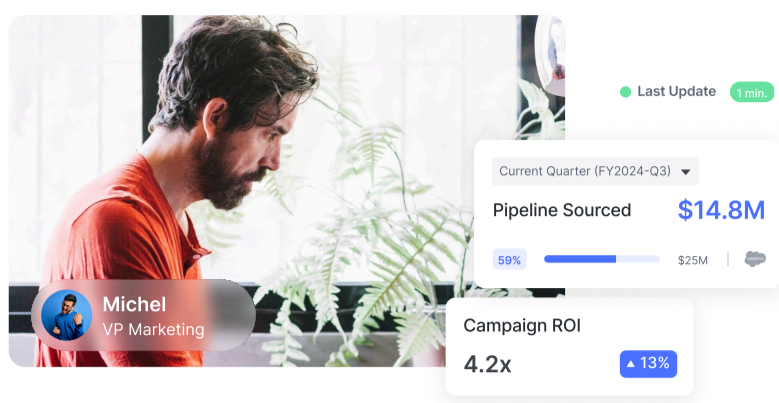


# Simplify your analytics. Drive smarter decisions.

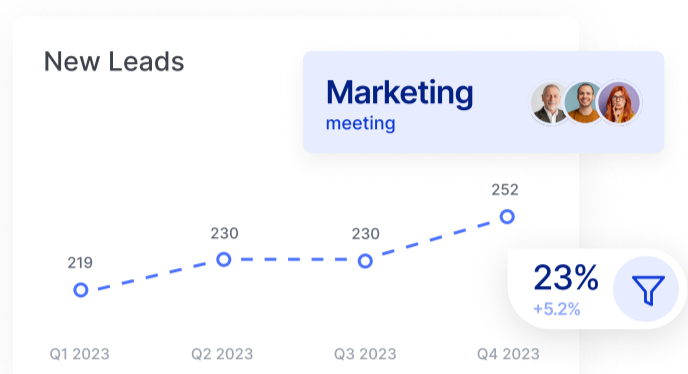
Discover the marketing metrics that matter.



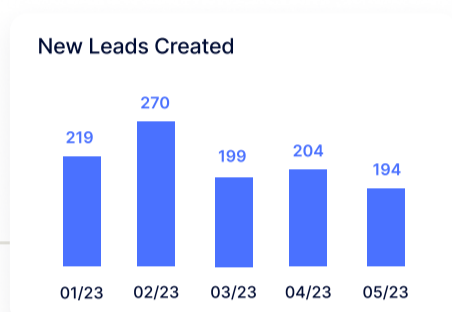
With Sightfull, visualizing your marketing metrics has never been easier. Answer questions like:

- 01 How many new potential customers (leads) did we acquire recently?
- 02 How many of these leads become marketing qualified - MQLs?
- 03 What is the average duration leads spend in each stage?
- 04 Which marketing campaigns directly led to closed-won opportunities - bookings?

“With Sightfull, no coding is required - seamlessly integrate with your current CRM and BI tools. Gain full visibility of your marketing efforts and connect them to revenue outcomes to spot growth opportunities and avoid obstacles.”



## 01 Leads Created

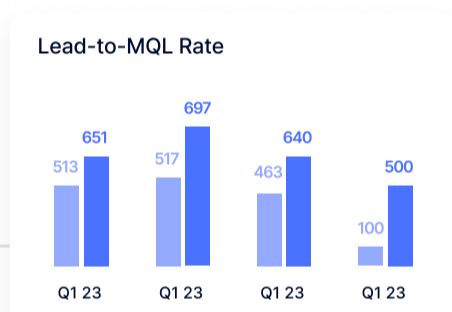


Definition	Why it's important	Case study
The number of new potential customers acquired within a set timeframe, based on first-time engagement with the company.	Vital for evaluating marketing and sales success, optimizing strategies, and allocating resources efficiently for growth.	Acme aims to evaluate their new product launch using the Leads Created metric, measuring interest and inquiries. This metric guides their marketing strategy effectiveness and indicates market response. High leads signify strong engagement, while lower numbers prompt strategy reviews, shaping Acme's decisions for business success.

