MEASURING SUCCESS WITH THE PIPELINE CLOUD

Say hello to ROI

QUALIFIED

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Introduction

The Pipeline Cloud helps you identify the right time to engage the right buyers, instantly start sales conversations and book meetings, convert outbound and advertising traffic, and uncover buying intent signals. The result is more leads, more meetings, more opportunities, and ultimately more revenue.

All of these motions work together to generate more pipeline than ever before, but as every great marketer knows, measuring the impact of your MarTech investments is fundamental.

The good news is that the Pipeline Cloud is very measurable.

What You'll Learn in this Book

Qualified is a powerful platform for pipeline generation—but we know seeing is believing. In this book, we'll share the results our customers see when they partner with us, and our strategies for reporting on the Pipeline Cloud.

You'll learn about:

◆ The business impact of leveraging the Pipeline Cloud

◆ The top KPIs to measure successful pipeline generation

◆ How Qualified customers achieve a 42x ROI

◆ How to calculate your own potential ROI with Qualified

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CHAPTER

Say Hello to The Pipeline Cloud

Conversational Marketing should be a cornerstone of any sales and marketing strategy. It is designed to grow your pipeline by getting more leads through the door and into the sales cycle by engaging buyers right on your website and creating personal, memorable experiences.

The reality is that 71% of customers expect companies to communicate with them in real time, according to Salesforce research. While the value of having real-time conversations with buyers is indisputable, we still heavily rely on contact forms and email communication.

At Qualified, we take the Conversational Marketing model a step further. By building out an entire platform that powers every aspect of the buying cycle, the Pipeline Cloud generates more pipeline, converts more website visitors, and provides valuable insights and touchpoints along the way, for both inbound and outbound marketing motions.
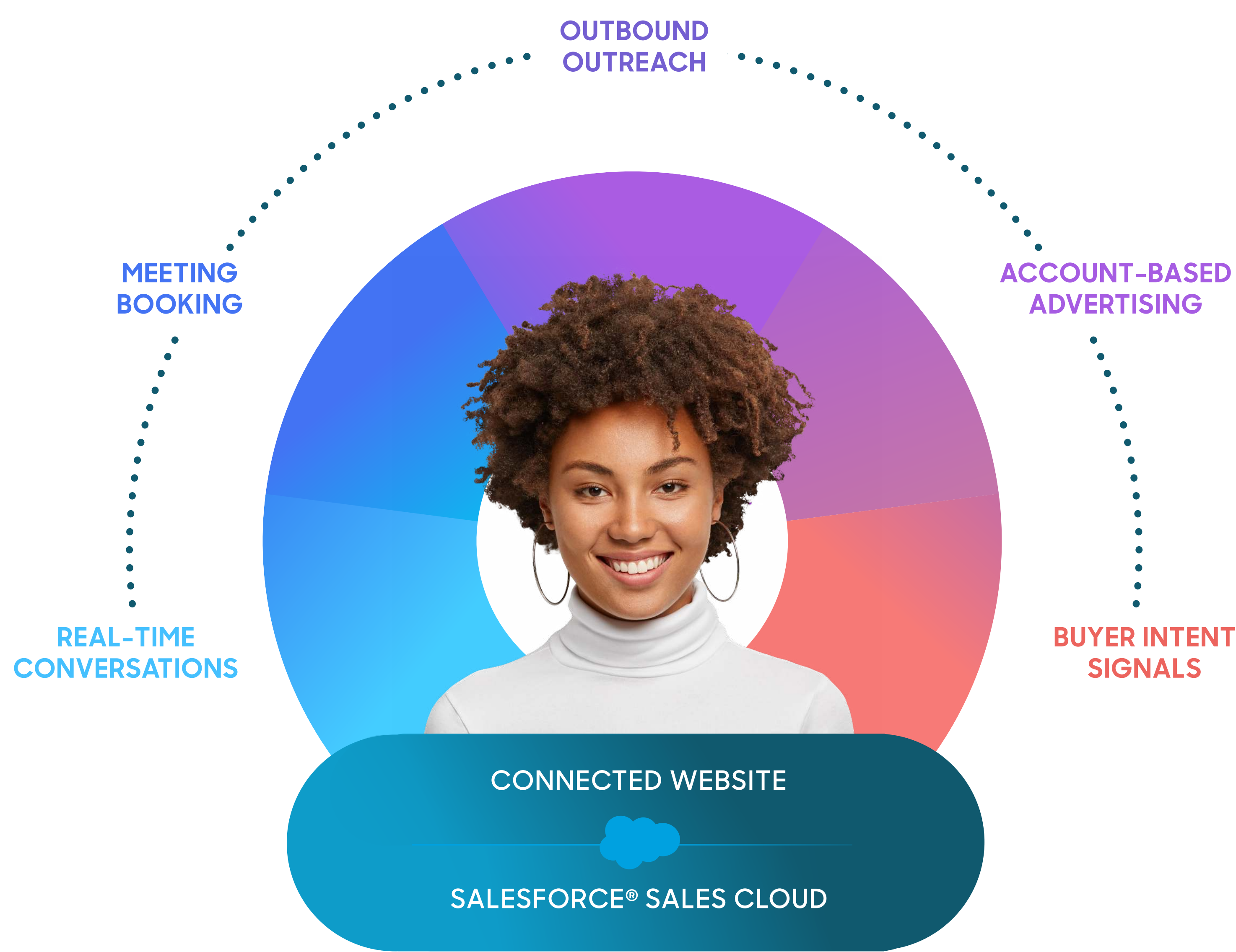
The Pipeline Cloud is made up of six pillars, all working together to power your sales and marketing teams at each crucial step of the buying cycle. Here's a quick breakdown of all the areas Qualified touches in your marketing and sales programs.

