Account-Based Advertising ROI Payback Period Report

Overview

Metadata.io is a relatively new B2B Account-Based Advertising platform that uses AI to optimize paid media and email campaigns to outcomes that CMOs care about, at unbelievable scale. While we often find ourselves compared to companies like Terminus and Demandbase, we use our more advanced platform to differentiate ourselves by focusing on delivering results, such as pipeline and won deals. The quality of our results becomes even more apparent when measured using metrics like ROI and the payback period of your investment, which this paper provides detailed information on.

While fit, features, and functionality are important considerations when evaluating software vendors within a certain category (e.g. Account-Based Advertising), your most critical concerns should be the expected return of an investment and how long it will take to pay itself back.

What is ROI and a payback period?

Most marketers have heard return on investment (ROI) by now from their CMO. We talk about ROI in many settings in Marketing: return on ad spend, return on technology investments - we even go as deep as Customer Acquisition Costs, or CAC, which is another form of ROI.

So how is ROI calculated?

For most of you, this will be repeat learning. It's really a simple calculation. How much did you spend on X? How much did you make from X? You can represent this in lots of ways.

As a %	As a $ amount	As a ratio
I spent $100 I made $120	I spent $100 I made $120	I spent $100 I made $120
My ROI is **120%**	My ROI is **$20**	My ROI ratio is **1:1.2**

What's a good ROI for marketing technology?

It can sometimes be difficult to measure ROI on marketing technology. For example, how do you measure the ROI of a marketing automation platform? It's a critical component of your stack, but it can be very difficult to quantify the money made from managing a prospect lifecycle and sending an email. If you can easily and accurately measure the return, you may only need a small positive return to feel good about a specific decision. However, if it's more difficult to measure, you'll need a larger return buffer to feel good about the investment.

What's a payback period?

A payback period is the amount of time required for cash inflows generated by an investment to offset its initial cash outflow. We can take ROI one step further by calculating how many months or years it will take you to fully recoup your initial investment. For example, if you spend $100/year on a piece of software, and the money you made from using it is $150 in the first year, your payback period is roughly 8 months. Using straight-line income, you're making $12.5 per month from using the platform, and it would take 8 months to reach the initial investment of $100.

Why are ROI and payback period so important in marketing?

We're spending more money on technology than ever, and factoring the costs of these technologies into our overall performance is critical. If we spend 20% of our marketing budget on technology and don't understand the return, poor investments could easily offset the opportunities and pipeline we're generating via our programs.

How Metadata.io stacks up in relation to ROI and payback period

In a recent report published by G2.com, Metadata.io's customers reported an ROI and payback period well ahead of major competitors like Terminus, Demandbase, and Rollworks. In fact, Metadata.io's payback period was 2X faster than Terminus or Rollworks, and 4X faster than Demandbase!

Metadata.io customers enjoy, on average, a 7 month payback period, while Terminus' is 16 months, Rollworks' is 17 months, and Demandbase's is 31 months. If most deals are 1-year term, this means that our competitor's customers have to wait through an entire first-year deal cycle, and go through a renewal before they ever realize positive value. You can see the data clearly in the chart below.

Vendor	Payback Period
Metadata.io	7 Months
Terminus	16 Months
Rollworks	17 Months
Demandbase	31 Months
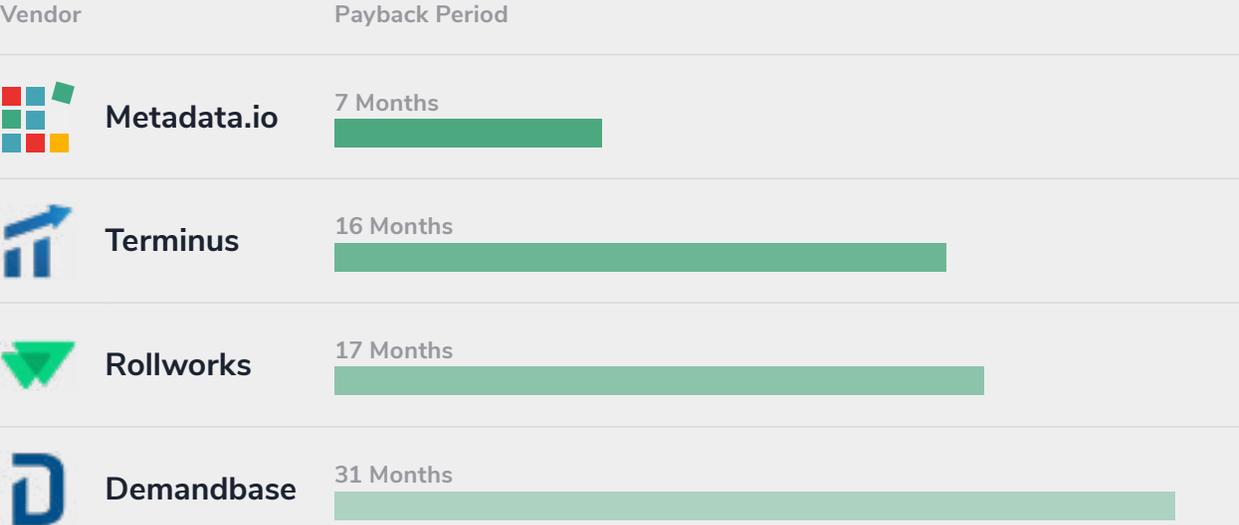
ROI and payback are only part of the story. When you combine this with the fact that Metadata.io was also rated #1 in Results in the latest G2 report, you can see why Metadata.io is the ONLY solution you need to consider for your ABM advertising and execution needs.

Results Index for Account-Based Advertising | Summer 2020

Vendor	Likely to Recommend	Meets Requirements	Estimated ROI	Other Factors	Score
Metadata.io					8.87
Terminus					7.58
Rollworks					7.33
Demandbase					6.2

See how Mintigo achieved 40x pipeline ROI using **metadata.io** ▶

Here's additional information about G2's methodology for scoring the Results Index.

G2 rates products and vendors based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. G2 applies a unique, patent-pending algorithm to this data to calculate the product's Results score. The Results Index for Account-Based Advertising | Summer 2020 report is based on scores calculated using the G2 results algorithm v1.0 from data collected through June 2, 2020.

The Results score is affected by the following (in order of importance):

1 Customers' reported ease of doing business with the vendor based on reviews by G2 users.

2 Customers' satisfaction with the product's quality of support based on reviews by G2 users.

3 Customers' likelihood to recommend each product based on reviews by G2 users.

4 The number of reviews received on G2; buyers trust a product with more reviews, and a greater number of reviews indicates a more representative and accurate reflection of the customer experience.

About Metadata.io

Metadata.io is a B2B ABM advertising platform that uses AI to optimize campaigns to outcomes that CMOs care about, at unbelievable scale.

Metadata's patented AI operator leverages your existing technologies to identify your ideal customer profile, build lookalike and named-account custom audiences, and automatically deploy campaigns at scale to deliver a predictable, qualified inbound lead flow. Customers like Nutanix, Splunk, Zoom, G2, and Zendesk trust Metadata as their ABM technology partner.

Metadata.io is the only ABM advertising platform to automates the most mundane, but important, ABM tasks like data aggregation, multivariate testing, optimization to pipeline, and lead enrichment. Metadata has the largest database of B2B decision-makers and the highest match rates to both LinkedIn and Facebook. Metadata integrates with and activates the most common B2B marketing technology: MAP, CRM, social platforms, email, intent, SDR outreach, and more.

Ready to talk to us about how **Metadata.io** can be your next best marketing investment?

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