

INEFFICIENT LEAD NURTURING

Company Profile

Organizational Profile: Software SaaS, Application Software

Company: Plum Software*

Employees: 500-1000

Financing: Privately held, Series D

Headquartered: USA

Personas: Joe*, CMO and Kevin*, VP of RevOps

Functions: Marketing

Data Sources: Marketo

* Company and contact names changed for anonymity

Key Challenges	Solutions Uncovered
64% of MQLs going to Remarket rather than SQL	Improved MQL to SQL conversion for automatic MQLs by 50%
Increase Remarket to MQL conversion	Improved MQL generation by 6% through specialized nurturing of remarketed leads
Reduce % of Idle leads	Improved engagement, idle leads dropped from 83% to 64%
Improve lead to MQL for exec personas	Lead to MQL conversion for exec personas went up from 2% to 5.1%

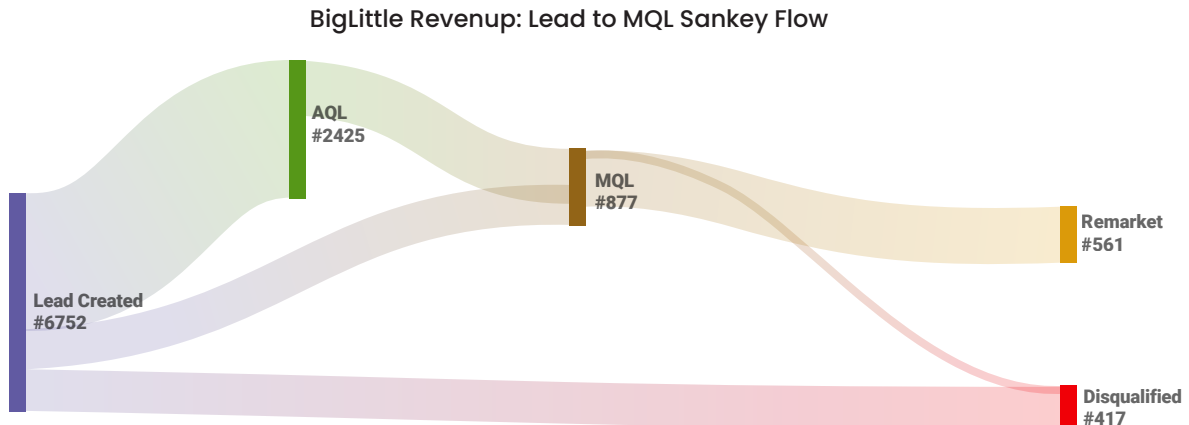
Customer Challenge

Plum was spending a lot of money on lead generation but a large number of the generated leads were dying early in the marketing funnel. Due to the nature of their marketing operations, their lead to MQL ratio was only around 8%. Plum's CMO, Joe and Kevin, their VP of RevOps were interested in understanding the negative flows of leads from first creation to idle, disqualified or nurture/remarket and the success criteria around conversion to MQL and opportunity. Following that, they were interested in identifying ways to (a) reduce lead flows into the Remarket and Idle bins above and (b) find ways to extract future opportunities from them.

This is a common problem faced by a lot of companies, of course. There is a lot of money seemingly optimally invested in a number of different lead generation activities but a large percentage of leads never end up converting to pipeline. What can be done to prevent them from becoming stale while being nurtured? And can we salvage more leads that otherwise go into the re-market pile and harness them for revenue?

On-Demand Analysis

Plum used BigLittle Revenup to analyze the customer's lead to opportunity process. Within minutes of plugging into the customer's marketing automation and CRM systems, Revenup visualized the flow of leads over the last 12 months as shown below.



Using Revenup, Plum discovered that:

