



Engagement Spike Report Guide

How to interpret the results in your Engagement Spike report

WHAT IS ENGAGEMENT SPIKE?

Every week, you will receive a report of all your target accounts that are spiking. Spiking accounts are target accounts that have shown increased engagement on your most valuable web pages compared to their past engagement.

Engagement Spike tells you which accounts are actively researching your solution. Use the Engagement Spike report to prioritize marketing and sales outreach to these accounts.

Engagement Spike uses data from Account-Based Visitor ID, which identifies anonymous traffic to your website and aggregates it by company. Engagement Spike monitors the traffic from target accounts to specific web pages you have selected. When a target accounts shows an increase in traffic to those pages in a given week compared to the four week rolling average, Engagement Spike then identifies that account as spiking using our proprietary engagement algorithm.

WHERE DO I FIND MY ENGAGEMENT SPIKE REPORT?

Every Saturday you will receive an email alerting you that a new Engagement Spike report is available for download. You can access the report from the table on the Engagement Spike page, under the column marked "Current Week's Report." Additionally, you will also have the ability to download the previous week's report under the "Last Week's Report" column. Each weekly report is only available for download for two weeks that begin on Saturdays and end on Fridays.

INTERPRETING THE RESULTS IN YOUR WEEKLY ENGAGEMENT SPIKE REPORT

Every account listed in the weekly Engagement Spike report is spiking. The report will display the specific pages that the accounts spike off of. Most importantly, you can see if the account is newly spiking or if it is a repeat spike. Accounts that are spiking for the first time within the past four weeks are considered new spikes, even if they have spiked prior to that four-week period. Sales can simply look at the Spike Status column and prioritize accounts by repeat and new spikes.

Account Name	Account Domain	Visitor ID Tracked Domain	Spike Status	Spike Percentage	High Value Page Unique Visitors	High Value Page Views	Top High Value Page Visits	Brand Awareness Page Unique Visitors	Brand Awareness Page Views	Top Brand Awareness Page Visits	SFDC Owner Names
Wal-Mart Stores, Inc.	walmart.com	walmart.com	New		1	22	https://terminus.com/blog/template-orchestrate-account-based-marketing-campaigns/ https://terminus.com/product/account-based-advertising/	2	54	https://terminus.com/blog/what-is-meaningful-engagement-in-account-based-marketing-and-why-does-it-matter/ https://terminus.com/blog/7-account-based-marketing-strategies-framework/ https://terminus.com/blog/accelerate-sales-marketing-results-engagement/	Stephanie Kelly, Chris Reese
Google	google.com	google.com	Repeat	1039.62	2	12	https://terminus.com/product/account-based-marketing-platform/ https://terminus.com/product/account-based-advertising/	4	15	https://terminus.com/blog/stages-account-based-marketing-orchestration/ https://terminus.com/ https://terminus.com/blog/terminus-abm-advertising-connor-bloodworth/	Chris Reese, Parker Raffel
NCR	ncr.com	ncr.com	Repeat	103.31	2	3	https://terminus.com/blog/terminus-bombora-partner-operationalize-data-driven-account-based-marketing/ https://terminus.com/product/account-based-marketing-platform/	3	14	https://terminus.com/ https://terminus.com/blog/how-to-measure-abm-funnel-template-b2b-marketers/ https://terminus.com/blog/ https://resources.terminus.com/i/1055567-e-book-topo-account-based-measurement-model/0	Chris Reese

Account Name

This is the name of the target account you provided. This field comes directly from the audience source you used to build your Terminus tactics (e.g., Salesforce, CSV upload, HubSpot, etc.)

Account Domain

This is the associated web address you provided with your target account to build a Terminus tactic.

This field comes directly from the audience source you used to build your Terminus tactics (e.g., Salesforce, CSV upload, HubSpot, etc.).

Visitor ID Tracked Domain

This is the domain identified by Account-Based Visitor ID, and is attributed to a target account based on our B2B Account Graph. B2B Account Graph is a machine learning, artificial intelligence technology that connects all the ways in which companies and account names are related to each other (such as through DBAs, acquisitions, etc.). This value gives you insight into how the B2B Account Graph mapped the visiting account domain to your target account.

