

Marketing Funnel & Conversion Overview

8000

Total Marketing Leads

842

Won Deals

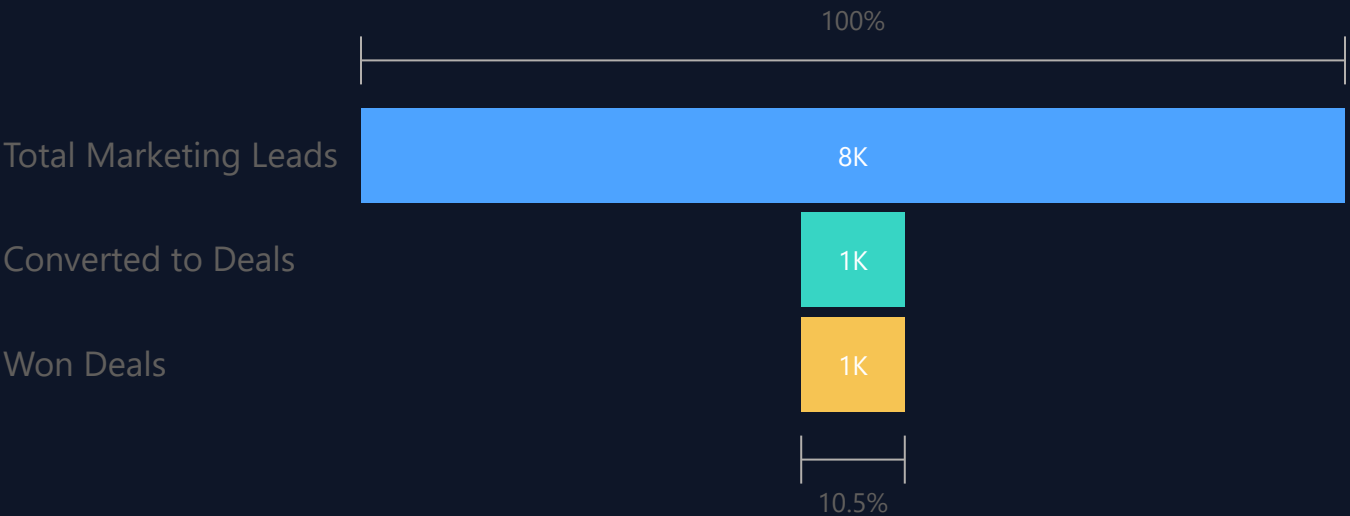
10.53%

Marketing to Deal Conversion %

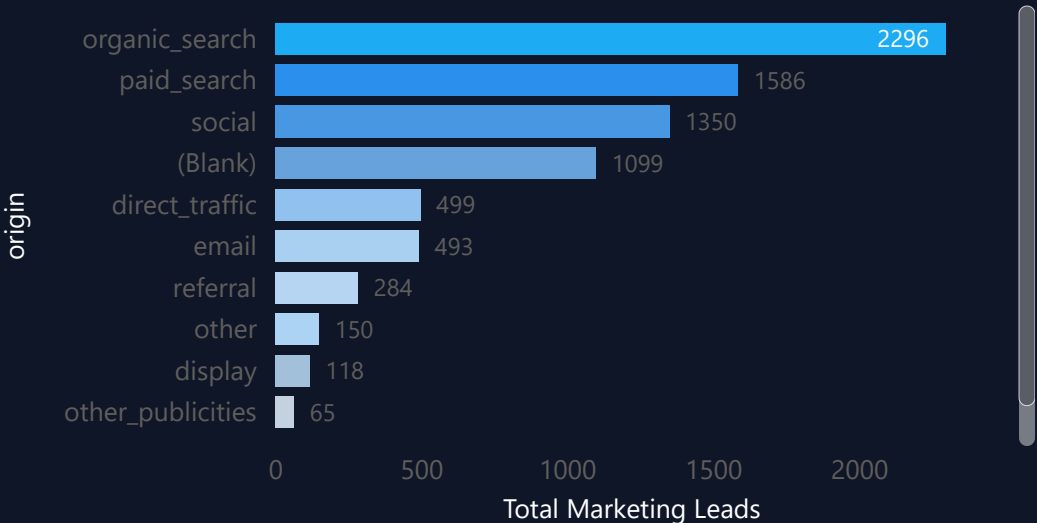
842

Converted to Deals

