

Owner

Owner.com GTM Strategy

Presented by Bilal Qureshi, GTM Analytics Engineer

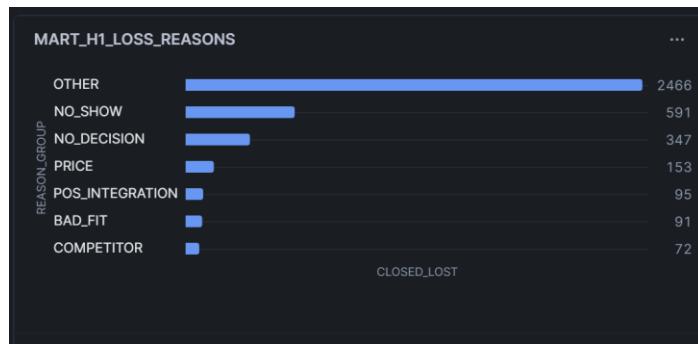
1. Baseline (H1'24)

- **Funnel:** 7,823 leads → 2,621 opps → 2,573 demos set → 1,966 demos held → **593 wins**. Demo-win rate = **30.16%**.
- Gap between demos set and held = **607 missed demos**.

MART_H1_FUNNEL						
LEADS	OPPS	DEMONS_SET	DEMONS_HELD	CLOSED_WON	CLOSED_LOST	WIN_RATE_FROM_DEMO
7823	2621	2573	1966	593	1751	0.3016276704

- **Loss reasons:**

- **No Show = 591** (largest controllable issue).
- “Other” = large, vague bucket.
- Price + POS Integration = smaller, but still meaningful.



- **Channel performance:**

- **Paid Social:** 268 wins, **LTV ≈ \$8.08k**, CAC usually **\$3.0–\$3.7k** (Jan \$2.96k; Feb \$3.04k; Mar \$3.71k; Apr \$2.78k; May \$3.20k; Jun \$4.54k).
- **Outbound:** 170 wins, **LTV ≈ \$8.84k**, CAC usually **\$4.4–\$5.7k** (Feb \$4.56k; Mar \$4.91k; Apr \$4.42k; May \$4.91k; Jun \$5.71k; Jan outlier \$8.32k).

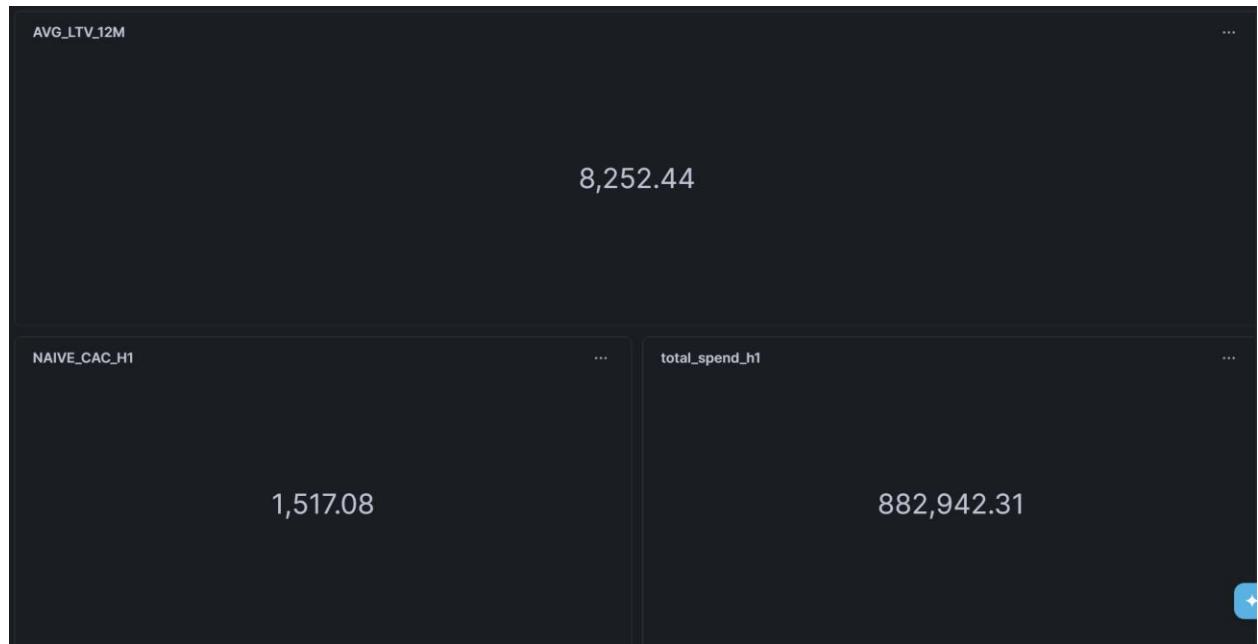
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- Spend: H1 spend $\approx \$882,942 \rightarrow$ about \$147k/month. Blended CAC $\approx \$1,517$.



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2. Opportunity #1 — Cut No-Shows by 50%

Why this matters

- We've already paid to acquire these prospects and successfully booked them. Losing them to **No-Show** wastes pipeline.
- In H1 alone: **591 losses + 607 demos that never happened**.
- Turning even half of these into held demos directly creates more wins at **30.16% win-from-demo**, without needing extra spend.

