

# 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.



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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.

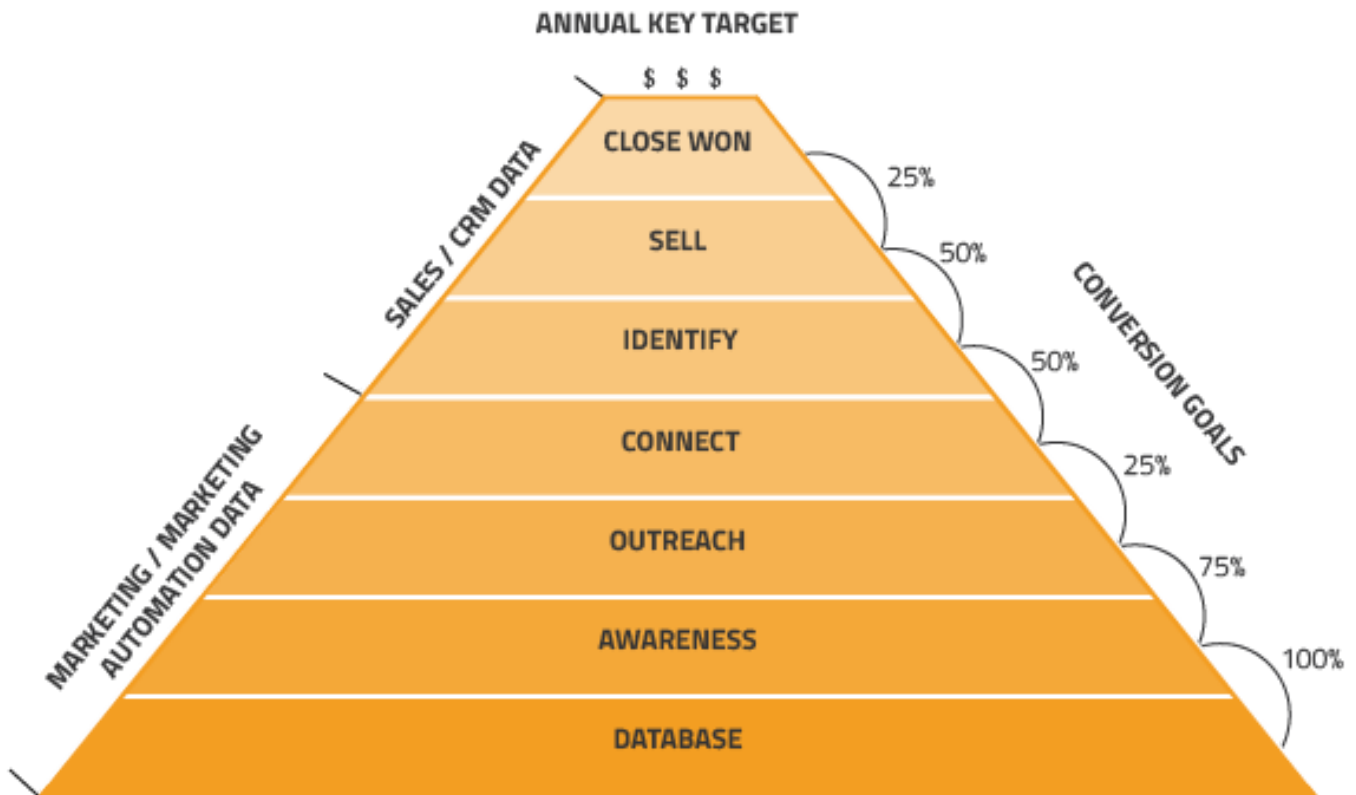
## Example Scenario

- 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.

Leadous is a world-class consultancy that leverages marketing automation to deliver exceptional experiences for the 'journey makers' and the 'journey takers'. The journey between "Hello Prospect" to "Welcome Valued Client" can be difficult to navigate. From concept to conversion, Leadous utilizes technology, methodology, and certified marketing automation experts to deliver consulting services that increase demand, drive conversion, and deliver pipeline growth making the journey a well-traveled one. Our near-decade-long world-class partnerships with Adobe, Hubspot, Oracle, and Salesforce give us the capabilities to serve hundreds of clients, across industries, to obtain measurable value from their investments in customer journey solutions. Let us lead you. | [www.leadous.com](http://www.leadous.com) | 844-LEADOUS

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