

More Quick Losses

How can you transform lead conversion rates?

In sales not all leads are created equal

As sales teams continue to chase low quality leads, they become disheartened with the MQL process and lose faith...



of leads generated never being pursued by SDRs¹.



It starts with building momentum

53%

of marketers spend at least half of their marketing budgets **on lead generation**²...

In a world where only

13%

of leads convert to SQLs³.



But what can be done to improve lead conversion rates?

Technology companies must:

- **Increase brand awareness and relevancy** - ensuring that customers are nurtured over several touch points.
- **Reassess their lead scoring system** - evaluating the strictness of their criteria to guarantee that only the very best leads meet their qualification threshold.
- **Enhance their focus on understanding and measuring lead-to-pipeline conversion rates** - rather than solely relying on MQLs as their only KPI.

Deliver a smaller haystack



While it might be too big of an ask to deliver the needle in the haystack through lead generation, you can make the haystack smaller, thereby

increasing efficiencies and reducing costs.

At Clarify, quality is at the heart of everything we do.

We craft differentiated propositions and intelligent go-to-market strategies that deliver highly valuable sales opportunities and very significant ROI.

Are you ready to achieve sustained commercial success?

Explore the full report

Get in touch with one of our experts

¹ Source: <https://business.adobe.com/uk/resources/ebooks/jumpstart-revenue-growth-with-sales-and-marketing-alignment.html>

² Source: www.brighttalk.com

³ Source: <https://www.geckoboard.com/best-practice/kpi-examples/mql-to-sql-conversion-rate/>