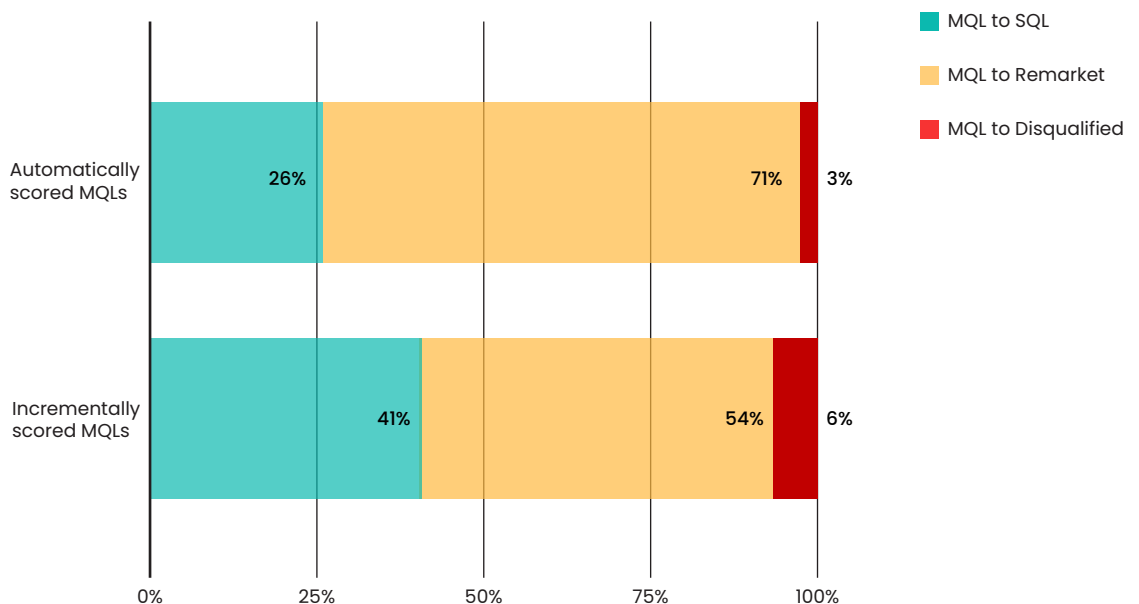
- ▶ 64% of their leads ended up in a 'Remarket' bin after reaching MQL
- ▶ 73% of their total leads were sitting 'Idle' with no recent response to the company's nurturing programs. Of this, 21% had stopped responding after 1-n touches, while 52% had not engaged at all.
- ▶ 5% of leads were disqualified immediately, and another 9% of MQLs subsequently due to incorrect or incomplete data.

Reducing MQL to Remarket flows

The company's priority was looking for ways to improve conversions from MQL to SQL.

A comparison of lead scoring touchpoints for their contributions to successful conversion from MQL to SQL yielded the insight that leads that were automatically scored as MQL (based on engagement with a specific touchpoint) were a big part of the remarket flows. The marketing ops team at Plum proceeded to correct their lead scoring especially as it pertains to automatic MQLs. The result was a 50% improvement in automatic MQL conversion to SQL.

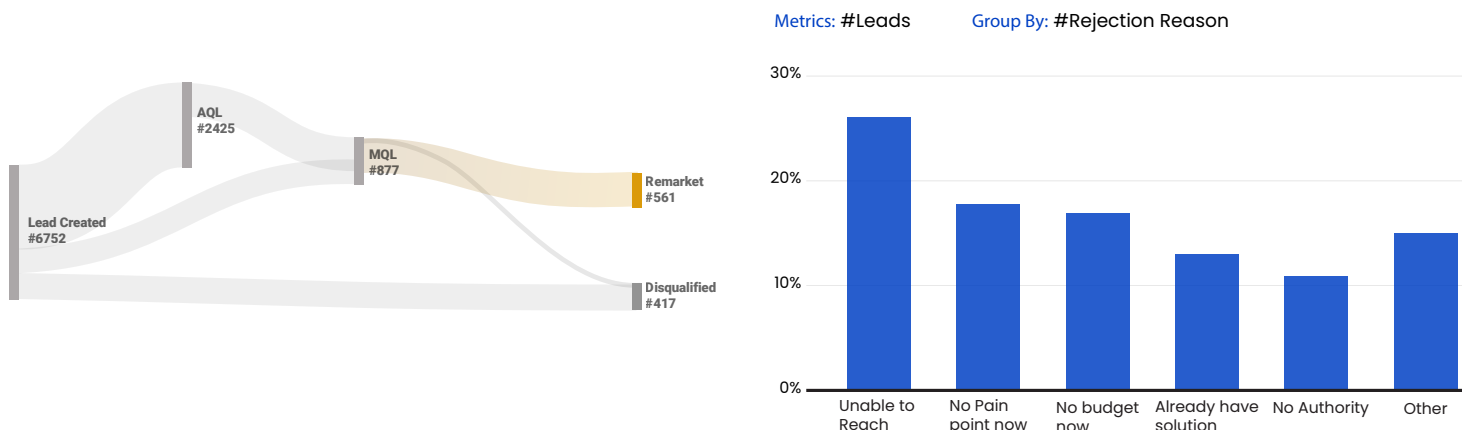
BigLittle Revenup: MQL outcomes (Automatic vs. Incrementally scored)



Improving Remarket to MQL flows

The analysis uncovered that MQL leads moved to Remarket by Plum's SDR sales team included a specific rejection reason, as shown below. By putting remarketed leads into specialized nurture tracks organized by the reason for exit, the company is now slow-nurturing these leads with targeted educational content until those leads are ready to re-engage, thereby driving a 6% increase in MQLs.

BigLittle Revenup: MQL to Remarket Leads by Rejection Reason



Improving Idle leads

Maintaining your engagement with leads is important to conversion. Joe was unhappy that 83% of his leads had turned completely cold and unresponsive with no apparent path to MQL. He defined 'idle' as 90 days of unresponsiveness but in their case, the average age of idle leads was 170 days. Here's what he uncovered from BigLittle's lead flow visualization:

BigLittle Revenup: Lead to MQL metrics by persona

Title	Lead to MQL conversion rate	Median age of Lead (days)	Average # of touchpoints
VP/CXO	2%	231	1.2
Director/Manager	5.5%	202	3.5
Admin/Analyst	11%	123	5.6

Clearly, Plum was not having success with engaging senior target personas as compared to admin/analyst roles. This insight has since driven them to create specialized campaigns targeting senior decision makers. Six months in, the percentage of idle leads has dropped to 64% and their Lead to MQL conversion rate with VP/CXOs has improved to 5.1%.

