

MDF Allocation Recommendation

MDF Recommendation Summary - October 2025 Impact

This recommendation proposes a \$15,000 Marketing Development Fund (MDF) investment. Our analysis shows a typical 2-month lag between MDF spend and pipeline impact, meaning funds deployed now will primarily influence opportunities closing in October 2025. We project this investment will generate a total pipeline uplift of \$91,604. This represents a strong potential return and supports continued growth through our partner network.

The MDF allocation is focused entirely on Webinars (\$15,000). Recent performance data clearly demonstrates Webinars as the most effective campaign type for driving qualified pipeline within our partner ecosystem. We've kept the campaign mix simple, prioritizing maximizing ROI on the proven performer rather than spreading investment across less certain channels at this time.

To ensure equitable support and broad impact, the \$15,000 is split evenly (\$5,000 each) across our top three performing partners: Alpha, Beta, and Gamma. This approach balances maximizing return – with projected uplifts of \$31,250, \$26,250, and \$20,000 respectively – with maintaining strong relationships and incentivizing continued collaboration across key players.

Summary

Estimated Impact Lag:	2 months
Total Pipeline Uplift:	\$91,604 (in October 2025)

Recommended MDF by Campaign Type

Campaign type	Probability	MDF allocation	Pipeline uplift
Content	0.0%	\$0	\$0
Digital Ads	0.0%	\$0	\$0
Email	0.0%	\$0	\$0
Events	0.0%	\$0	\$0
Webinar	100.0%	\$15,000	\$91,604

Partner Allocation (Fair Split Across Top Performers)

Partner	Baseline pipeline	MDF allocation	Pipeline uplift
Alpha	\$168,750	\$5,000	\$31,250
Beta	\$125,050	\$5,000	\$26,250
Gamma	\$72,000	\$5,000	\$20,000

Forecast Impact

MDF Impact on Pipeline Forecast

