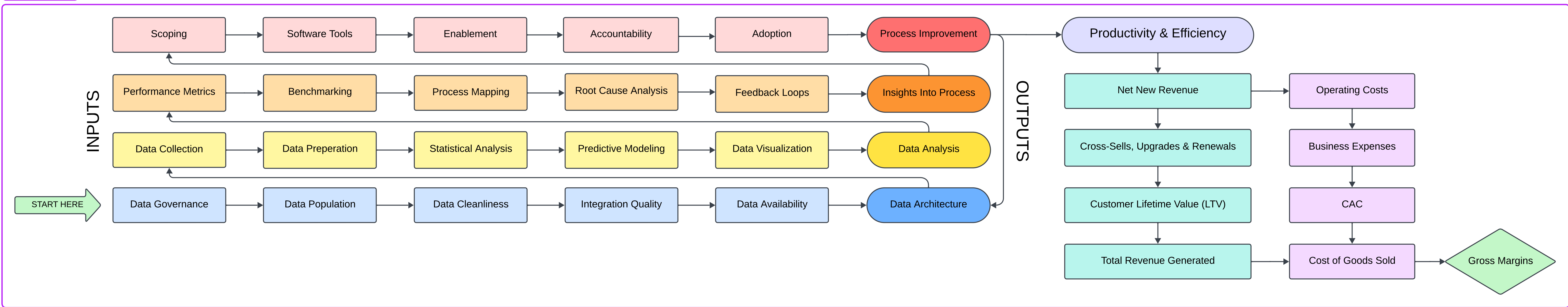
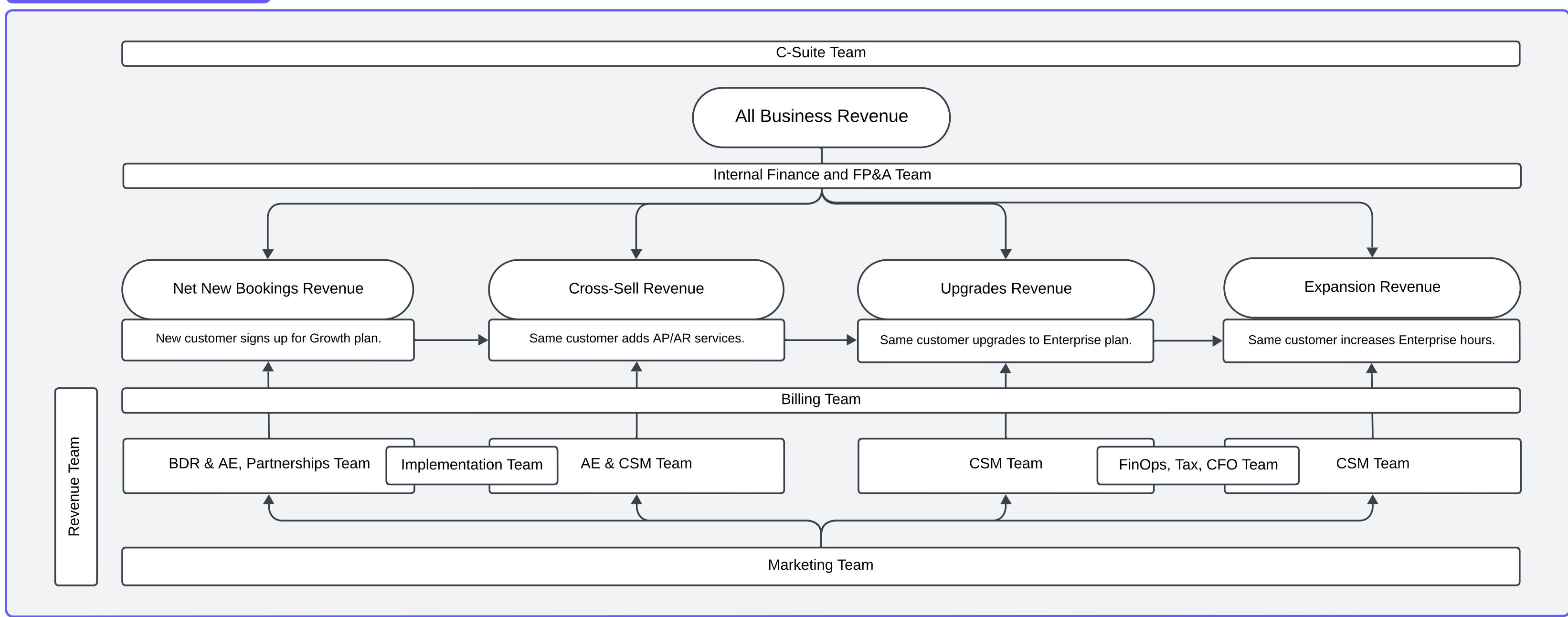


RevOps Levers



Revenue Team Impact Mapping



| Data Architecture KPIs | |
|------------------------|------------|
| KPI | COMPONENTS |
| Efficiency Gains | |
| KPIS | |
| KPIS | |
| KPIS | |
| KPIS | |
| KPIS | |

| Data Analysis KPIs | |
|--------------------|------------|
| KPI | COMPONENTS |
| Efficiency Gains | |
| KPIS | |
| KPIS | |
| KPIS | |
| KPIS | |
| KPIS | |

| Insights KPIs | |
|------------------|------------|
| KPI | COMPONENTS |
| Efficiency Gains | |
| KPIS | |
| KPIS | |
| KPIS | |
| KPIS | |
| KPIS | |

| Process Improvement KPIs | |
|--------------------------|------------|
| KPI | COMPONENTS |
| Efficiency Gains | |
| KPIs | |
| KPIs | |
| KPIs | |
| KPIs | |
| KPIs | |