A Connected Website

Your corporate site is your most valuable marketing asset–Qualified supercharges your site by connecting it with your Salesforce instance. This powerful data connection means you get crystal-clear visibility into every visitor on your site, informing your sales team with important data like account ownership, tiering, and business segmentation.

You not only see who is on your site, but what they're engaging with. You can see the content they're reading, where they're spending their time, and engage them based on what they need when they need it.

Qualified Conversations

Real-time conversations create a memorable buyer experience, allowing your teams to connect and engage with VIP buyers on a 1:1 basis with no forms or barriers in the way. Sellers can automatically segment visitors into categories like target accounts, company size, or industry then fast-track them for a live chat or even one-click video call to get them in front of a sales rep faster, with zero friction.

Qualified for Outbound

Tailored, timely outbound outreach gives your teams the tools they need to craft hyper-personalized messaging that converts. These targeting strategies lead to more engaged buyers and higher meeting conversions. By using Qualified for Outbound, sales teams can prioritize high-intent, VIP buyers and send bespoke email campaigns based on what visitors have been researching.

Once these target accounts click through to the website, a sales rep is waiting and ready to engage them based on your outreach efforts, resulting in a 25% conversation rate.

Qualified for Advertising

When your demand gen team leverages Qualified for Advertising, they can target high-intent buyers with personalized ads. And when those buyers click through your targeted ads? Your sales team sees exactly where they came from, and can customize their chat conversation to reflect exactly what intrigued your buyer most.

Qualified Signals

Revenue teams need to know the intentions of buyers when they come to their site. Qualified Signals connects first-party website activity with third-party research intent data and Salesforce data to tell your sellers which accounts are demonstrating buying intent—helping them prioritize their prospecting efforts and crush their quota.

From surfacing research and buying intent data to your outbound and advertising teams, to booking meetings and hosting live video and voice call directly on your website, the Pipeline Cloud accelerates every step of the buying cycle.

Qualified Meetings

Qualified Meetings is a meeting scheduling and routing solution that generates more meetings from your website by creating a direct path from buyers to sellers. Qualified Meetings maximizes website pipeline and accelerates sales by removing any friction when qualified buyers are ready to book a meeting.

