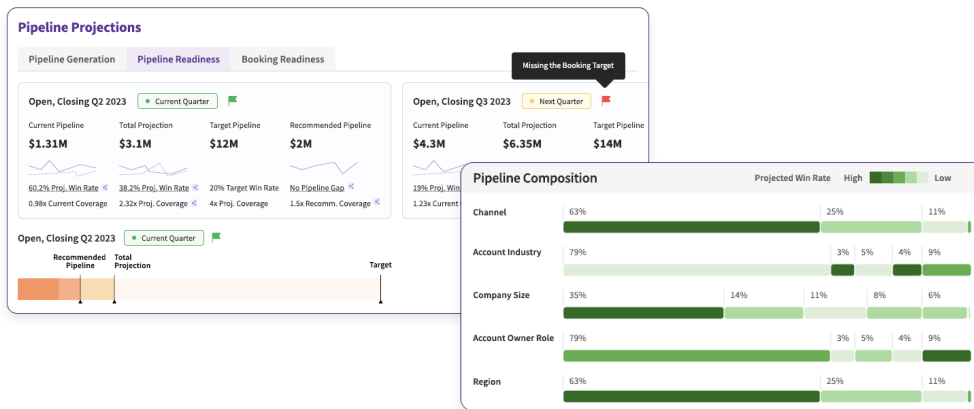


PIPELINE PROJECTIONS

Predict & Scale Pipeline

Get Real-Time Visibility into Pipeline Health and Improve Win Rates

RevSure Pipeline Projections analyze every opportunity and deliver AI-powered insights so you can improve pipeline quality and confidently generate revenue quarter-over-quarter.



CHALLENGES OF PREDICTING PIPELINE

“I’m signed up for a pipeline creation target, and I would love a prediction of where I am going to land. *Today, it’s a guessing game.*”

CMO, Cybersecurity, SaaS

“My problem is not the sales forecast for this quarter, but whether we will have *enough pipeline for the next quarter.*”

CEO, Cybersecurity SaaS

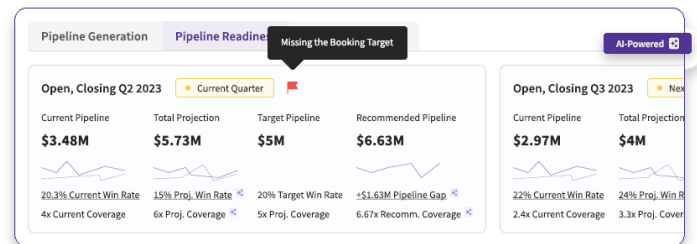
Improve Win Rates with Predictive Intelligence

RevSure predictive intelligence gives sales and marketing teams real-time pipeline projections. Understand the exact composition and health of your pipeline, optimize GTM strategies, and reach revenue targets.

With RevSure’s AI-powered Pipeline Projections, you can:

- Improve win rates with AI recommendations
- See the current composition of your pipeline and the factors driving win rates
- Monitor pipeline health and track against targets
- Learn how to improve pipeline quality and where to stop leakage
- Find out which segments have the highest conversion probability
- Learn exactly how to turn leads into opportunities and drive conversions
- Simplify reporting and eliminate guesswork

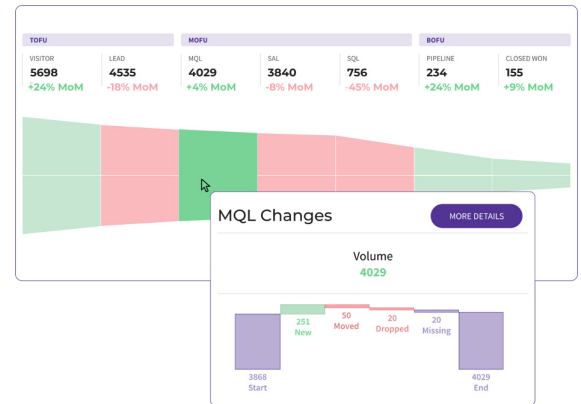
If you can’t accurately predict your sales and marketing pipeline, it’s time to start. Get AI-powered insights to see a clear picture of your pipeline, maximize opportunities, and generate more revenue.



Never Miss Pipeline and Revenue Targets Again

RevSure helps you analyze and predict pipeline effortlessly so you can confidently hit your goals.

