

## PIPELINE ACCELERATION

# Speed to Pipeline: An AI-Fueled Approach to Lead Conversions

Lead to pipeline conversion is the heart of any successful marketing strategy. Producing a high volume of the right kind of leads with a propensity to convert keeps the pipeline growing and the revenue flowing.

But in an ever-evolving sales and marketing landscape, the challenges associated with pipeline generation have become more complex than ever before.

From navigating the intricacies of online advertising and search engine optimization to crafting compelling content that resonates with a target audience, businesses must contend with multiple obstacles in their quest to attract and capture potential customers.

- Which leads are most likely to convert?
- Which campaigns are generating the best leads—and moving them through the funnel?
- What stage is each lead in the buying journey?
- Why are some leads progressing and some stagnating?
- How can we increase the lead-to-opportunity conversion rate?

Sales and marketing organizations must navigate these challenges to not only acquire leads but nurture them into loyal customers, making pipeline generation an indispensable yet intricate puzzle that demands strategic finesse and innovation.

## Take the Guesswork Out of Pipeline Gen with AI-Powered Recommendations

One of the biggest challenges for today’s sales and marketing teams is simply predicting the value of each lead and knowing the best way to move each lead through the funnel.

Scaling this process up is almost unmanageable, with organizations relying on disparate sales and marketing automation systems, manual average-based calculations, and a trove of Google Sheets.

AI-powered pipeline acceleration solutions solve these problems—and more—quickly and efficiently. These tools let you see your next best action to drive conversions and know exactly which leads to prioritize and campaigns to scale.

### PIPELINE GENERATION CHALLENGES

“We are trying to increase speed to pipeline and those answers are in the top and middle of the funnel leads, *which is very messy.*”

VP, RevOps

“90% of the MQLs are not being touched by the SDR team. This is a *huge waste* of investment.”

Sr. Director, GTM Finance

DEMAND GENERATION EFFECTIVENESS						
Campaign Name	Budget	Spend	Projected Pipeline Value	Pipeline ROI	Projected Booking Value	Booking ROI
Trends Report '24	\$18k	\$21k	\$105k	500%	\$32k	129%

**AI RECOMMENDATIONS**

Top 3 Campaigns with the highest 'Projected Pipeline Value'

1. Trends Report '24 \$105k
2. New Futures Whitepaper \$78k
3. Marketing Automation W... \$52k

You can find out what's moving your buyer through the funnel and where leads are leaking out to improve stage-to-stage conversions.

#### Optimize Marketing Spend and Maximize ROI

- Get actionable insights into the unique journey and attributes of every single lead
- Prioritize leads by pipeline propensity and booking propensity for current or next quarter to accelerate revenue
- Track and drive prospects through each stage of the funnel: lead, MQL, SAL, and SQL
- Get AI-generated Top 100 recommendations for each pipeline stage

#### Predict Lead Behavior with AI-Propensities

- Understand lead quality and potential at a glance
- Enrich existing lead scores with AI-propensities
- Integrate AI-generated propensities into marketing automation and sales engagement systems including Marketo, Hubspot, Salesforce, Outreach, and Salesloft

#### Know Your Next Best Action

- Get Next Best Action recommendations based on each lead's go-to-market stage, unique journey, and attributes
- Identify high-performing campaigns and campaign types across Marketing, SDR/BDR and Sales
- Schedule email and slack alerts to account owners and teams to drive action

“We want to identify *marketing-qualified* accounts based on their activity and lead engagement.”

**VP, Demand Gen**

“We have *no idea* whether early-stage opps generated through marketing are being worked by the SDR/Sales team or if there are any sales activities against them”

**CMO**

LEAD PRIORITIZATION RECOMMENDATIONS				
Lead Name	Pipeline Conversion Probability Q3 2023	Next Best Action— Campaign Name	Projected Pipeline Value	Booking Conversion Probability Q3 2023
Denise Beard	24.5%	Trends Report '24 + 2	\$83k	7.5%
Sophia Stewart	16.5%	Futures's Webinars		8%

**DB Denise Beard**

\$83K

Velocity: 24 | Duration: 64 | Age: 88

**Next Best Action (Campaign Type)**

1. Content: Trends Report '24
2. Webinar: Future's with AI
3. Event: Acme Conference '23

## Accelerate Pipeline Generation With RevSure

RevSure is the AI-powered pipeline acceleration solution that delivers unprecedented insight into sales and marketing activities, pipeline generation, and revenue growth.

### Predict Pipeline

- Drive revenue with an AI-powered sales and marketing engine
- Generate predictable pipeline
- Gain greater insight into lead progression and campaign results

### Enrich Lead Scoring

- Identify which leads are most likely to convert
- Enrich lead scores and build trust in lead scoring
- Boost lead to opportunity conversion rates

### Maximize Profitability

- Maximize marketing spend ROI
- Increase sales rep productivity and effectiveness
- Align marketing and sales teams and improve collaboration

## 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 only solution that enables modern marketing teams to build higher quality pipeline and crush their ROI through predictive intelligence, comprehensive funnel management, and full-funnel attribution. Learn more at [www.revsure.ai](http://www.revsure.ai)