



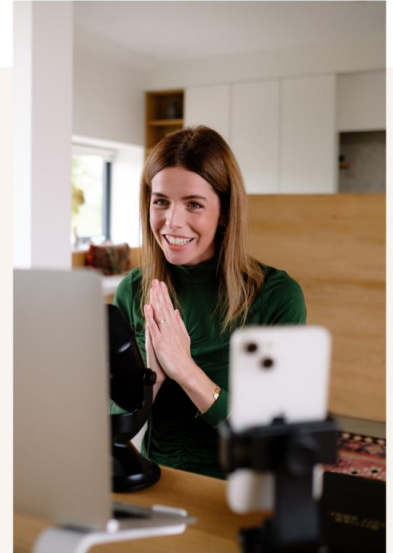
B2B JADE

Proving Marketing ROI

without another dashboard

Amplify 2026 – 4th June, Bergen

Jade Tambini, Founder – B2B Breakthrough Academy



"What's marketing's
ROI?"



“How do we know if this
is working?”



“How many leads did
we get?”





The more obsessed we
become with proving
ROI...

the more we can
accidentally damage
growth

B2B JADE

What happens when businesses are ROI obsessed?

B2B JADE

Marketing becomes

- ✗ lead obsessed
- ✗ reactive
- ✗ short-term
- ✗ tactical
- ✗ disconnected from customers



So we cut

- ✗ brand
- ✗ positioning
- ✗ customer understanding
- ✗ retention
- ✗ creativity
- ✗ long-term thinking





The marketing task wheel

- Reactive work.
- No foundations.
- No strategy.
- Constant pressure.

What actually creates growth?

- ✓ trust
- ✓ clarity
- ✓ positioning
- ✓ consistency
- ✓ customer experience
- ✓ retention





**Leads are not the
strategy**



**Leads are not the
strategy**

They are:

**one outcome of good
marketing**

"What problem are we actually trying to solve?"

This becomes your central strategic question.



Why ROI reporting often fails

B2B JADE



Can you answer these?

- ✓ Do we have a working CRM?
- ✓ Do sales update outcomes?
- ✓ Do we know where leads come from?
- ✓ Can we track opportunities?
- ✓ Do marketing and sales define success the same way?



You can't measure what you can't see

- ✓ CRM
- ✓ Sales Process
- ✓ Pipeline Visibility
- ✓ Customer Data
- ✓ Clear Ownership



**Reports Should Follow
Strategy**

Not the other way
around.

A Simple Example

Objective

Improve customer retention



Measures

- Retention Rate
- Renewal Rate
- Customer Satisfaction
- Customer Lifetime Value

A Simple Example

Objective

Grow revenue by 15%



Measures

Pipeline Value

Marketing-Sourced Opportunities

Lead-to-Opportunity Conversion

Customer Retention

Revenue Growth

Simplicity Wins

✓ 5 meaningful measures

beats

✗ 50 un-usable metrics

ROI

Return on Investment

ROI

Return on Investment

COI

Cost of Inaction



What happens if we do nothing?

- ✓ Poor customer understanding
- ✓ Weak positioning
- ✓ Declining visibility
- ✓ Lost opportunities
- ✓ Reactive marketing
- ✓ Higher future costs

your b2b
breakthrough



Find out how strategic your marketing is

Visit **B2BJade.com** for helpful resources

Listen to my podcast: B2BJade.com/links

Connect on LinkedIn: Jade Tambini