Conversational Marketing goes from simple chat-based buyer engagement to a massive revenue motion–the Pipeline Cloud powers your buying cycle from start to finish.
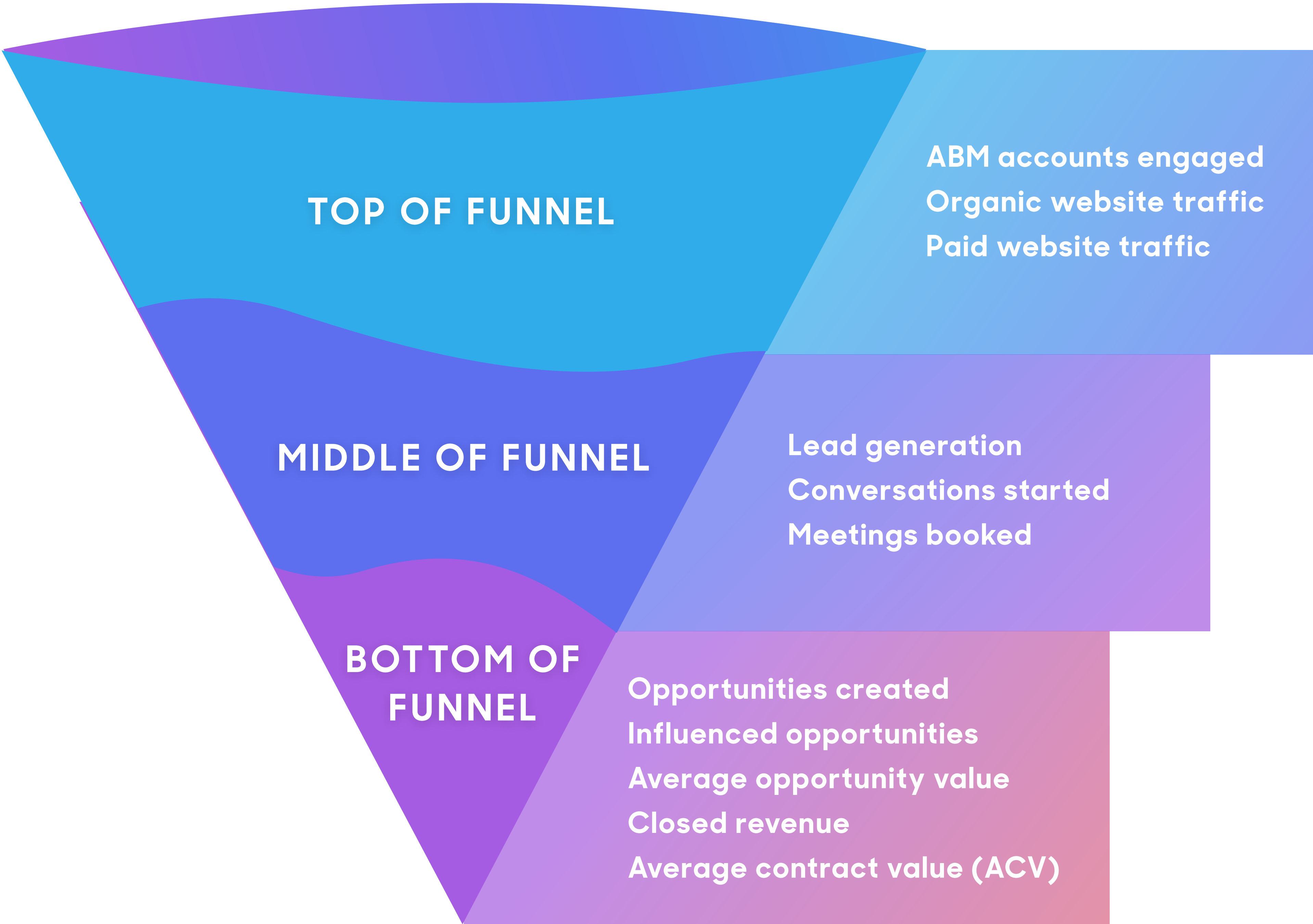
CHAPTER 1 RECAP

Conversational Marketing is now a standard in B2B. The Pipeline Cloud is a powerhouse of technologies and processes that can take your team to the next level.

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CHAPTER

How to Measure Success with the Pipeline Cloud

Ultimately, the goal of a pipeline generation strategy is to increase revenue, but there are some instrumental KPIs to track along the way. To understand the big picture of your Pipeline Cloud success, we recommend tracking the following metrics;

TOP OF FUNNEL

ABM accounts engaged
Organic website traffic
Paid website traffic

MIDDLE OF FUNNEL

Lead generation
Conversations started
Meetings booked

BOTTOM OF FUNNEL

Opportunities created
Influenced opportunities
Average opportunity value
Closed revenue
Average contract value (ACV)

At the top of the funnel, the most common KPIs to measure for successful pipeline generation are:

ABM accounts engaged: Keep a close eye on the number of target accounts you engage with as part of your account-based marketing program.

