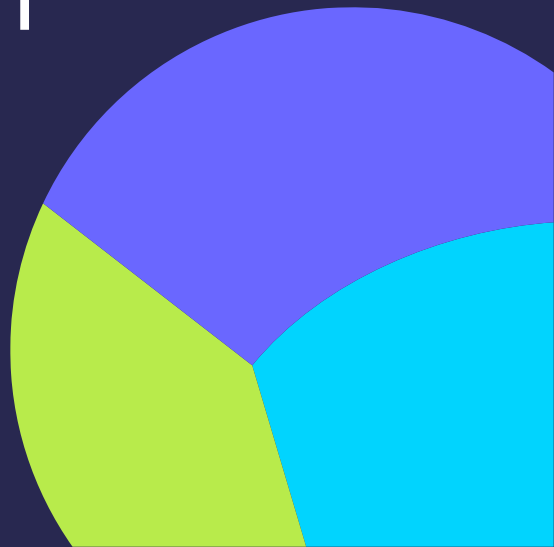




Switching from lead gen to demand gen.

Lesson 2: Split the funnel



What will we cover in this lesson?

- What is “split the funnel” reporting?
- Why do you need to “split the funnel”?
- How do you “split the funnel”?
- What to do with the data once you’ve split the funnel

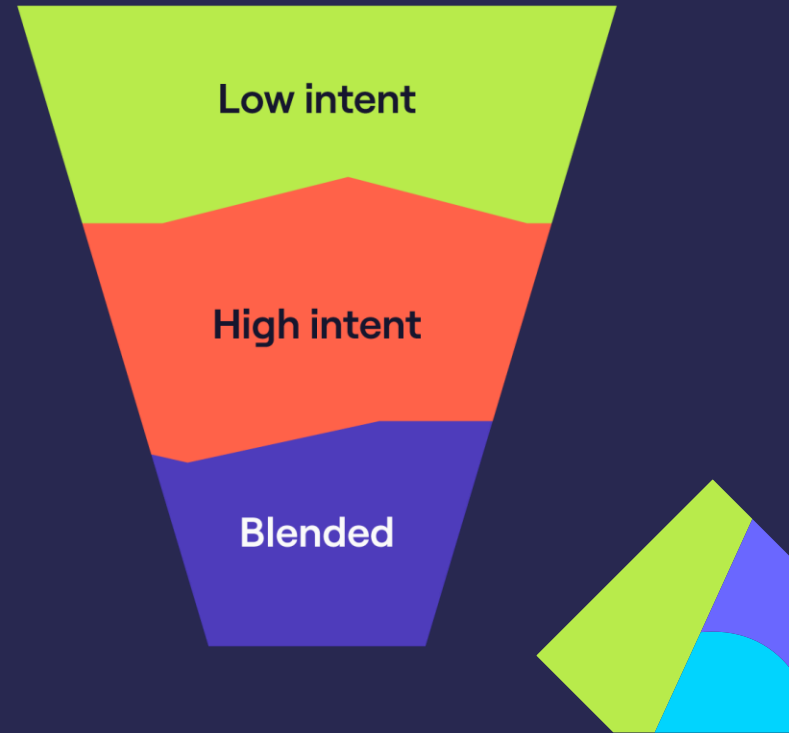
What is “split the funnel” reporting?



A split-funnel analysis separates leads by where they converted in your funnel.

You can use it to analyse how many opportunities and customers were produced by your lead-generation campaigns compared to high-intent forms

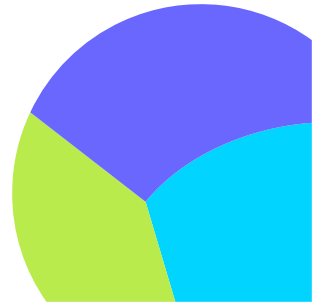
E.G - ebook download vs inbound demo request.



Why do you need to “split the funnel”?

