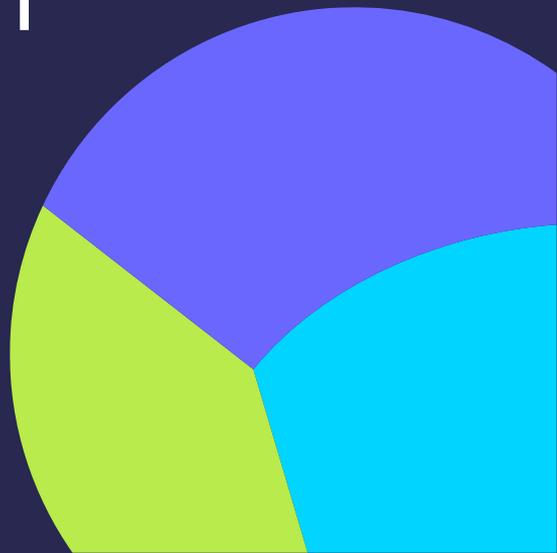# cognism

Switching from lead gen to demand gen.

Lesson 3: Level up reporting, then make the switch

What will we cover in this lesson?

- Splitting your MQL campaigns to get more from your testing budget

- An incremental approach to making the full switch to demand gen

cognism

Split your MQL campaigns out

After you've started running your 3 month test, split out any MQL campaigns - don't look at them blended.

Benchmark their performance against your breakeven CPL.

- Pause any underperformers
- Reallocate that budget to your testing budget

Soon your 'experimental' budget will nearly double without any material impact on your total MQL output. You have just consolidated and optimised.

At Cognism, we ran things like this for a further 2 months - after our initial 3 month experiment.

We then had all the data we needed to start making a more dramatic shift.

How to calculate breakeven CPL
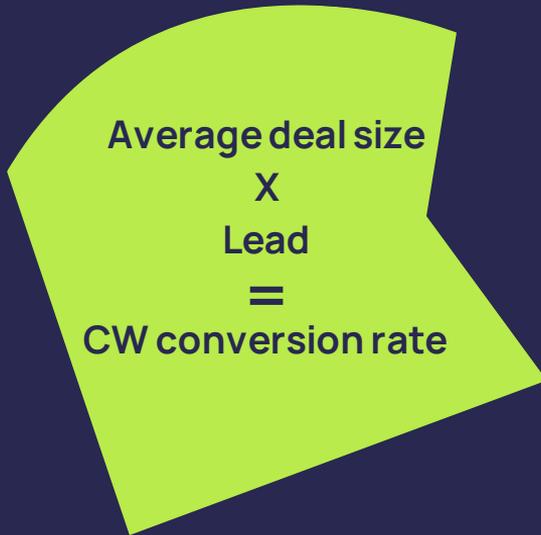
Average deal size
X
Lead
=
CW conversion rate
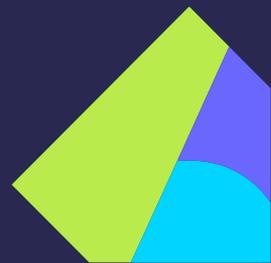
Make the switch incrementally

At Cognism, we went for a split that was 90% demand gen and 10% MQL/lead gen.

But you can slowly build towards this over time.

The main thing is to own a revenue goal and say to your CFO/CEO:

'I can still hit this goal with this change, I can fill the content deal gap with the increased inbounds that convert faster and at a much higher clip - I have got this.'

If you've completed all the steps, they won't be able to push back.

Make the switch and hit your number MoM to scale up the split incrementally.
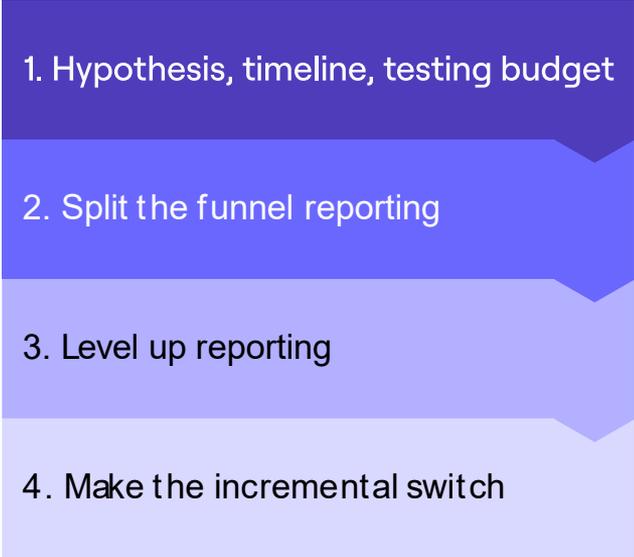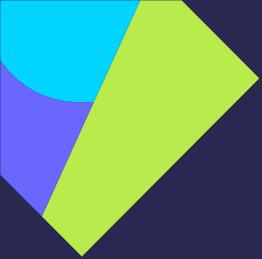
1. Hypothesis, timeline, testing budget

2. Split the funnel reporting

3. Level up reporting

4. Make the incremental switch