Organic website traffic: The number of visitors that find your site through search engines like Google or organic social media posts.

Paid website traffic: The total number of visitors that land on your website after clicking through display ads, banner ads, boosted social media posts, etc.

Middle of the funnel:

Lead generation: Calculate lead generation by totaling the website visitors that give you their contact information, either through demo requests, meetings scheduled, form fills, or chat experiences.

Conversations started: A conversation is any interaction a visitor has with a chatbot or live chat with a sales rep.

Meetings booked: Once you've scheduled a conversation between a lead and a sales rep, this counts as a meeting booked.

Bottom of the funnel:

Opportunities created: Measure both the total number of new opportunities created from the Pipeline Cloud, and the total dollar amount of new opportunities.

Influenced opportunities: Similar to opportunities created, take a look at both the total number of existing opportunities you've been able to engage with via the Pipeline Cloud, as well as the total dollar amount associated.

Average opportunity value: The average dollar amount tied to opportunities generated with the Pipeline Cloud.

Closed revenue: The total number of closed-won deals and dollar value generated with the Pipeline Cloud.

Average contract value (ACV): The average dollar amount of all closed-won deals generated with the Pipeline Cloud.

Deal velocity: The average number of days it takes from opening a new opportunity to closing the deal.

The Pipeline Cloud achieves the ultimate goal of sales and marketing alignment across the funnel, from top to bottom.
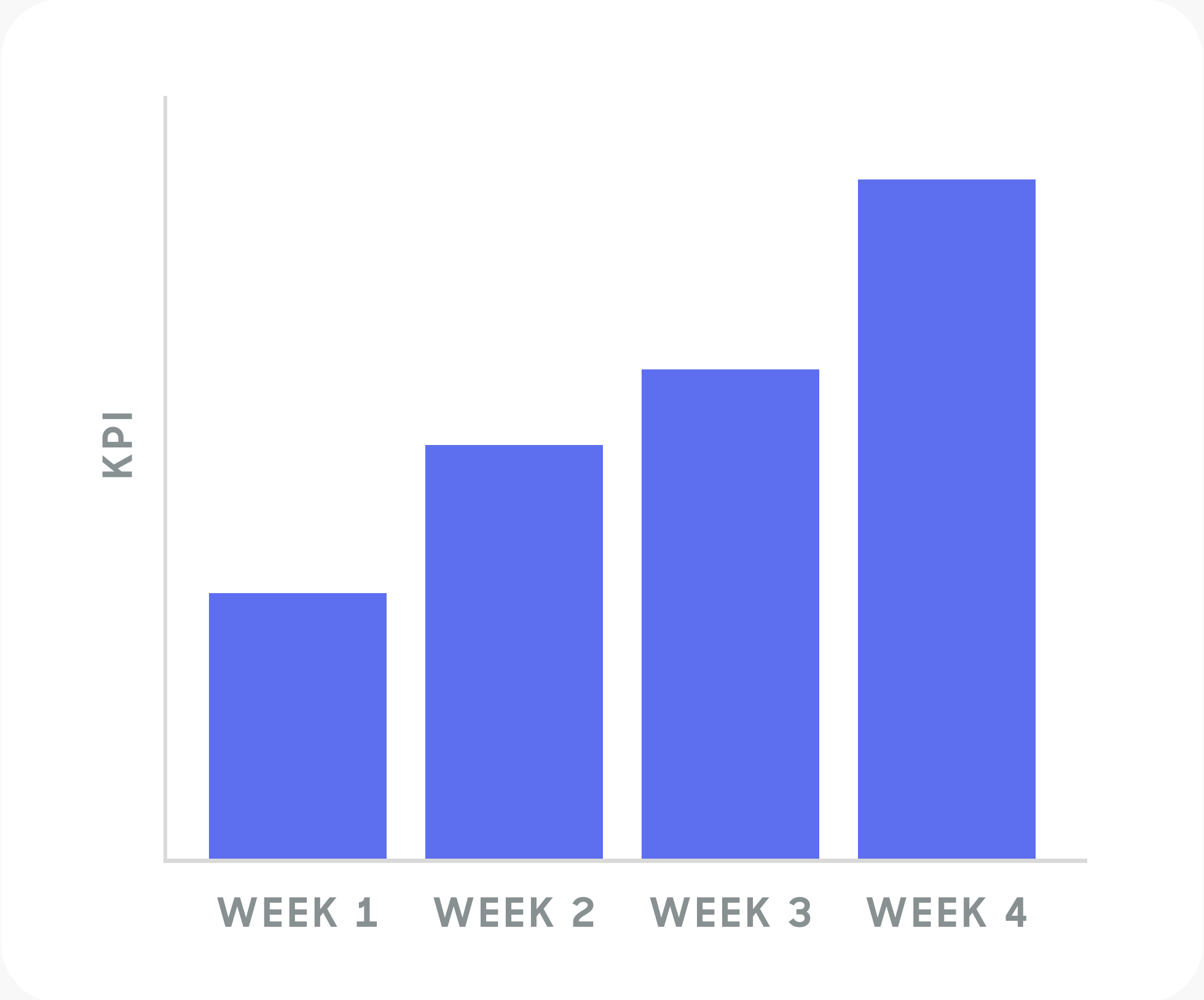
Be sure to benchmark your performance across these KPIs before you embark on your Pipeline Cloud strategy, and keep tracking on a weekly basis. Make it easier on yourself by leveraging performance dashboards within the Pipeline Cloud and your Salesforce instance.