Impact (12 months)

- 50% of 607 missing H1 demos = **+304 held demos** per half-year.
- At 30.16% win rate → **~+92 extra wins / half-year**, or **~+184 wins / year**.
- With a blended LTV of ~\$8k → **~\$1.47M annual LTV** added (very conservative given Paid Social LTV \$8.08k and Outbound \$8.84k).
- Because we are adding wins without adding spend → **blended CAC goes down**.

8-Week Execution Plan

A. Increase demo-held rate

1. Auto-apply calendar invites + schedule demos into time slots with historically higher hold rates (from daily funnel data). Target: **+5–8 percentage points** uplift from scheduling alone.
2. 24-hour SMS reminder + 2-hour SMS/email reminder (with 1-click reschedule).
3. Same-day SDR text check-in using ZIP, cuisine, and AOV-matched value message.
4. Trigger instant rebook (Loom video + calendar link) within **10 minutes** of no-show.

B. Improve content & incentives

5. 90-second “micro demo” video showing SEO + first-party ordering impact, customized by cuisine/ZIP.
6. Optional “show-up benefit”: \$50 rebate or free campaign setup (A/B test this).

C. Team ownership

7. Scorecards by rep: held-rate, rebook conversions; spiffs tied to improvement.
8. Replace “Other” loss reason with specific sub-reasons to enable better actioning.

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D. Tracking (weekly)

- Held-rate by channel/segment
- No-show rate (goal: **-50%**)
- Rebook rate (within 7 days)
- Win rate of rebooked demos vs. normal demos
- Incremental wins + blended CAC trend

Milestones

- **Week 4:** No-shows down 25%; held-rate +8–10pp; wins up +6–8%.
 - **Week 8:** No-shows down 50%; held-rate +12–15%; wins up +12–15%.
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3. Opportunity #2 — Shift \$50–\$70k/Month Toward Paid Social + Focus Outbound on Best ICP

Why this matters

- Paid Social is your **largest and most efficient acquisition engine**: high win volume (268), strong LTV (\$8.08k), and low CAC (\$3.0–\$3.7k in most months).
- Outbound has **higher LTV (\$8.84k)** but also higher CAC (\$4.4–\$5.7k).
- Small channels (Search, WOM, Other) produce **very few wins** and have extremely high naive CAC — they should not receive meaningful budget until proven.

Impact (12 months)

- Move **\$50–\$70k/month** into Paid Social.
- At **\$3.0–\$3.7k CAC**, this adds **~14–23 wins per month**, or **~170–275 wins/year**.
- LTV gain: **~\$1.4–\$2.2M** per year.
- Outbound “quality mode” (better lists + better talk-tracks) adds **~+17–25 wins/year** (a 10–15% lift on its 170 wins).
- Total from Opportunity #2 = **~+187–300 wins/year**.

90-Day Execution Plan

A. Scale Paid Social Responsibly

1. Redirect **\$50–\$70k/month** immediately; cap any segment with CAC >\$6k or demo-set <1%.
2. Build audiences by cuisine clusters, AOV tiers, and ZIP/city lookalikes based on high-LTV customers.
3. Run weekly creative refresh cycles tied to:
 - “\$500/mo + 5% take-rate vs. 30% aggregator fee”
 - cuisine-specific and geo-specific success stories
4. Use Cost Cap at your **50th percentile CAC** per segment; increase 10–15% only if CAC stays ≤\$3.8–\$4.0k.
5. Simplify forms; guarantee “calendar at submit”; integrate smart scheduling from Opportunity #1.

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B. Improve Outbound quality (same budget)

6. Gate lists by **POS compatibility**, above-median AOV, and ZIPs where Paid Social LTV is strong.
7. Roll out talk-tracks for **Price** and **POS Integration** (clear timelines, supported POS list).
8. Time calls/emails using high-hold-rate windows (from daily funnel data).
9. Scorecards for each rep: Outbound demo-win rate + LTV per win.

C. Finance guardrails

10. Only invest in channels where **LTV/CAC ≥ 3.0**. Move low-win channels to test-only mode.
11. Monitor **marginal CAC** weekly and pause the bottom 25% of adsets.

D. Weekly & Monthly Tracking

12. **Weekly:** Paid Social spend, CAC, demo-set/held, wins, LTV/CAC; Outbound demo-win, losses, LTV by list.
13. **Monthly:** Blended CAC, total wins vs. plan, no-show trend, channel mix; adjust next month's budget.

Milestones

- **Month 1:** +\$50–70k redirected; **+15–20 wins/month**; CAC stable within guardrails.
 - **Months 2–3:** **+20–25 wins/month**; Outbound demo-win +2–3pp; strong segments expanded.
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4. Combined Path to 2–3x

- Baseline: **~1,186 wins/year**.
- Opportunity #1: **+184 wins/year**.
- Opportunity #2: **+187–300 wins/year**.
- Combined conservative lift: **+371–484 wins/year**, bringing you to **~1.56–1.67x** on current top-of-funnel.
- With **+30–50% more leads** at the same CAC bands (Paid Social scaling), you reach **2x**.
- Add new geos or referral flywheels → **2.5–3x**.



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5. What to Do This Week

1. Launch **No-Show Tiger Team**: reminders, rescheduling, slot optimization; publish held-rate targets.
2. Approve **budget reallocation**: cut Search/WOM/Other to test budgets; move **\$50-\$70k** to Paid Social; publish first **marginal CAC** dashboard.
3. Roll out **Outbound ICP filtering + talk-tracks** (POS, Price).
4. Turn on **weekly scorecards**: held-rate, rebook rate, CAC, LTV/CAC, wins vs. plan; replace “Other” loss reason with real categories.