- **Predict Win Rates:** Gain insights into lead behavior, roles, verticals, and segments most likely to convert. Turn more leads into opportunities and achieve revenue goals.
- **Generate Consistent Pipeline:** Get real-time pipeline projections and confidently commit to revenue targets. Analyze monthly and quarterly trends so you can spot and avoid issues early and maintain pipeline readiness.
- **Gain Visibility into Pipeline Health:** Use predictive intelligence to monitor pipeline, opportunities, and bookings. Track and measure against targets.
- **Understand Pipeline Quality:** Get AI-generated recommendations for how to improve pipeline quality and identify funnel leakage.
- **Identify Winning Opportunities:** Understand the factors driving win rates so you can identify high-performing opportunities and generate pipeline, and drive win rates.
- **Build Pipeline By Segment:** Analyze pipeline by channel, region, title, and industry. See the exact composition of your pipeline and which segments are displaying the greatest probability of converting to revenue.
- **Improve Alignment:** See a 360-degree view of the funnel to align marketing and sales teams, improve collaboration, and generate more of the right leads and opportunities.



Predict and Generate Pipeline and Drive Win Rates

Getting a 360-degree view of pipeline health is difficult without the right tool. RevSure Pipeline Projections delivers the AI-powered analysis you need to maximize pipeline health and drive results across touchpoints, campaigns, and channels.

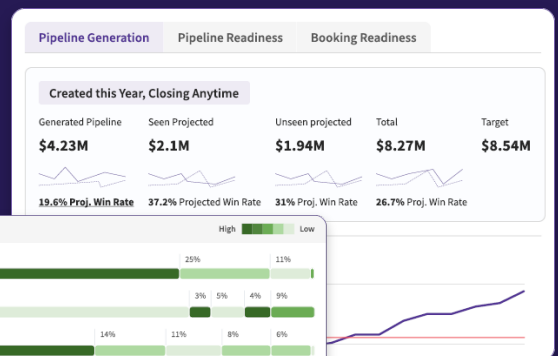
- **Accurate Predictions:** RevSure enables accurate pipeline predictions at granular and aggregate levels by channel, region, title, and industry.
- **Holistic Data:** RevSure unifies data housed in disparate sales and marketing systems, making it easier to track and analyze.
- **Real-Time Insight:** RevSure analyzes pipeline health and tracks opportunities efficiently and effectively so you can know exactly which opportunities are likely to convert in real time.
- **Simplified Reporting:** RevSure eases complex pipeline reporting and identifies top-performing opportunities.

You have **45 Leads** from industry 'Insurance' and title 'Director' with a **80% booking conversion probability** based on historical conversion rates.

30 Visitors from the website campaign have reached Pipeline stage in **6 days** compared with the average velocity of **20 days**

20 MQLs from the industry have reached Pipeline stage in **6 days** compared with the average velocity of **10 days**

Lead Name	Function	Company Size	Title	Industry
Joe Walsh	Marketing	1000-2500	Director	Insurance
Areen Williams	Engineering	5000-10000	Tech Lead	Insurance



Get the Answers You Need With RevSure

Optimize GTM strategy, create more pipeline, convert opportunities, and drive revenue with RevSure solutions.

RevSure Demand Generation Effectiveness

- Predicts campaign pipeline and revenue performance
- Recommends the best campaigns to double down on
- Integrates campaigns across Marketing, SDR/BDR and AE motions
- Helps pivot efforts early rather than waiting till the end of the quarter
- Enables analysis at granular and aggregate dimensions (campaign type, medium, channel)
- Removes the pain of complex campaign reporting

RevSure Funnel Conversion Attribution

- Uses Markov Chain-based conversion path analysis and attribution
- Captures contributions and role of campaigns across Marketing, SDR/BDR and AE motion in driving conversions at different stages of the funnel
- Recommends the top journeys to orchestrate to drive conversions
- Analyzes campaign synergies & contribution at multiple levels: campaigns, campaign types, campaign team, campaign medium, region

RevSure Pipeline & Revenue Attribution

- Quantifies contribution of campaigns to pipeline and revenue
- Supports different attribution methods for comparison
- Identifies top-performing campaigns

Request a Demo

Schedule your personal demo to learn how to dramatically increase your lead-to-opportunity conversion rate and revenue.

Reduce your CPA

- Track conversion at every stage
- Measure effectiveness and ROI of each channel, campaign, or ad
- Focus on the right spends and efforts

Increase your revenue

- Get AI recommendations on what leads to prioritize
- Learn from closed won conversion factors
- Refine ICP and key personas
- Increase pipeline generation

Increase your ROI

- Access marketing, SDR, sales funnels in one place
- Project exactly where the pipeline will land
- Achieve realistically set targets
- Improve win rates

ABOUT REVASURE

RevSure is the AI-powered pipeline acceleration solution that delivers unprecedented insight into sales and marketing activities, pipeline generation, and revenue growth. Learn more at www.revsure.ai