly/3LyYdxA>

The screenshot shows the Google Ads 'Conversions' interface. At the top, there's a navigation bar with 'Conversions' and various utility icons (SEARCH, REPORTS, TOOLS AND SETTINGS, REFRESH, HELP, NOTIFICATIONS). The user's account information '881-303-5597 Everflow ... julian@everflow.io' is visible on the right. Below the navigation bar, there's a 'Summary' section with a date range selector set to 'Apr 1 - 30, 2022'. The main content area displays two conversion goal tables.

**Imported leads** Account-default goal 13 of 13 campaigns [Edit goal](#)

<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/>	<a href="#">Everflow - Zapier Conversions (Low Quality)</a>	Primary	Website (Import from clicks)	91.00	91.00	Recording conversions	
<input type="checkbox"/>	<a href="#">Everflow - Zapier Conversions (Quality)</a>	Primary	Website (Import from clicks)	77.00	77,000.00	Recording conversions	

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**Qualified leads** Account-default goal 13 of 13 campaigns [Edit goal](#)

<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/>	<a href="#">Everflow - Zapier Conversions (Lead)</a>	Secondary	Website (Import from clicks)	163.00	1,630.00	Recording conversions	
<input type="checkbox"/>	<a href="#">Everflow - Zapier Conversions (Customer)</a>	Secondary	Website (Import from clicks)	1.00	5,000.00	Recording conversions	
<input type="checkbox"/>	<a href="#">Everflow - Zapier Conversions (Opportunity)</a>	Secondary	Website (Import from clicks)	0.00	0.00	No recent conversions	