CHAPTER 2 RECAP

The KPIs for successful pipeline generation are always a moving target. But with the Pipeline Cloud, it's easier than ever to find that magic alignment between sales, revenue, and marketing teams.

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42x
ROI?!
Prove It

According to LinkedIn, the average number of decision-makers in a buying cycle is 5.4 people. That's a lot of minds to align and convince when you're shopping for new software. Consider this chapter a peek behind the curtain at the kind of return Pipeline Cloud customers see in their first 12 months post-implementation.

$5.5M
SOURCED PIPELINE

$1.3M
SOURCED REVENUE

$11.7M
INFLUENCED PIPELINE

$2.9M
INFLUENCED REVENUE

4224%
RETURN ON INVESTMENT (ROI)

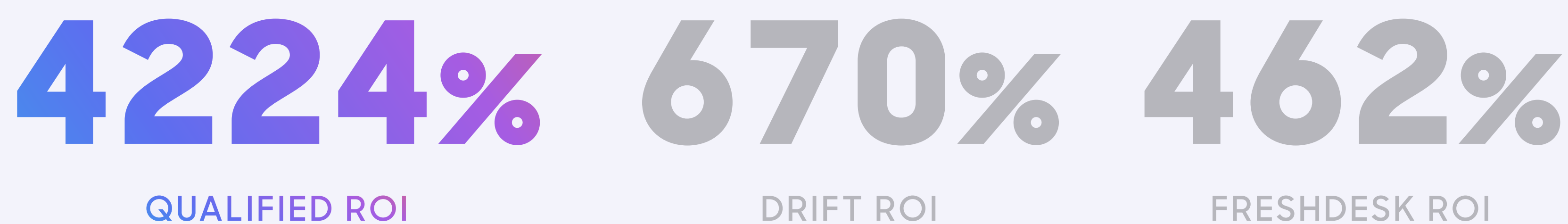AVERAGE RETURN EACH QUALIFIED CUSTOMER SEES IN 1 YEAR TIMEFRAME

These numbers can seem kind of crazy—which is why we want to take a deep dive into what they mean and exactly how we got them.

Let's start with our ROI calculations. We pulled data from every single one of our customers and averaged their 12-month trailing ROI.

Next, let's chat pipeline. In our calculations, Sourced Pipeline is any opportunity opened after directly interacting with the Pipeline Cloud. Influenced Pipeline* is any opportunity opened by interacting with the Pipeline Cloud at some point in the buyer's journey before they book a meeting.

Similarly, Sourced Revenue is revenue won as a direct result of the Pipeline Cloud. Influenced Revenue is any closed business that touched the Pipeline Cloud at some point in their buying journey.

Now that we've got all the background on these figures, let's compare them to some others:

4224%
QUALIFIED ROI
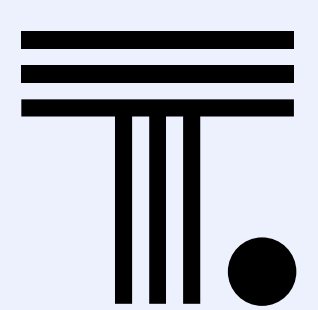
670%
DRIFT ROI

462%
FRESHDESK ROI

We could drink our champagne all year long (we are our first customers, after all), but we know you'd rather hear from industry leaders that invested in the Pipeline Cloud and are seeing amazing results.

