workday.

Executive Summary

Workday has identified low lead conversion as a key business problem. The issue is causing friction between Sales and Marketing, and leading to poor visibility into Campaign ROI.

In discussions with Glen Thomas and Lora Cook, it's evident that there could be multiple root causes at play. It was agreed that an accurate diagnosis of the MQL to SQL issue is a key first step. We are therefore pleased to propose our *Campaign Analytics Manager* as the solution.

Campaign Analytics Manager is purpose-built for Enterprises struggling to make sense of their leads. By implementing this product, organizations get control over fragmented data across sales and marketing systems. Key features include lead source attribution, and tracking lead response times.

With *Campaign Analytics Manager*, Enterprises get a data-driven view of how their leads are performing. To quote ServiceNow, a customer, *"We bring Campaign Analytics Manager to every meeting. From discussing campaign ROI with Finance, to alignment meetings with our Sales counterparts, this product has transformed how we look at Marketing's contribution to the pipeline."*

Campaign Analytics Manager pricing starts at $100,000 for the site licence. Professional Services estimates vary depend on project scope. Typical implementations take 4-6 weeks.