Marketing Lead-to-Deal Conversion Funnel



Marketing Leads by Source

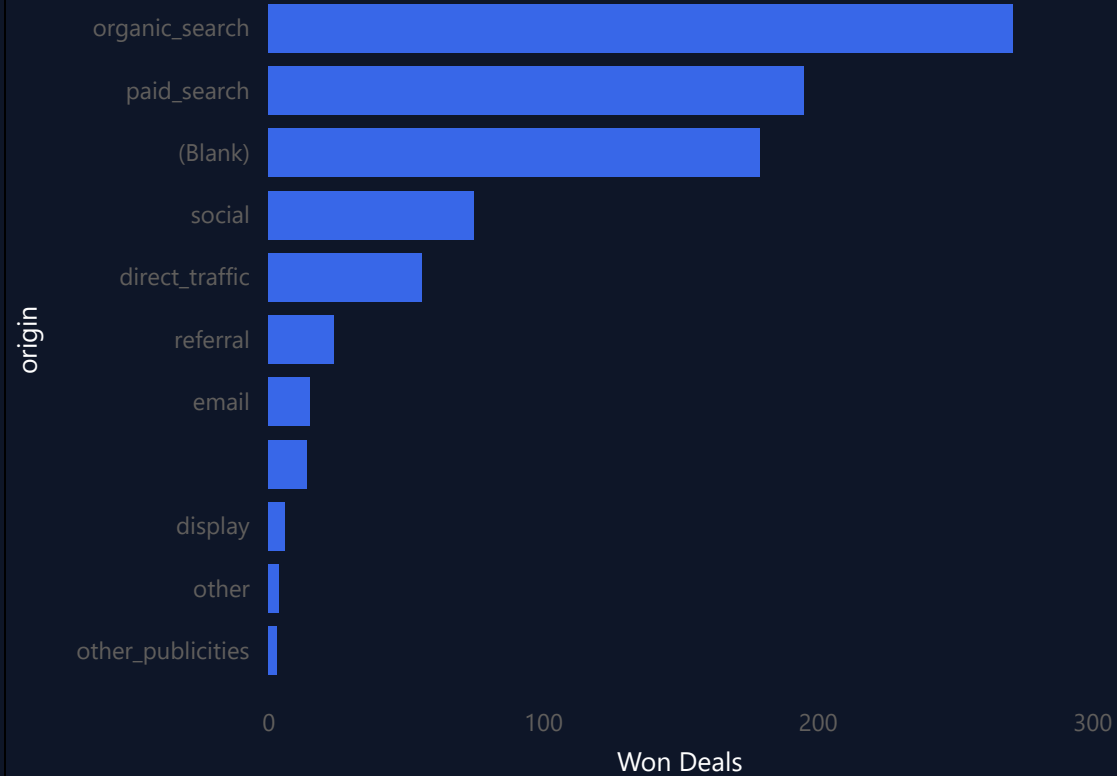


Marketing Leads Trend Over Time

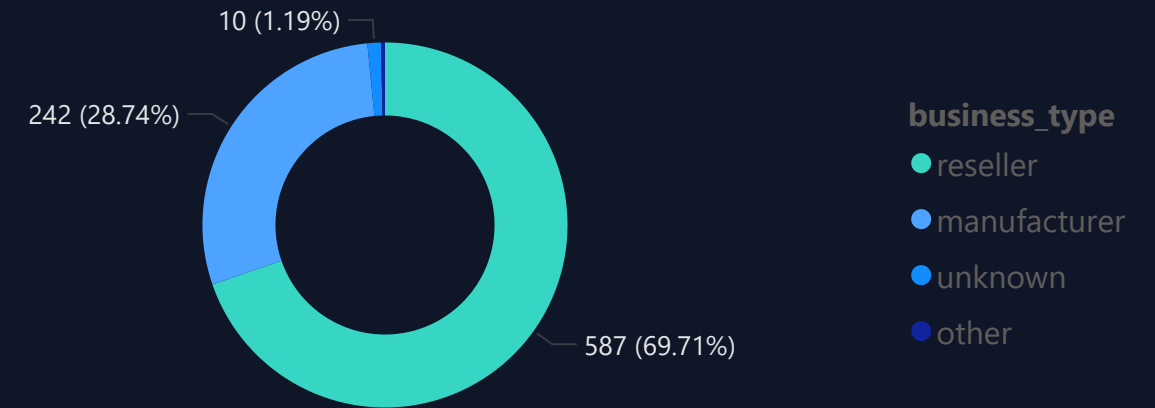


Conversion Performance Analysis