Spike Status

This shows whether a spike is new or repeat:

- New spikes are from accounts that have never spiked before OR are spiking for the first time in at least the past four weeks.
- Repeat spikes are spikes from accounts that have already spiked during the last four weeks. Repeat spikes indicate increasing engagement over multiple weeks and should be considered highly engaged.

Spike Percentage

This is only available for accounts that are repeat spiking, the spike percentage shows the percentage increase in engagement since the last spike in a four-week period for that particular account. It provides a sense of how large the increase in engagement is from the last spike. The spike percentage will typically be highest the first or second time an account spikes. This is because, as an account's engagement increases over time, the four-week rolling average will also increase. As a result, accounts are less likely to demonstrate a dramatic spike.

High Value Page Unique Visitors

This shows the number of unique visitors from an account who viewed any of the pages tagged as High Value within the past week.

High Value Page Views

This shows the number of High Value pages viewed by an account within the past week.

Top High Value Page Visits

These are pages that you have designated as "High Value" in your Spike model, and could indicate buying intent, interest in your product offerings, or otherwise have proven value indicators when consumed. We will display up to the top 10 pages accounts were visiting, that were marked as "High Value" in your engagement model, when they were considered to be spiking.

- Examples of high value pages are product pages, product resources pages, case studies, a demo pages, contact us pages, pricing pages, free trial pages, other critical content that a future customer might consume during research

Brand Awareness Unique Visitors

This shows the number of unique visitors from an account who viewed any of the pages tagged as Brand Awareness within the past week.

Brand Awareness Page Views

This shows the number of Brand Awareness pages viewed by an account within the past week.

Top Brand Awareness Page Visits

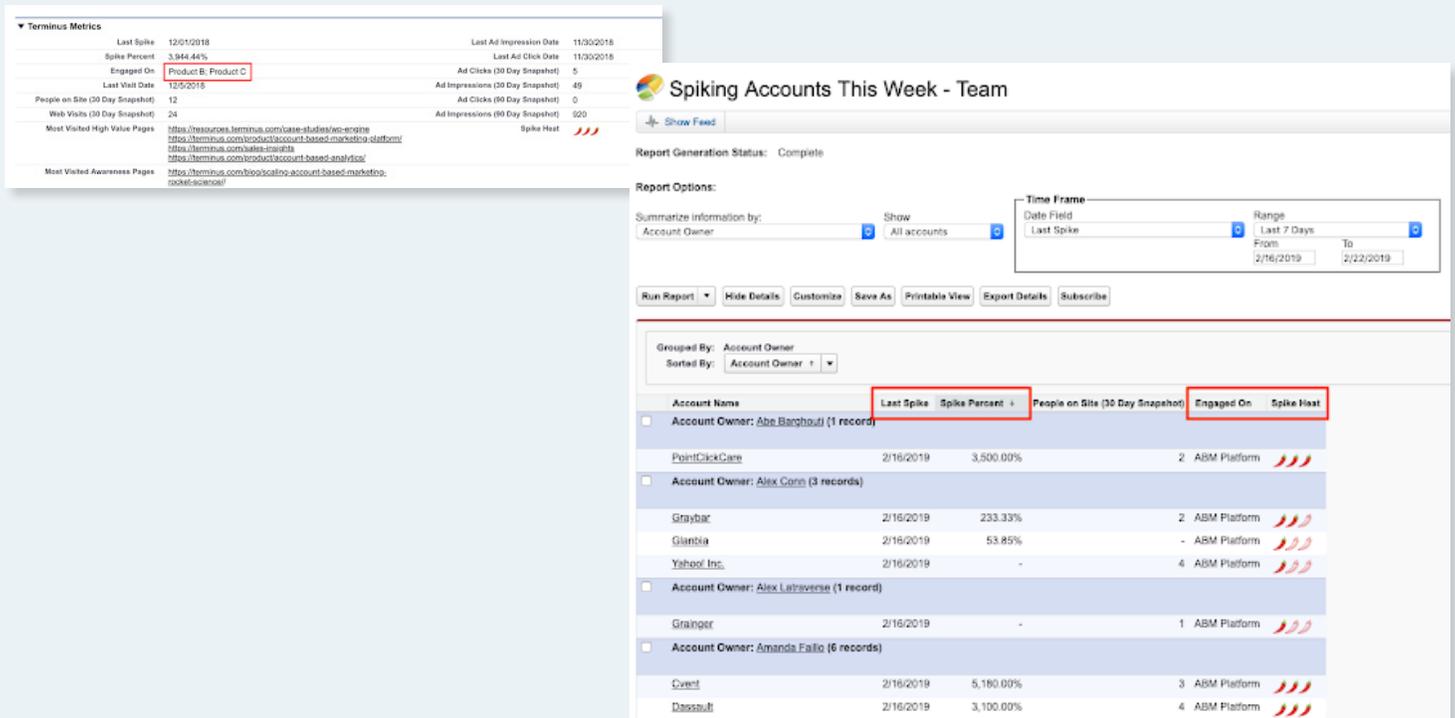
This shows up to the top 10 brand awareness pages visited that contributed in the engagement spike within the past week.

