

Why only 18% of your pipeline matters

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B2b companies spend 44% of revenue on sales & marketing

But outcomes are often poor



$2.40

Spent for every $1 of net new ARR by SaaS companies

63%
B2B orgs report significant outbound challenges

61%
of marketers name lead gen as #1 challenge

50%
of sales time is wasted on unproductive prospecting

66%
of marketers report poor data optimization

40%
of sales reps achieve their annual quota

[1] BenchSights

Market conditions aren't helping



Smaller budgets



Longer sales cycles



Lower win rates



Missed quotas



A root cause of inefficiency:
Ideal customer profiles are broken

This is not an ICP:

- Financial services
- 200+ employees
- US based

= **15,836** companies

Companies are marketing and selling to the wrong prospects



Only

18%

of most organizations' pipelines actually fit their ICP.[1]

[1] Study of Rev customers & prospects, 2022-2023

A deeper look at close rate

(*with 18% aim)

15%
Overall CR

≈

*aim-out
11%
Close Rate

VS

*aim-in
33%
Close Rate

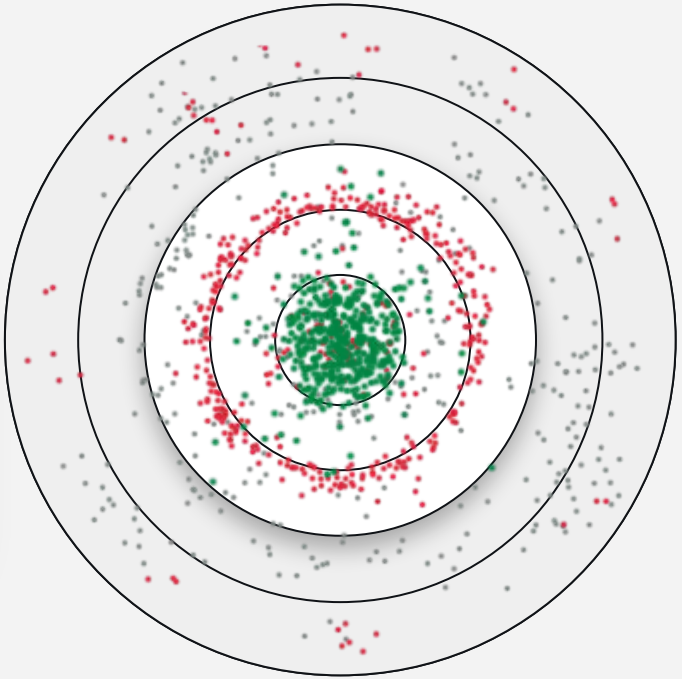
Impact of better targeting

Aim-out Targets

Sit in the funnel consuming resources

Don't close or worse, become bad customers

Confuse our GTM learning with false signal



Aim-in Targets

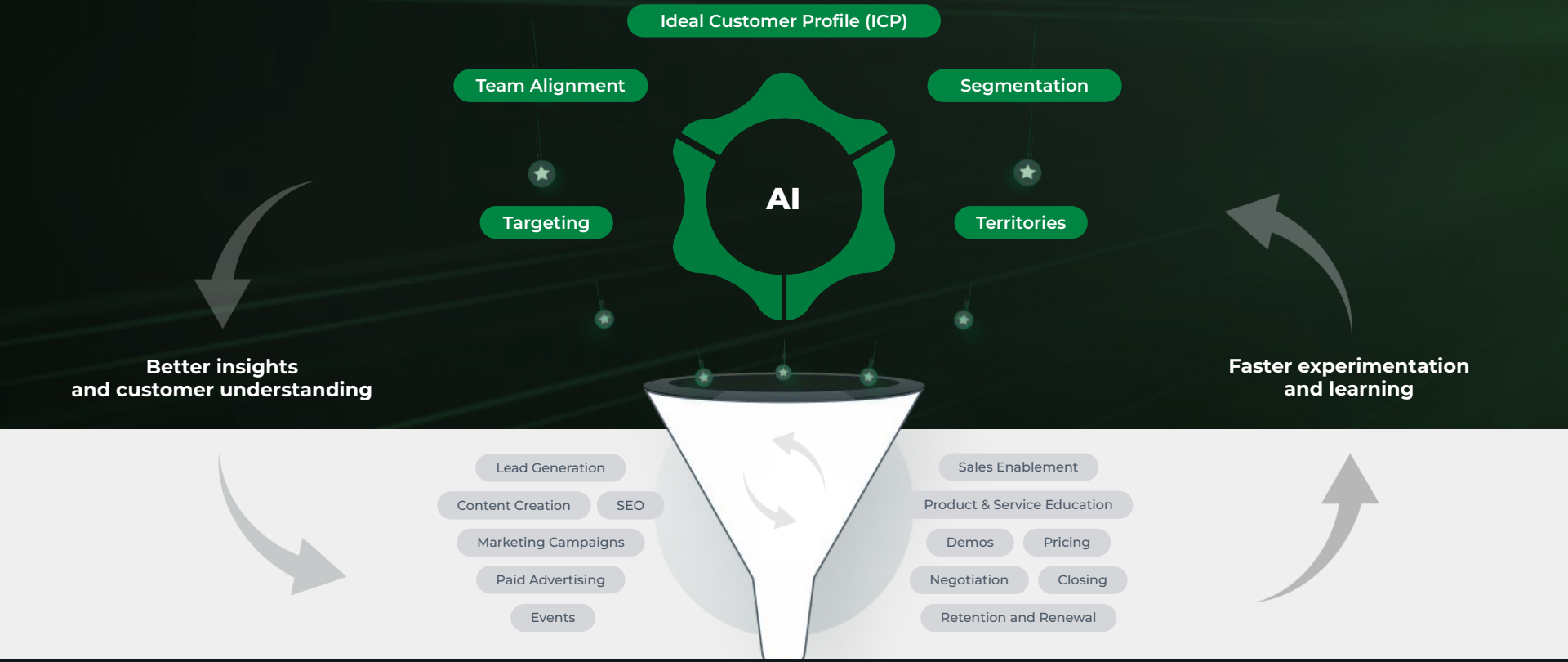
Convert better: ***2-5x***

Spent more: ***20-30%***

Close faster: ***20-25%***

Churn less: *up to* ***75%***

Rethinking the ICP



The not-so-hidden drivers of customers and markets



Data sources

- Public websites **10M pages**
- LinkedIn people data **100M people**
- D&B company information **20M companies**
- Job postings **6M jobs / mo.**

Introducing exegraphics

seemingly similar companies aren't the same under the hood

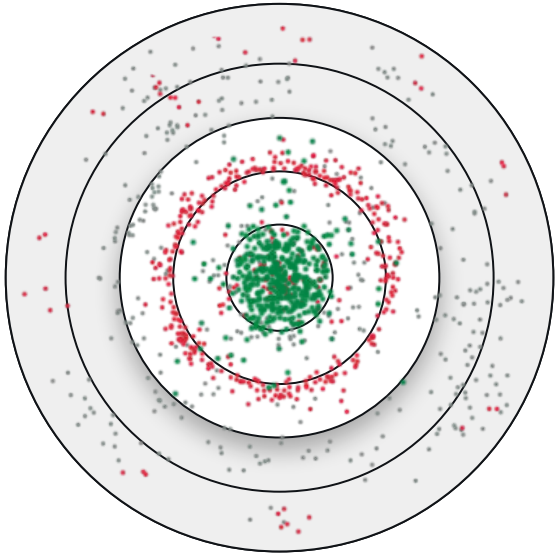
Company	Firmographic twins	Exegraphic differences
	**Fortune 100** Industrial machinery **70k - 102k** employees	**Mid/late adopter** of new tech **B2B & B2C Focus** **Little** recent hiring Your custom attributes
	**Fortune 100** Industrial machinery **70k - 105k** employees	**Early adopter** of new tech **B2B Focus** **Active** recent hiring Your custom attributes

