

Demand Creation Process



How Targets are Set

2016 NA Bookings Target = \$6m

ARPU = \$33k



Wins = 180

15% Conversion Rate

SQL = 1,163

44% Conversion Rate

Opp = 2,661

12% Conversion Rate

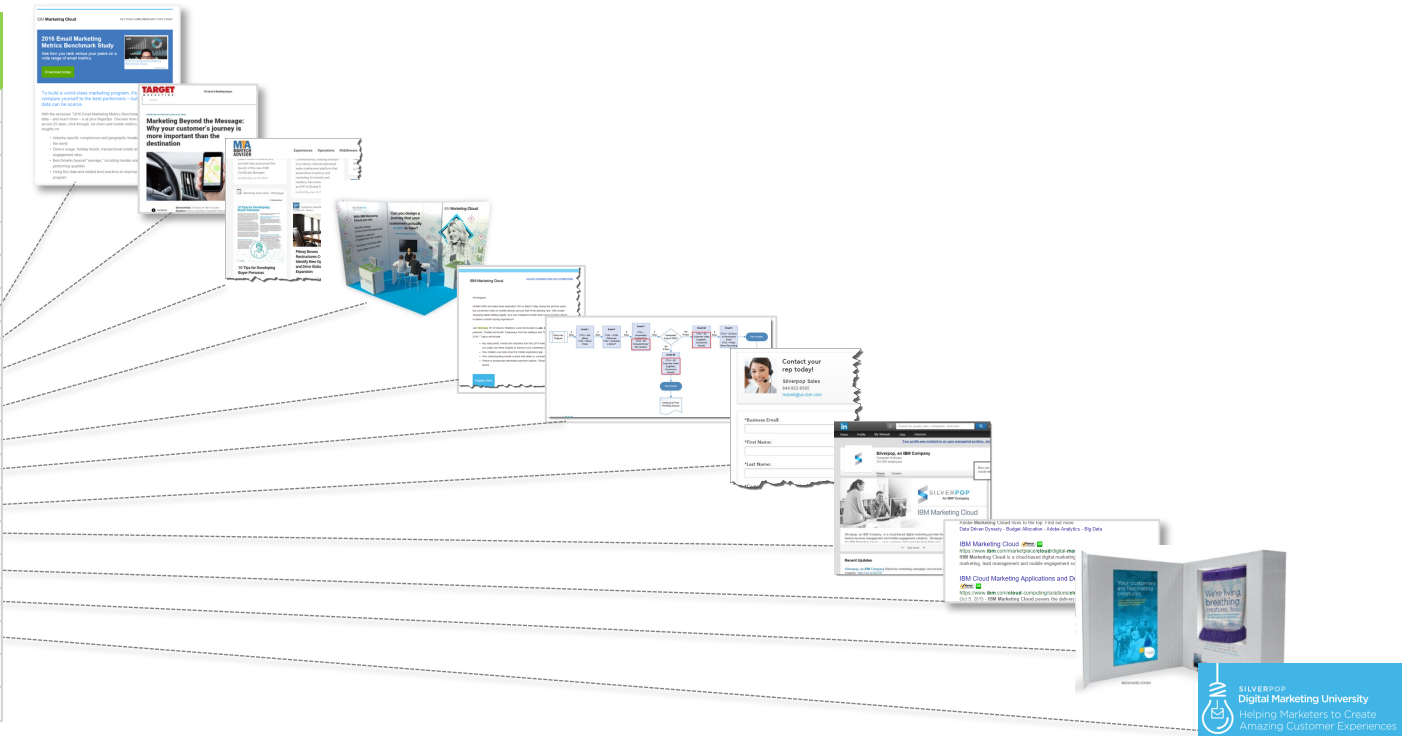
MQL = 22,171

20% Conversion Rate

INQ = 111,931 (27,983 avg per Q)

How we create demand

	Q1 NA Inquiries	Q1 NA MQLs
Preliminary Target	36,423	7,284
Variance from Target	4,240	311
Projections by Lead Source		
Paid Media	20,285	3,076
Third Party Webinars	4,720	781
GLP	6,961	138
Third Party Events	600	591
Silverpop Webinars	2,400	840
Nurture	-	650
Website	3,600	540
Social	36	3
Search	390	57
Campaigns	1,066	314
Silverpop Events	605	605
Total Inq/MQLs Projected	40,663	7,595



Leads and Inquiries

