

Marketing Funnel & Conversion Overview

8000

Total Marketing Leads

842

Won Deals

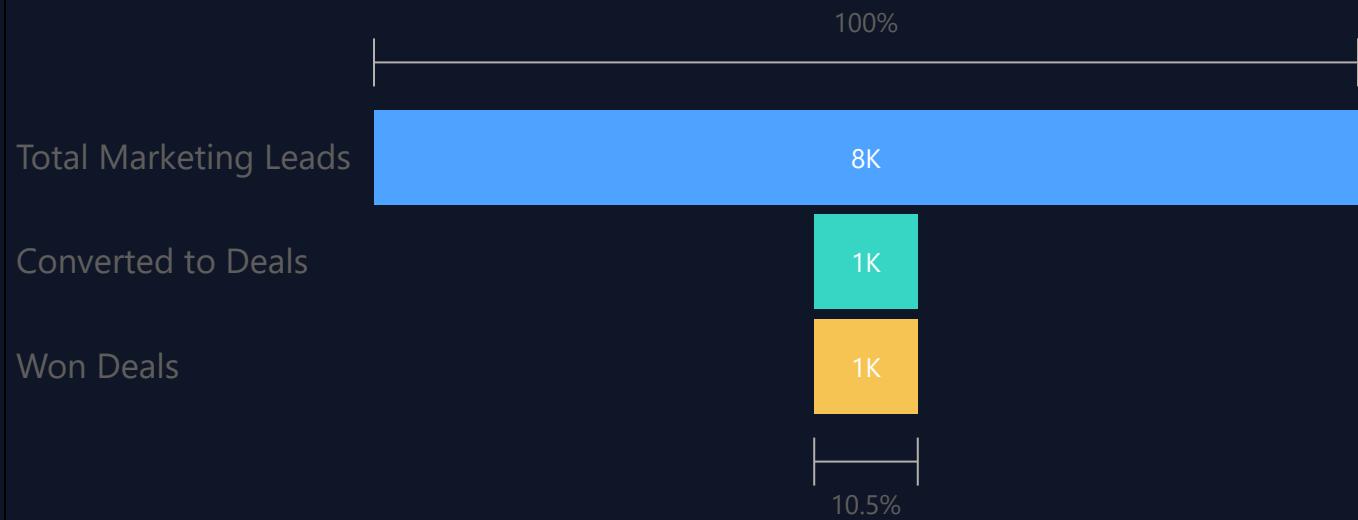
10.53%

Marketing to Deal Conversion %

842

Converted to Deals

Marketing Lead-to-Deal Conversion Funnel