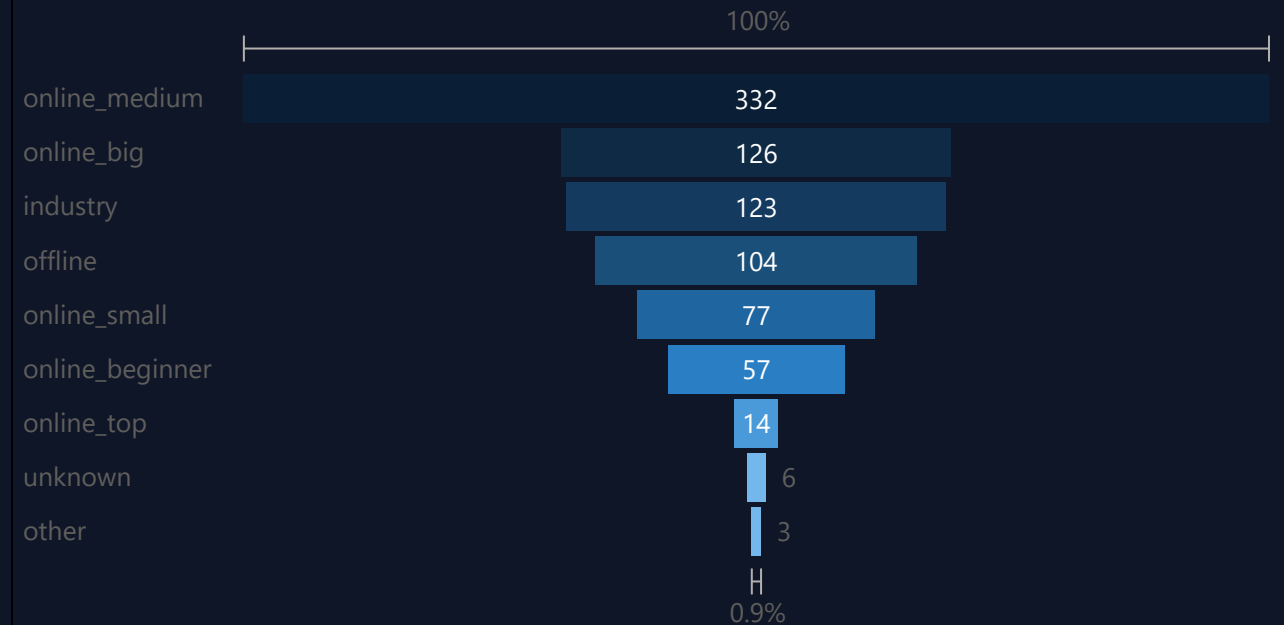
Won Deals by Marketing Source



Distribution of Won Deals by Business Type



Won Deals by lead_type



1.00

Deal to Won Conversion %

10.53%

Marketing to Deal Conversion %