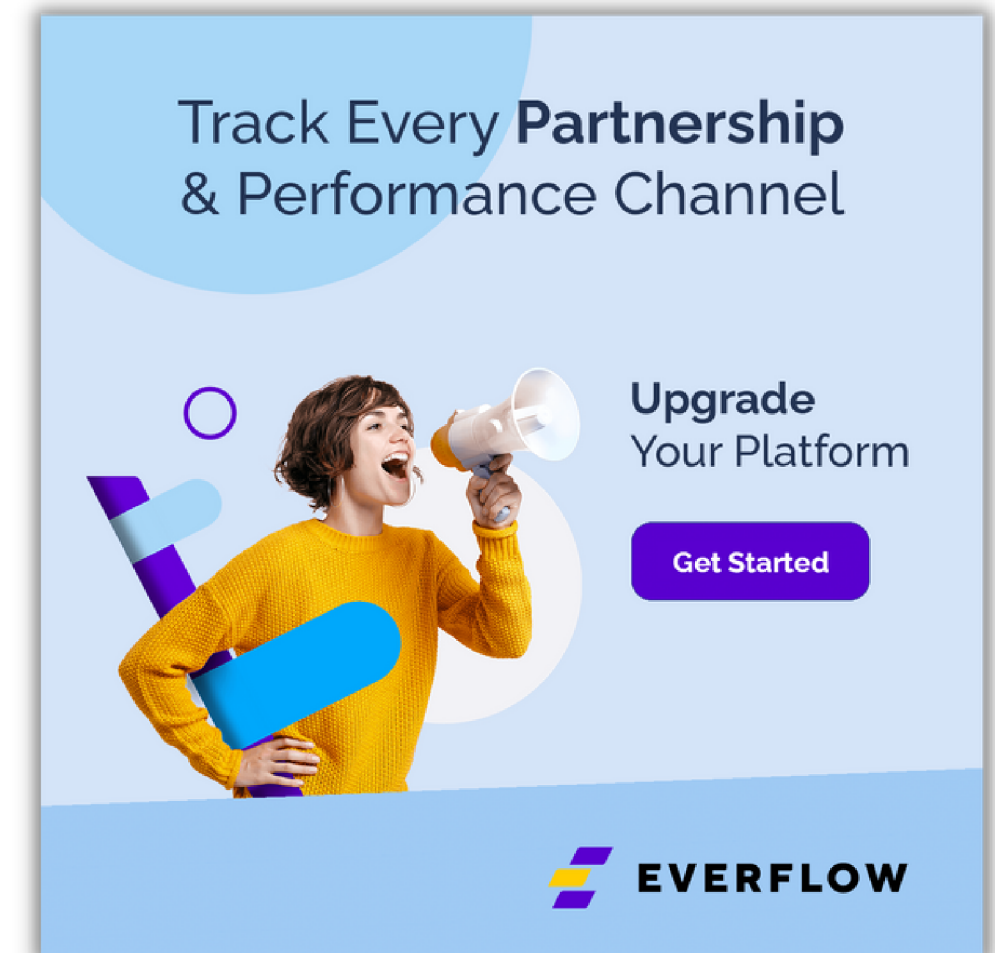
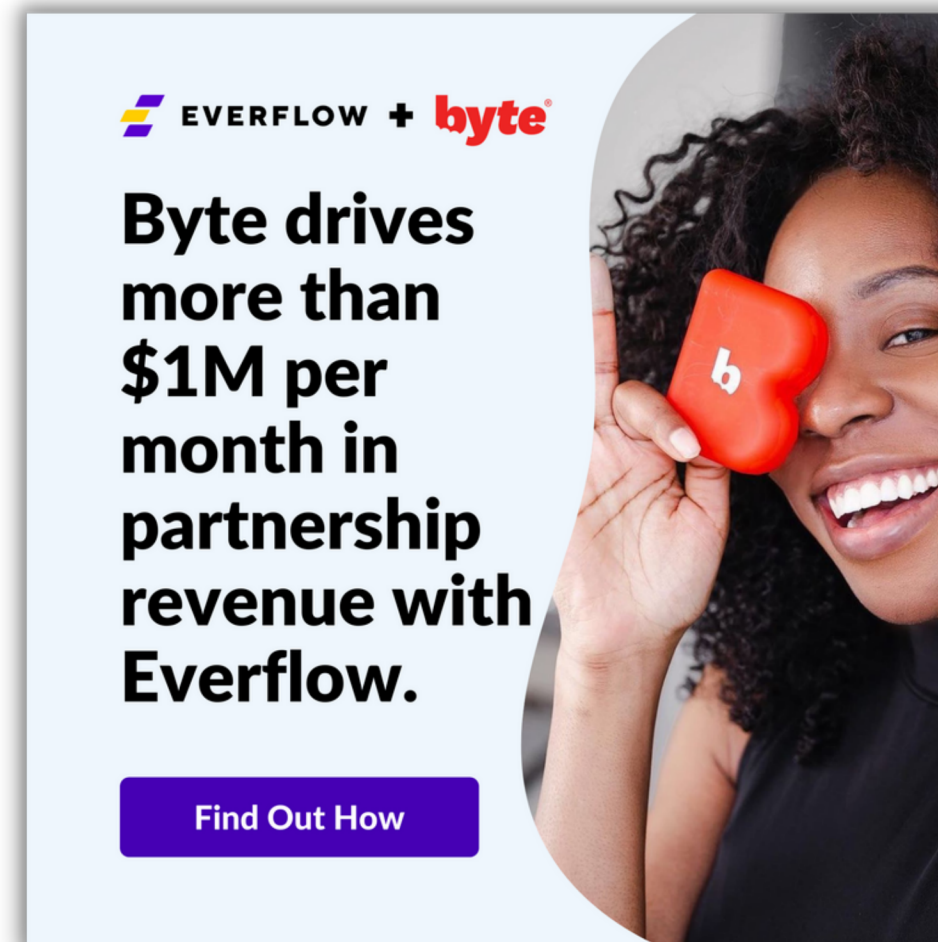
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# NOTABLE PROJECTS

An Attom Data early 2020 LinkedIn campaign, which drove a lead from hedge fund titan Fortress, resulting in a two-year contract with an annual account value (AACV) of \$600K.



Everflow LinkedIn Single Image Ads, which we incepted in January 2022 and have produced several enterprise-quality leads (five have closed).



# NOTABLE PROJECTS

In 4Q 2018, Artivest's CIO tasked me with creating a multi-channel marketing campaign for the firm's push into private equity (feeder funds), including traditional, niche, and real estate PE strategies. The first image is a 20-page white paper, which I personally wrote to serve as the foundation of the campaign – educating HNW investors on the asset class. Artivest went on to hit its sales targets on every PE fund launch in calendar 2019.