Grow pipeline with prospects most like your best customers

Pipeline before

Aim before Rev

18%



Pipeline after

Aim after Rev

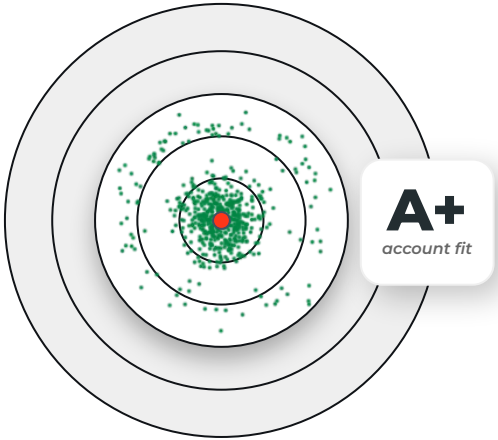
70%+

Account Name	Fit Score | RevScore	Intent Score	Marketing Sophistication	IT Complexity	Employee Turnover	Approach Recommendation	Account Owner
Tranquilitea	A+ | 4.95	3				Lead with marketing & training message	Lyra Everhart

Cross-sell & upsell with precision

Target Account All Accounts

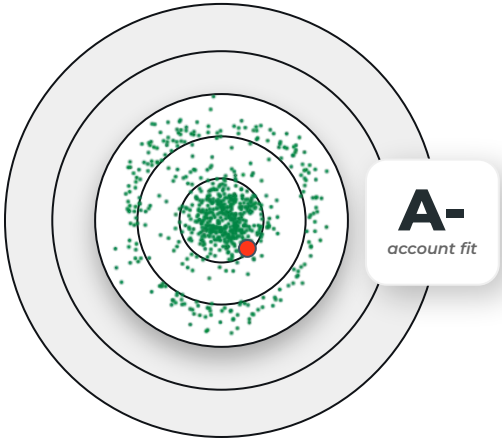
Product 1



Product 2



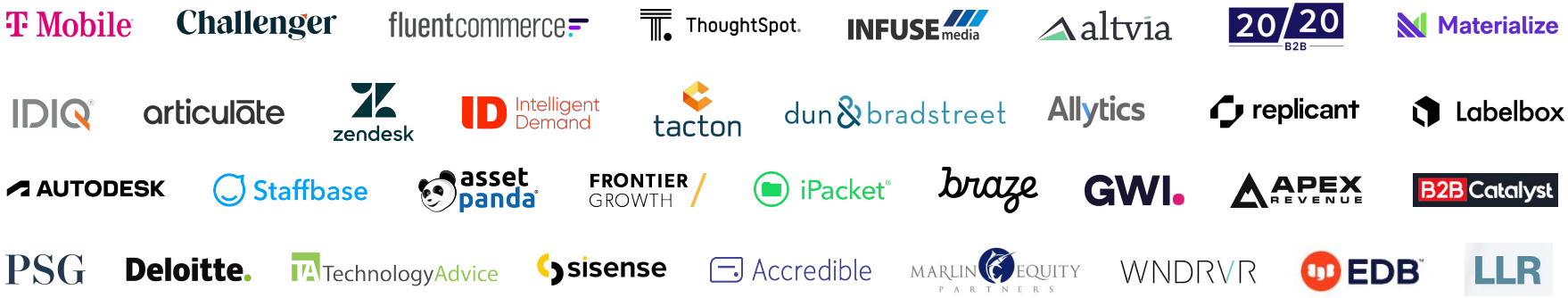
Product 3



Account Name	Product Line 1 Fit	Product Line 2 Fit	Product Line 3 Fit	Product Recommendation	Upsell Recommendation	Intent Score	Tech Centric	IT Complexity	AWS Usage	Account Owner
Tranquilitea	A+	D	A-	Lead with Product 1	Upsell Product 3	-				Lyra Everhart

Leading go-to-market teams trust Rev

Subscription Customers



Managed Service Customers



Thank You




rev®
Rise Above the Funnel
The future of sales is above-the-funnel and at your fingertips

Supercharging GTM

