

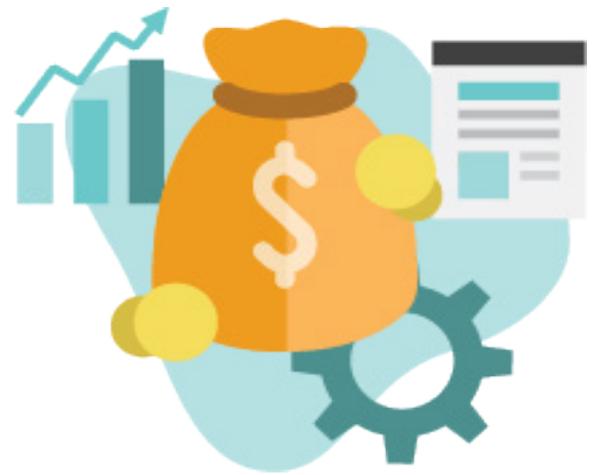
# Revenue Acceleration Analysis

## ENSURING CONVERSION OF LEADS TO REVENUE.

The fastest way for marketing to get a seat at the table is to tell their story as it relates back to revenue. That is a leap for many marketers whose focus has been on creative and execution as it relates to lead generation.

Revenue acceleration provides the necessary strategic planning that ties marketing spend back to revenue and provides the backdrop for marketers to tell their story of how marketing is truly making an impact, measured by dollars.

By reverse engineering your funnel you can determine the volume and revenue of each stage and lay a plan to accelerate the flow from stage to stage. You will become aware of gaps in your funnel and proactively plan how to address them.



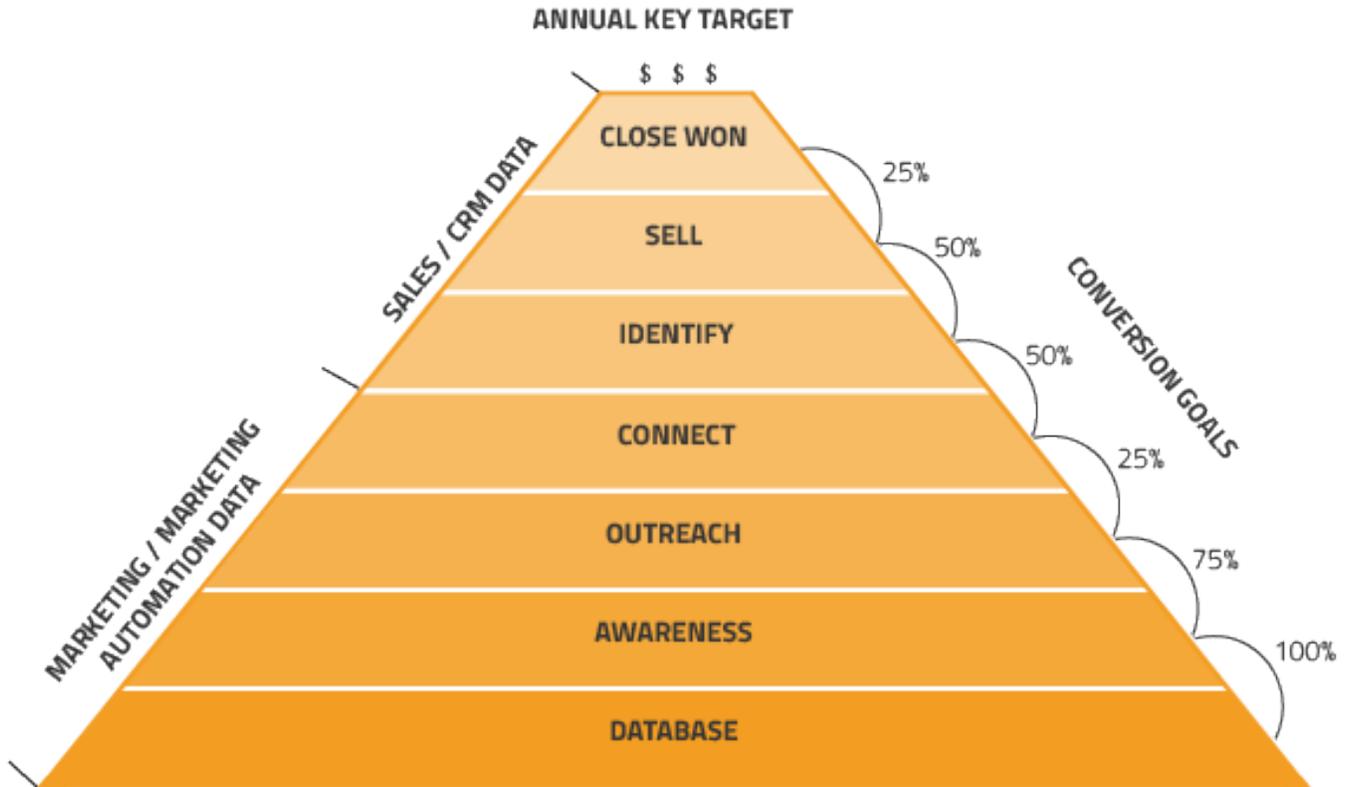
With revenue acceleration analysis, you can understand the more detailed phases of the customer journey and have immediate impacts on revenue through focused efforts. By leveraging this information the journey becomes more effective, flow is accelerated and new business is identified and closed at a faster rate.

### Example Scenario

- Your database needs to be double because conversion percentages along the lifecycle don't get enough leads through the funnel to opportunities
- Your funnel has a clog that requires marketing support to flush leads through the next stage
- Leads are moving through the funnel but are not connecting to revenue as quickly as you need

- ✓ Reviewing company goals
- ✓ Establishing baseline metrics
- ✓ Build reverse engineered sales funnel
- ✓ Lead scoring
- ✓ Lead lifecycle
- ✓ Revenue cycle and attribution models (if used)
- ✓ .... and more!

By tying the components of your revenue model together you can ensure leads are created, qualified, converted, and closed.



The visual shows the conversion points between the layers of your funnel. At each point there should be data that supports the flow of leads from one stage to the next. Any clogs in the funnel can be addressed through the creation of targeted campaigns.

Direct your efforts and support revenue generation in the way you're meant to. Ensuring every dollar you spend, equates to multiple dollars of revenue.

### ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

### CONTACT US

EMAIL | [info@leadous.com](mailto:info@leadous.com)

CALL | 844-LEADOUS

TEXT | (215) 431-9462

Let us lead you | [www.leadous.com](http://www.leadous.com)