

The background is a deep purple color with vertical stripes of varying shades. At the bottom, there are dark, elongated shadows that resemble the silhouettes of hands or fingers reaching upwards, creating a sense of depth and texture.

Klarna.

En marketing automation specialists
bekännelser.

A woman's legs are shown from the knees down, positioned against a background of purple vertical blinds. The left leg is raised, with the foot resting on a tall, rectangular stack of sliced bread. This stack of bread is placed on top of a stack of several thick, dark-colored books. The right leg is planted firmly on the purple floor. The Klarna logo is centered in the image, overlaid on the legs and the background. The lighting is soft, creating subtle shadows on the floor and the blinds.

Klarna.®

Klarna.

Bekännelser.

#1 Jag är inte (bara) en marknadsförare.

#2 Jag är trist.

#3 Jag är lat.

#4 Jag manipulerar.

#5 Jag låter andra människor göra jobbet.

#6 Jag bryr mig inte om produkten jag säljer.

#7 Jag är ofullständig.

Marketing Automation.



It's kind of a big deal.

1

Jag är inte (bara) en
marknadsförare.



Kundresan.

Salesforce.

ROMI.

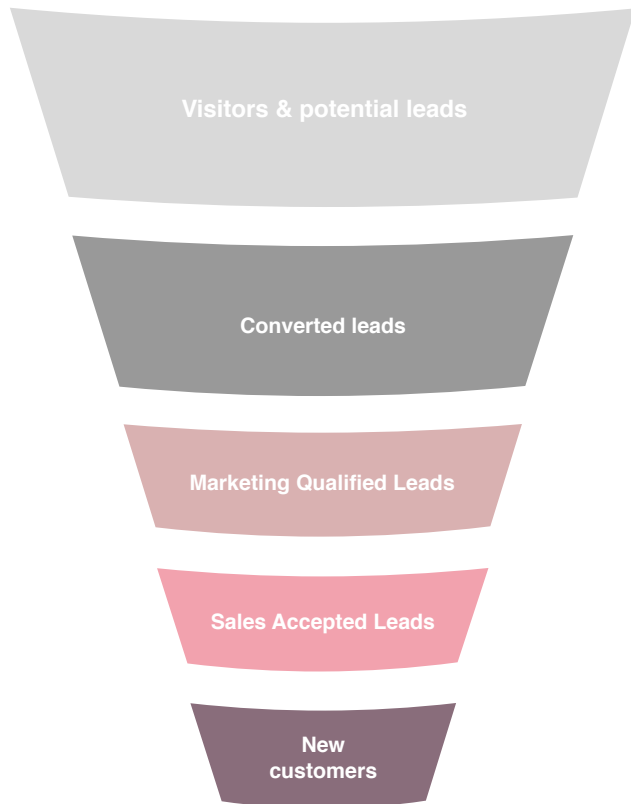
2

Jag är trist.



Leads.