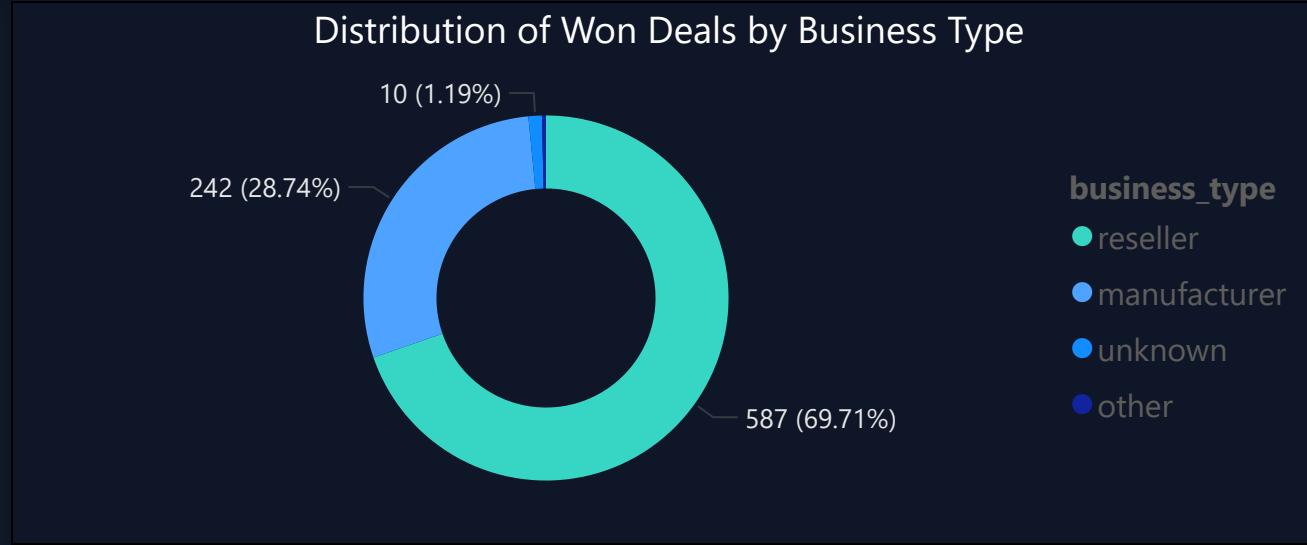
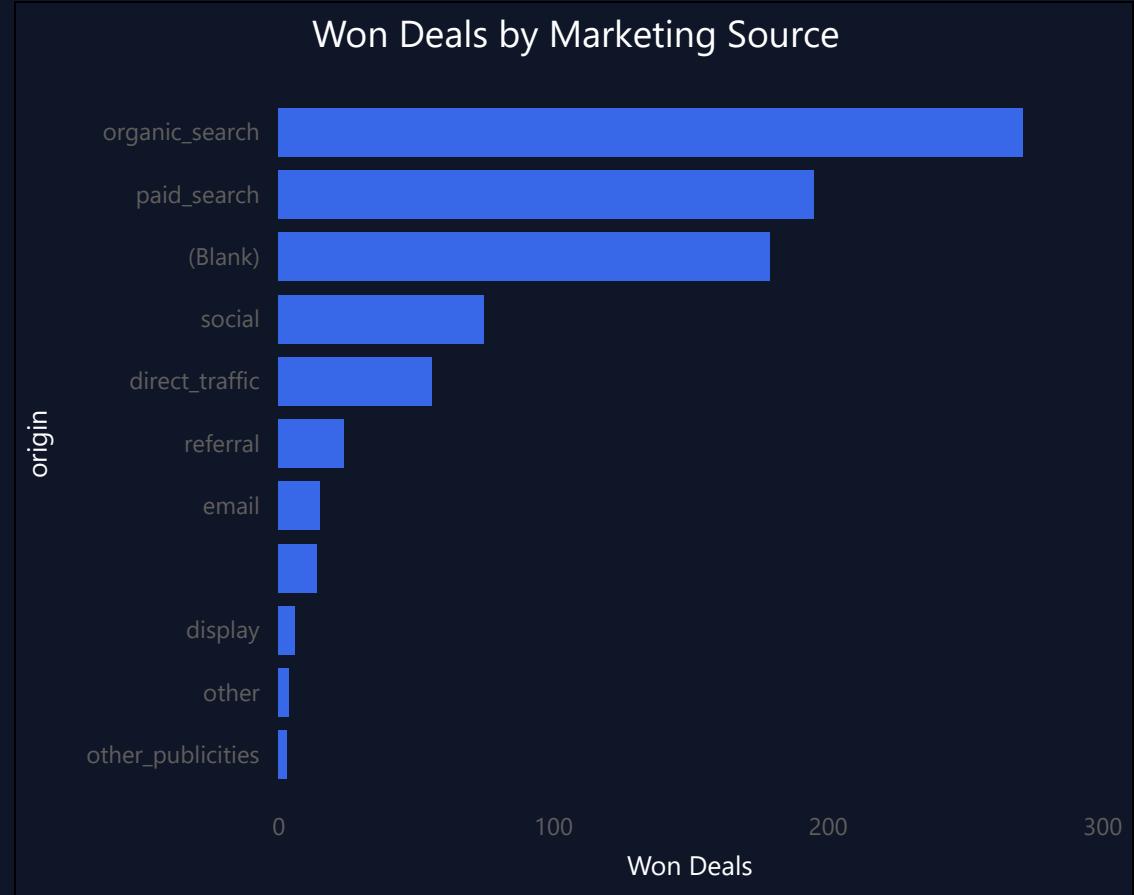
Marketing Leads by Source



Marketing Leads Trend Over Time



Conversion Performance Analysis



1.00
Deal to Won Conversion %

10.53%
Marketing to Deal Conversion %