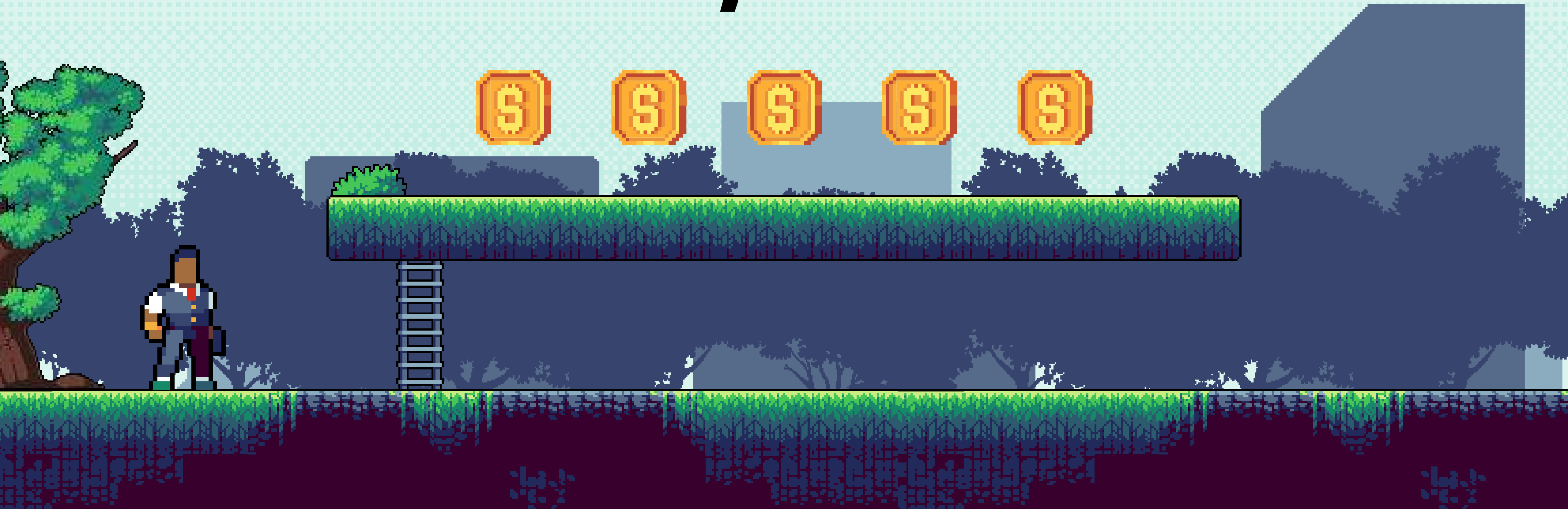


5 Reasons Marketers Need to Focus on Conversions, **Not Leads**



INTRODUCTION

Optimizing your marketing campaigns to drive more leads seems like a winning strategy, but it's leading you astray. Powering up lead volume doesn't cut it in today's economy where CEOs and CFOs are pushing marketing teams to connect investment to revenue directly and sustainable profit rules the strategic landscape.

In this infographic, we'll show you five reasons you should put lead value above lead volume and build a game-changing revenue execution-based marketing strategy.



