

CREATING CERTAINTY IN LEAD PIPELINES

The simple truths may be hard to face, but if you're suffering from lacklustre pipelines there's **6 reality shifts** that will help you fly in 2025.

Truth

65%

Marketing and sales teams admit they lack a shared definition of success

Source: Hubspot

1

Reality

67%

Higher conversion rates are achieved by companies with aligned goals

Source: MarketingProfs

\$15M

Av. annual cost to businesses with poor quality data

Source: Gartner

2

20%

ROI improvement when accurate lead data is applied

Source: Experian

60%

Marketing efforts abandoned before showing long-term results

Source: DemandMetric

3

58%

Gain in competitive advantage with long-term engagement strategies

Source: Harvard Business Review

79%

Marketing leads NEVER convert due to inadequate nurture

Source: Forrester

4

50%

More sales-ready leads at 33% lower cost for companies who nurture

Source: Marketo

50%

Sales teams IGNORE marketing leads due to poor qualification

Source: MarketingSherpa

5

32%

More revenue when sales teams trust leads

Source: Aberdeen Group

40%

Nurtured marketing leads only get ONE call attempt

Source: MarketingSherpa

6

UP TO 11

Call attempts is recommended as well as continuation of marketing nurture

Source: MarketingSherpa

Market Activation™ Designed to for robust pipelines

All in one. Plug and Play. Managed Programme. Economies of Scale. Performance Gurantees. Low CPL