"

So far, we've generated $13M in pipeline and $2M in revenue. The Pipeline Cloud is a must have for every sales tool kit.

Scott Holden,
CMO

ThoughtSpot®

"

Since deploying Qualified, we've seen **$5.3M in pipeline sourced** and have achieved a **1,389% ROI**. Unbelievable!

Sophie Winter,
Global Head of Revenue Marketing

natterbox

There's a reason we like to let our customers do the talking–they're crushing their goals and we're proud of the success we've been able to help them achieve.

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CHAPTER

What's Your Potential ROI?

If you've made it this far, you're probably wondering… okay, what kind of money is my team leaving on the table? It's a great question, and one we're happy to help answer.

We've developed an ROI calculator to help buyers understand what they can expect when they choose to invest in the Pipeline Cloud.

The ROI calculator is broken down into inbound and outbound categories. The ROI customers see with Qualified is generated by maximizing both of these efforts. How does it work?

Increase your visitor conversion rates

Inbound Visitors

With inbound, you can get more out of your inbound traffic and digital ad spend by converting more website visitors into leads. Instead of sending a visitor to a form, having a real human-to-human conversation is much more powerful.

Increase your lead–to–opportunity conversion rate

Inbound Visitors

With inbound, you can get more out of your inbound traffic and digital ad spend by converting more website visitors into leads. Instead of sending a visitor to a form, having a real human-to-human conversation is much more powerful.

Increase your outbound sequence conversion rate

Outbound Visitors

It requires a lot to earn an email click. So when your reps finally do, it's important to make the most of them. Instead of hoping for an email reply, by introducing Qualified to the mix, you can have a live conversation on the site the minute they click through, resulting in more conversions.

Meeting to opportunity conversion rate

Outbound Visitors
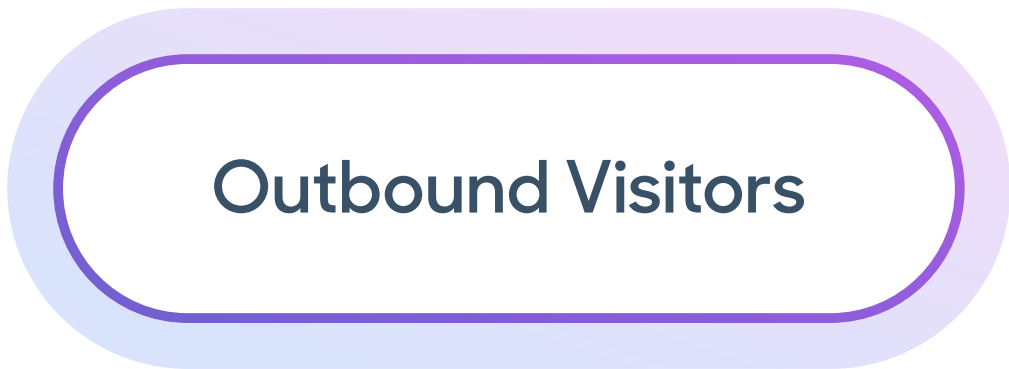
Qualified increases your speed to meeting. The time between a conversion and an actual meeting can be lengthy and there's a big risk of ghosting. With Qualified, use Qualified Meetings or Qualified Video to reduce that time, leading to pipeline and revenue faster than ever.

CHAPTER 4 RECAP

Are you leaving money on the table? What could your team be doing with an extra $11.7 million dollars of pipeline in the next year?

Meet Qualified

The leading pipeline generation platform for Salesforce, designed to help you engage and convert your target buyers.

Trusted by the world's leading brands

Matterport™

dremio

braze

KORN FERRY

poly

talkdesk®

talend

VERITAS™

Sendoso

bitly

vmware®

HashiCorp

sodexo

Staffbase

Gamma

DEMANDBASE

The trusted enterprise platform

SOC 2 CERTIFIED

GDPR COMPLIANT

ISV CERTIFIED

99.99% UP TIME

QUALIFIED