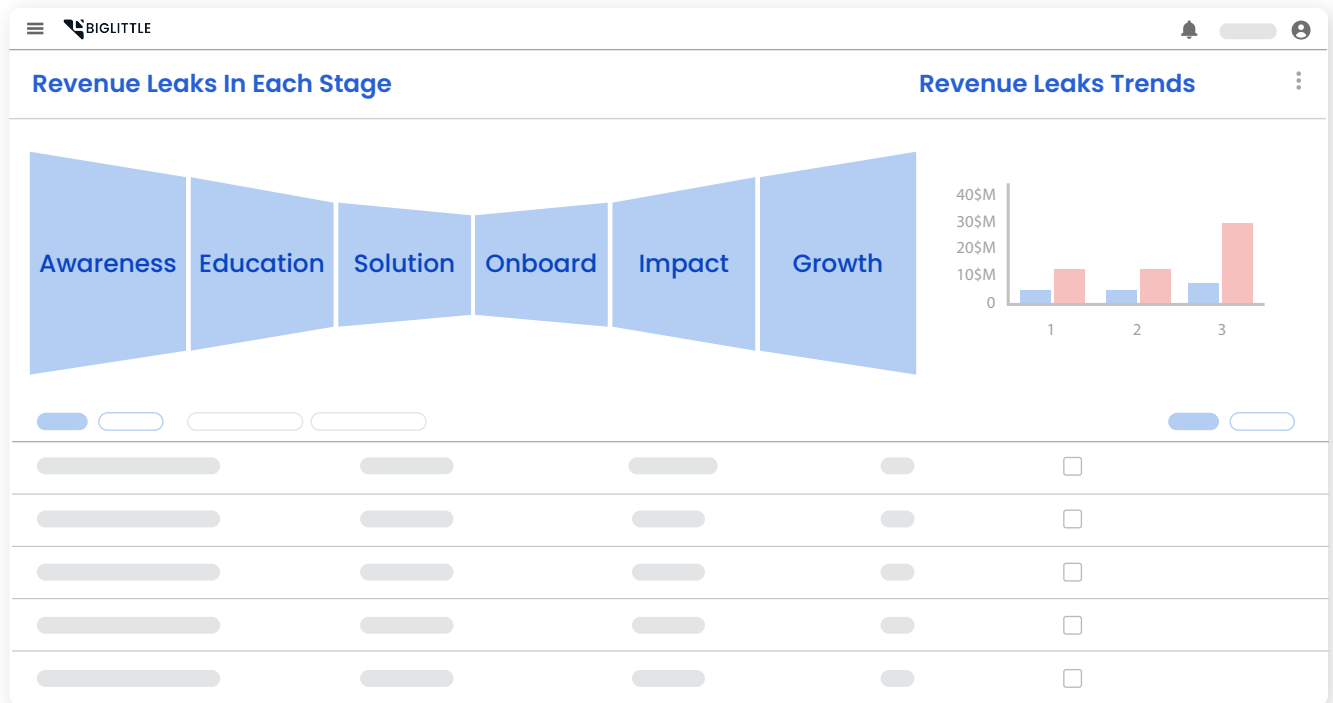
Summary

BigLittle is a revenue leak mitigation solution that works on top of your existing GTM tech stack to drive visibility, agility and governance of all your revenue operations across the enterprise. Using BigLittle Revenup, Plum was able to significantly transform their marketing operations and reduce lead flows to Idle or Remarket, and improve engagement with senior decision makers.

BigLittle Revenup can provide an MRI view of an organization's GTM operations.

- ▶ Granular end-to-end visibility across marketing, sales and CS
- ▶ Upstream detection of potential revenue leaks
- ▶ Automated response

BigLittle Revenup: Revenue Leak Explorer



Key Revenup Features:

- ▶ Track and manage all bowtie metrics from lead to order to renewal and expansion
- ▶ Get a prioritized list of revenue leaks at each stage with possible root causes
Visualize lead and opportunity progression at cohort level via Sankey flows
- ▶ Analyze the impact of various factors on downstream revenue metrics
- ▶ Get automatic alerts on funnel inefficiencies and anomalies you didn't know existed
- ▶ Deploy seamlessly on top of your existing tech stack

10%

HIGHER ARR

Early detection, root cause and remediation of under-performing RevOps metrics improves target attainment

10%

LOWER CAC

Align your GTM execution across marketing, sales and customer success to the buyer cohort to reduce inefficient spend

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WAITING TIME

Hypothesis testing on the revenue impact of cross-functional factors without 24-48 hours of analyst back and forth

[Schedule a demo today!!!](#)