SFDC Owner Names

This displays all the names of owners listed for this account in your Salesforce CRM. There can be multiple names depending on the Salesforce object you used to build an advertising audience of accounts from. For example, on an account record, there can be many different opportunities with different opportunity owners. If you did not use Salesforce to create the audience of accounts, then this column will be empty.

REPORTING IN SALESFORCE

For customers that have installed our [Sales Insights tool](#), you can create customized reports based on your Engagement Spike models to help Sales personalize their messaging, prioritize outreach, and identify upsell opportunities based off of account interest and engagement — right within Salesforce.



The image shows two screenshots from a Salesforce interface. The left screenshot displays 'Terminus Metrics' with various performance indicators. The right screenshot shows a report titled 'Spiking Accounts This Week - Team' with a table of account data.

Last Spike	12/01/2018	Last Ad Impression Date	11/30/2018
Spike Percent	3,944.44%	Last Ad Click Date	11/30/2018
Engaged On	Product B: Product C	Ad Clicks (30 Day Snapshot)	0
Last Visit Date	12/01/2018	Ad Impressions (30 Day Snapshot)	49
People on Site (30 Day Snapshot)	12	Ad Clicks (60 Day Snapshot)	0
Web Visits (30 Day Snapshot)	24	Ad Impressions (60 Day Snapshot)	920
Most Visited High Value Pages	https://resources.terminus.com/case-studies/we-engine https://terminus.com/product/account-based-marketing-platform/ https://terminus.com/blogs/sales https://terminus.com/product/account-based-analytics/		
Most Visited Awareness Pages	https://terminus.com/blogs/scaling-account-based-marketing-pocket-science/		

Account Name	Last Spike	Spike Percent	People on Site (30 Day Snapshot)	Engaged On	Spike Heat
Account Owner: Abe Banghau (1 record)					
PointClickCare	2/16/2019	3,500.00%	2	ABM Platform	🔥🔥🔥
Account Owner: Alex Conn (3 records)					
Graybar	2/16/2019	233.33%	2	ABM Platform	🔥🔥🔥
Glanbia	2/16/2019	53.85%	-	ABM Platform	🔥🔥🔥
Yahoo! Inc.	2/16/2019	-	4	ABM Platform	🔥🔥🔥
Account Owner: Alex Latraverse (1 record)					
Grainger	2/16/2019	-	1	ABM Platform	🔥🔥🔥
Account Owner: Amanda Fallo (6 records)					
Cent	2/16/2019	5,180.00%	3	ABM Platform	🔥🔥🔥
Dassault	2/16/2019	3,100.00%	4	ABM Platform	🔥🔥🔥

For more information on this feature check out our [knowledge base article](#). If you'd like assistance with setup, or have questions regarding other features mentioned in this resource, please contact your Terminus CSM or Onboarding Specialist.