Funnel averages					
Low intent		High intent		Blended	
avg acv	\$1,509.00	avg acv	\$1,678.38	avg acv	\$1,637.92
lead:mb	7%	lead:mb	39%	lead:mb	13%
lead:ma	4%	lead:ma	34%	lead:ma	10%
mb:ma	63%	mb:ma	86%	mb:ma	76%
ma:sqo	46%	ma:sqo	59%	ma:sqo	54%
sqo:cw	12%	sqo:cw	20%	sqo:cw	17%
lead:cw	0.2%	lead:cw	4%	lead:cw	0.9%
lead:sqo	0.8%	lead:sqo	17%	lead:sqo	5%
leads for 1 deal	500	leads for 1 deal	25	leads for 1 deal	111

- You will understand the conversion rates from direct demos vs MQLs
- We realised we needed 25 demo requests for 1 deal, vs 500 MQLs
- This will become your biggest tool for telling the story and getting buy-in at exec level



How do you “split the funnel”?

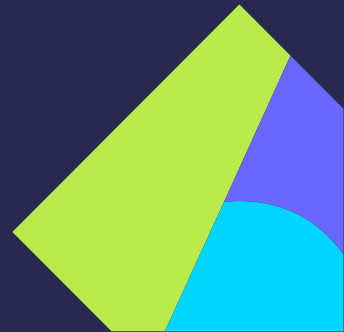


Step 1:

Pull all available sales and conversion data from your CRM

Your CRM and/or marketing automation system will ideally track the following:

- Opportunity stage
- Pipeline source
- Create date, close date, and age of opportunity in days
- Lead source (e.g. paid ads, events, referral, etc.)
- Revenue
- Lead source detail (Facebook, LinkedIn, etc.)
- Campaign conversion point (e.g. demo form, e-book, gift card promo, chat, etc.)



How do you “split the funnel”?

Step 2:

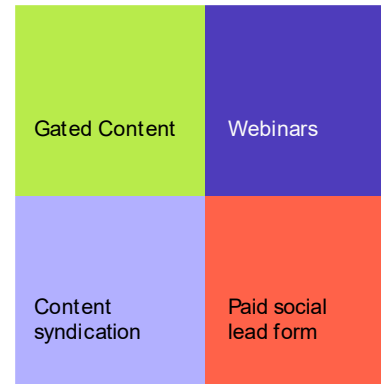
Separate the data you pulled out by where the customers converted.

Group the conversions into low intent conversions and high intent conversions relevant to your business.

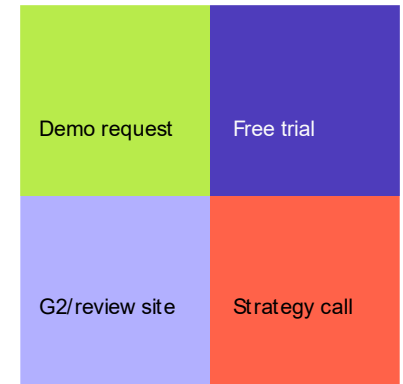
Low intent conversions = no buying intent (gated content, content syndication)

High intent conversions = buying intent (demo request, free trial)

Low intent conversion examples



High intent conversion examples



How do you “split the funnel”?

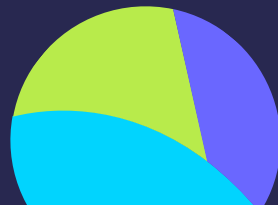


Step 3:

Once you have grouped the conversion by intent - you can crunch the numbers to evaluate the performance of these ‘buckets’ through the funnel.

Break down the conversions rates of each “bucket” through the funnel and their ACV:

- Lead : MB
- Lead : MA
- MB: MA
- MA : SQO
- SQO : CW
- Lead : CW
- Lead : SQO
- Leads for 1 deal



Funnel averages					
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sqo:cw	12%	sqo:cw	20%	sqo:cw	17%
lead:cw	0.2%	lead:cw	4%	lead:cw	0.9%
lead:sqo	0.8%	lead:sqo	17%	lead:sqo	5%
leads for 1 deal	500	leads for 1 deal	25	leads for 1 deal	111



You will then be able to see and demonstrate where your pipeline and deals are coming from. This will enable better decision making and is essential for getting company buy-in

What do you do with the data once you have it?

In every single exec reporting meeting, use your split the funnel reporting to highlight the differences in your declared intent funnels and your content/MQL funnel.

- Show the difference in conversion rates
- Show the difference in CAC/LTV
- Show the difference in ACV



Just by showing this data - you'll start to sow seeds in the minds of your exec team that there is a better way than your existing MQL model.

Once you start regularly reporting this data, you can start moving towards the **next step**.





Your next lesson:
Level up reporting, make
the switch