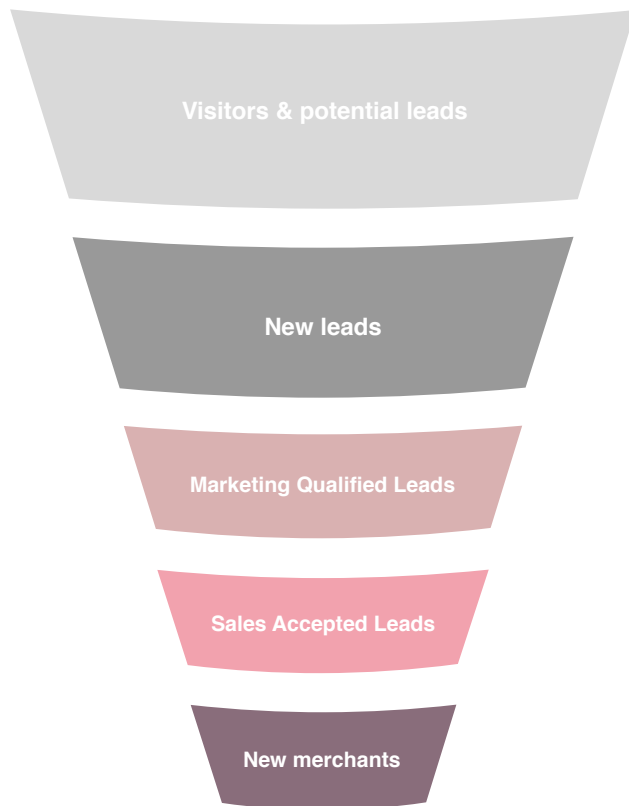
Benchmark



Klarna



Klarnas nya Lead Funnel



Definitioner

- Vad är ett lead?
- Vad är ett Marketing Qualified Lead?
- Vad är ett Sales Accepted Lead?
- Vilka KPI:er ska marknads- resp säljavdelningen mätas på?
- Varför?
- Hur följer vi upp?

Etc etc..

3

Jag är lat.

Funnel Management

Introduction

✓ Leads

Funnel: overview

✓ Funnel: granular

✓ Commercial area

✓ Marketing area

✓ General processes

✓ Reporting & dashboards

✓ Ongoing projects

✓ Projects in parking lot

The Funnel Management hub

In this hub we've gathered all information about the Klarna funnel and the processes attached to it. This will give the marketing and commercial departments more clarity on processes, definitions and tools which will enable a more efficient, collaborative and fun way of working across both departments.

Why?

To evaluate what Marketing and Sales initiatives we should spend time and money on we need to know what to measure. In order to do that we need common definitions and ways of working across departments. Both marketing and commercial teams should be aware of the entire buyer funnel the whole way from lead to live in order to optimise the buyer journey and see what marketing/sales actions that drives revenue.

By being aware of what's happening throughout the funnel we will be able to know;

- How different marketing initiatives are contributing to the merchant pipeline.
- How we measure time from lead to live (funnel velocity)
- Where we lose leads
- What are the channels/sources that brings the most leads that we close?
- What type of marketing touches do we have during the lead lifecycle?
- How do we do ROMI calculations?








4

Jag manipulerar.






















NEW

My Drive > Marketing automation > Presentations ▾ 

-  My Drive
-  Computers
-  Shared with me
-  Recent
-  Google Photos
-  Starred
-  Trash

