

CPA Channel Referral Stats

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Summary of CPA Channel Stats

The following table displays the increased closing rate among opportunities with Referrals

Win Percentage and Opportunity Count by Year
Comparison of Referral and Non-Referral Opportunities from 2018 Onwards

Metric	2018	2019	2020	2021	2022	2023	2024
Win % with Referral	61.1%	60.9%	60.8%	60.8%	57.2%	45.8%	52.8%
Win % without Referral	55%	62.9%	64.5%	62.8%	60.9%	36.8%	40.1%
Total Count of Opps	4121	3648	4366	5264	5915	7352	4971

The following table gives includes Referral ACV for the respective years along with the # of opportunities that had referrals

Yearly Referral Summary
Opportunities and ACV by Year (2018 and onward)

Metric	2018	2019	2020	2021	2022	2023
referral_acv	\$6,202,675	\$5,197,313	\$7,109,198	\$11,101,178	\$19,358,654	\$18,768,000
opportunity_count	932	896	1201	1701	1485	1201
distinct_referral_accounts	343	371	428	589	558	507