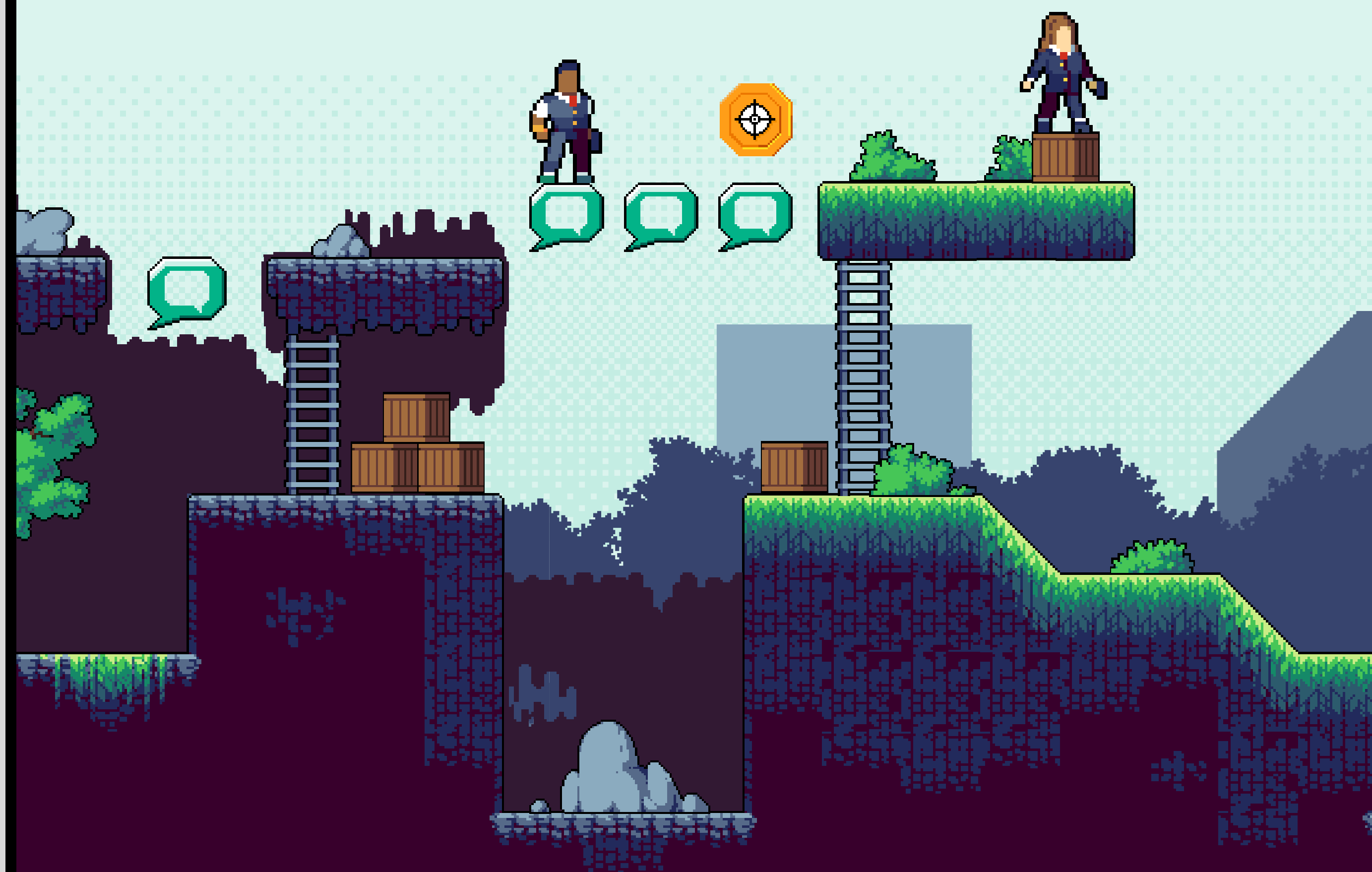
Optimizing for High-Value Leads Increases Customer Lifetime Value

The biggest downside of putting lead quantity over quality is that not all leads are created equal. High-value leads make larger purchases, provide upsell opportunities, and often become loyal customers for life. Low-value leads, on the other hand, are more likely to be transactional, one-time purchases and they may cost you just as much to acquire.



Bridge the Gap Between Marketing and Sales with KPIs Everyone Aligns with

Marketers love CTRs, MQLs, SQLs, and a bunch of other fun acronyms, but they're virtually meaningless to those outside the department. When you start talking about marketing's impact on revenue growth, you perk up the ears of the CEO, CFO, and the sales organization. Measuring marketing success with revenue allows you to prove to leadership that you're effectively allocating your budget and make a rock-solid case for increasing your spend.



REASON 3

Sales is More Efficient When Marketing Sends Fewer Leads

When your marketing programs drive inbound leads to call business locations or a contact center, it can quickly tie up their limited resources. Marketing leaders who are focused on revenue can optimize programs to drive only high-value leads to sales agents while routing lower-value leads to convert online. This enables the sales agents to spend more time with each customer, increasing conversion rates and turning more callers into customers.



REASON 4

Reducing Lead Volume Improves the Customer Experience

When you use a lead volume-focused marketing strategy, you send high call volumes to your contact center, which can harm the experience for everyone who calls. Switching to a value-focused strategy can reduce call volume so agents can spend more time with high-value customers and focus on providing empathetic experiences.

One bad contact center experience can drive away most of your customers



76% of consumers will stop doing business with you after just one bad experience



REASON 5

Improve Sales and Marketing Collaboration

For most companies, there's a disconnect between the marketing team that engages leads and the sales team that closes the deals. The result is a poor buyer experience and lost revenue. A revenue-focused marketing strategy creates common goals that make tight collaboration between marketing and sales possible.

POWER-UPS OBTAINED



Connect Your Marketing Programs to Revenue with Invoca

Revenue execution platforms like Invoca help revenue teams connect their paid media investments directly to revenue, improve digital engagement, and level-up buyer experiences to drive more sales. Better yet, the data Invoca provides creates a shared language that enables revenue teams to accomplish their goals.

To learn more about how Invoca can help your marketing team drive more high-value conversions, request your personalized demo.

REQUEST A DEMO

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