

KPI – Cost per marketing lead generated

Copilot Workshop

Request information on the Copilot for
Microsoft 365 online Workshop



Reducing the cost of marketing campaigns is a key benefit from Microsoft Copilot. Cost Per Lead (CPL) can be reduced with better campaign management and is a crucial metric used to measure and monitor the effectiveness of marketing campaigns. It represents the amount of money a business spends to generate a single new lead.

How Microsoft Copilot can help manage marketing expenses

Improve quality of campaign content

- Improve marketing content
- Improve quality of proposals and RFP responses
- Improve quality of emails and chats

Create pricing and promotional campaigns

- Use Copilot to research market conditions
- Use Copilot to compare sales across regions or other variables

Inform market research

- Research company information and competitors
- Learn how to position the product
- Recap survey results



Roles

Impacting the cost per lead can require input from:

Account Executive

Product teams

Technical Sales

Product Marketing

SEO Specialist

Finance



Microsoft AI solutions

Copilot for Microsoft 365

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