Questions this metric answers:

- How many new potential customers have we acquired in the last month/quarter?
- Which marketing channels or strategies are generating the most leads?
- What is the trend in lead generation over the past few months?

## 02 Lead-to-MQL Rate

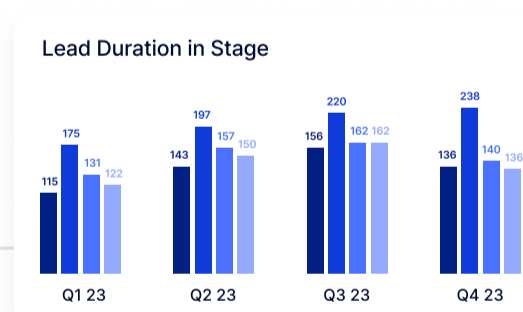


Definition	Why it's important	Case study
The conversion rate of new leads to MQLs. Marketing Qualified Leads are potential customers that are ready to proceed to sales according to engagement and lead scoring criteria.	Evaluates marketing effectiveness, optimizes strategies, and ensures resources target high-potential prospects for sales funnel progression.	Acme evaluates marketing success post new software launch via the Lead-to-MQL Rate. Out of 500 generated leads, 100 meet MQL criteria, prompting Acme to focus on resonating content for higher Lead-to-MQL conversion rates and better quality prospects in the sales pipeline.

Questions this metric answers:

- What percentage of our leads qualify as Marketing Qualified Leads (MQLs)?
- Which marketing channels or strategies are generating the most leads?
- What is the trend in lead generation over the past few months?

## 03 Lead Duration in Stage

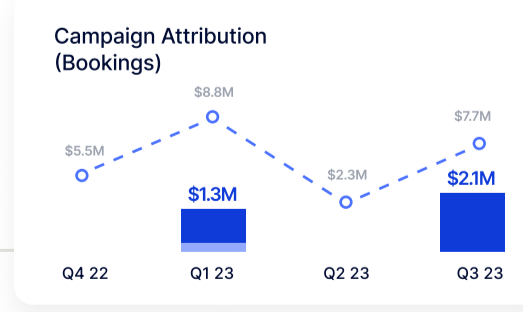


Definition	Why it's important	Case study
The average number of days between leads entering and exiting each stage of lead development to a sales opportunity (based on your unique lead cycle stages)	Critical for optimizing funnel efficiency, pinpointing bottlenecks, and enhancing conversion rates by tracking lead progression.	Acme wanted to boost lead conversions by studying lead duration in the MQL stage. Identifying communication gaps causing prolonged stays, they applied targeted strategies, reducing lead duration and increasing conversions, meeting Acme's goal.

Questions this metric answers:

- What is the average duration a lead spends in the current marketing stage?
- Are there specific stages where leads tend to get delayed or move quickly?
- How does lead duration vary between different customer segments?

## 04 Campaign Attribution (Bookings)



Definition	Why it's important	Case study
The amount of closed-won opportunities (Bookings) attributed to each marketing campaign using a select single /multi-touch attribution model (i.e. First Touch, U-Shaped, Linear, etc.)	This metric is critical for refining marketing strategies, optimizing resource allocation, and enhancing overall performance by understanding the impact of campaigns on closed won opportunities.	Acme wanted to enhance marketing effectiveness by comparing social media-focused Campaign A with email-centric Campaign B. Using the Campaign Attribution (Bookings) metric, they found that Campaign A significantly surpassed Campaign B in driving bookings. With this insight, Acme intends to allocate more resources to strengthen Campaign A for improved marketing strategies.

Questions this metric answers:

- Which marketing campaigns have directly resulted in closed deals and bookings?
- What is the revenue generated from each major marketing campaign?
- How does the performance of different campaigns compare in terms of ROI?