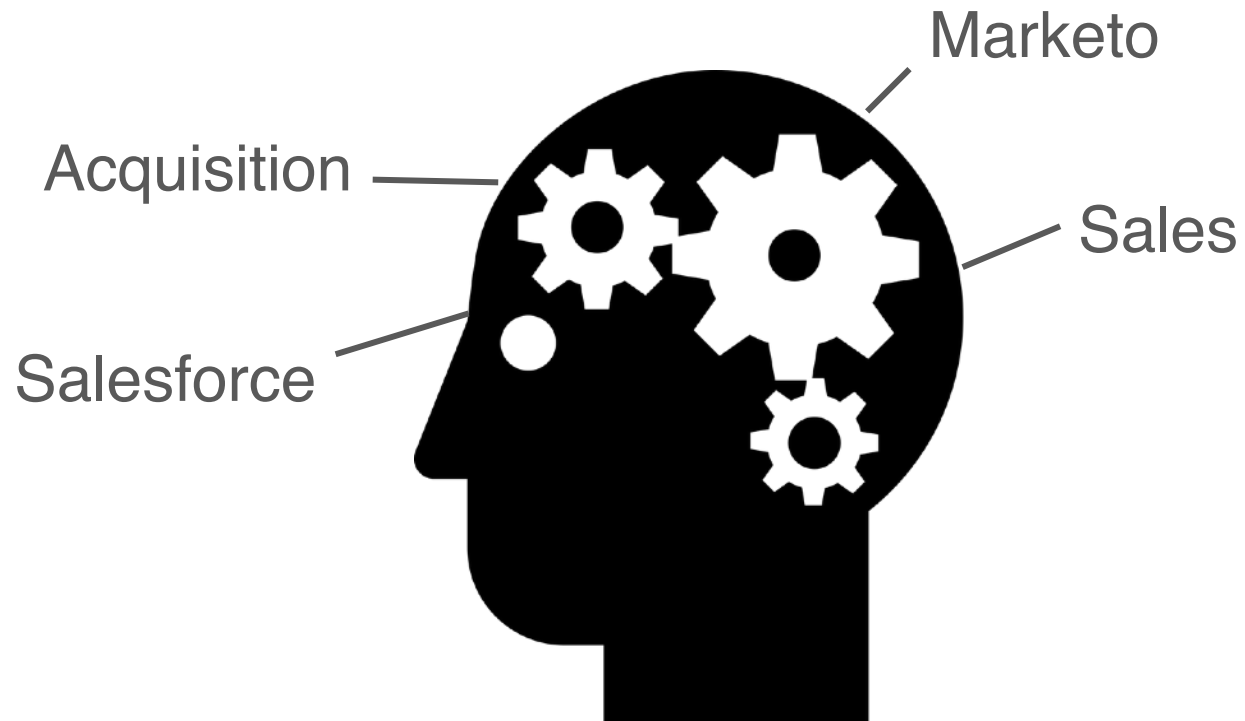
3 GB of 30 GB used

 Upgrade storage

Name	Owner	Last modified	↓	File size
 Marketing automation introduction, May 29th 2017 	me	May 29, 2017	me	—
 Marketing automation in the Nordics - New Sales, May 29th 2017 	me	May 29, 2017	me	—
 Marketing automation in the Nordics - MD, April 7th 2017 	me	May 24, 2017	me	—
 Marketing automation in DACH, March 30th 2017 	me	May 3, 2017	me	—
 Marketing automation in the US, April 10th 2017 	me	Apr 11, 2017	Melissa Chien	—
 Marketing automation in the Nordics, April 3rd 2017 	me	Apr 3, 2017	me	—
 Marketing automation in the UK, March 15 2017 	me	Mar 17, 2017	me	—
 Marketing automation @Klarna 	me	Jan 19, 2017	me	—
 Introduction to Marketing automation @Klarna 	me	Dec 12, 2016	me	—

5

**Jag låter andra
människor göra
jobbet.**



6

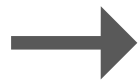
**Jag bryr mig inte om
produkten jag säljer.**



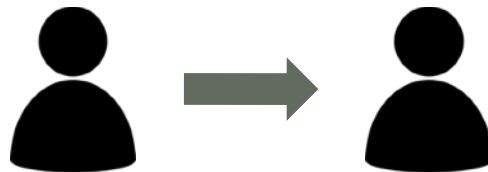
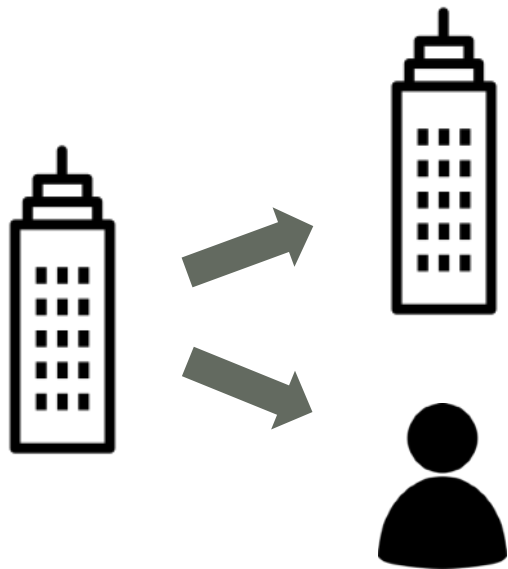
A long-haired dog, possibly an Afghan Hound, stands in profile facing left. It has long, flowing, light brown and white fur. The background consists of heavy, light brown curtains. The floor is a light-colored carpet. In the bottom left corner, a gold rotary telephone is visible on a small circular tray. The text "Glöm inte Silky!" is overlaid in the center in a pink, sans-serif font.

Glöm inte Silky!

B2B/B2C



H2H



7

Jag är ofullständig.

Content.



Klarna.

Bekännelser.

#1 Jag är inte (bara) en marknadsförare.

#2 Jag är trist.

#3 Jag är lat.

#4 Jag manipulerar.

#5 Jag låter andra människor göra jobbet.

#6 Jag bryr mig inte om produkten jag säljer.

#7 Jag är ofullständig.



Tack.

sara.wetterberg@klarna.com

Klarna.