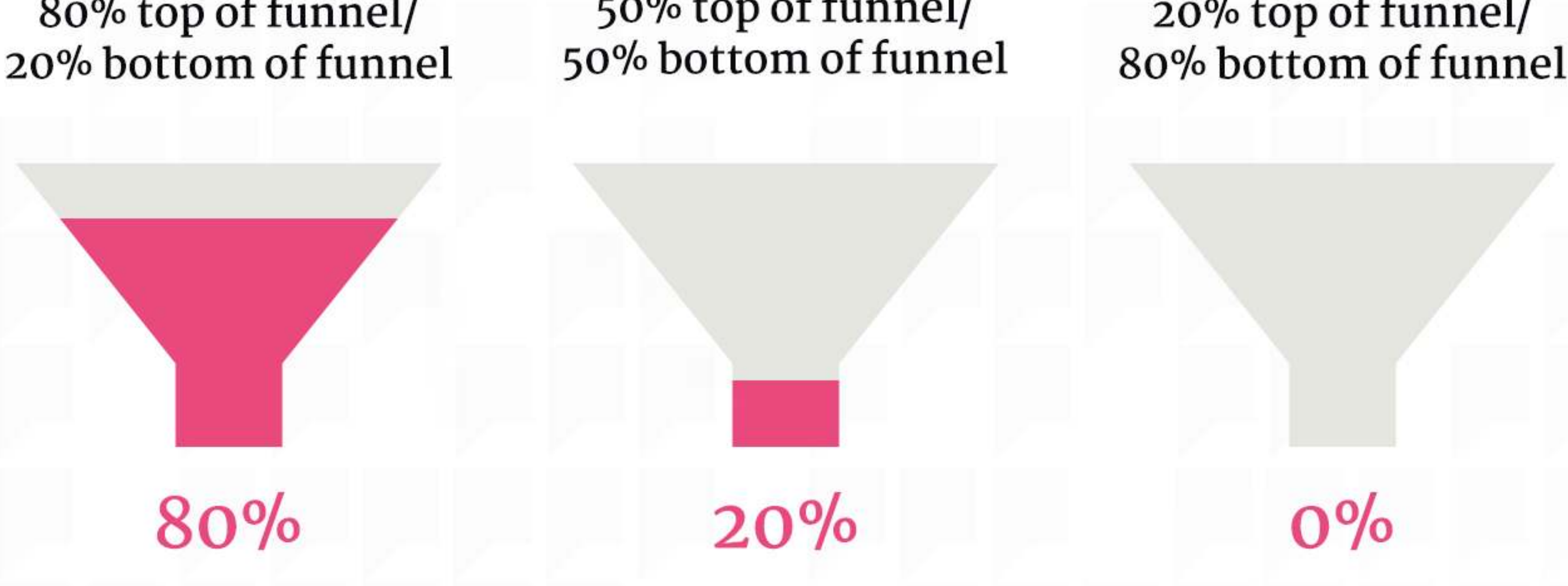


Demand Gen Pipeline Trends

We talked to demand gen heroes across tech about how they are achieving their goals.

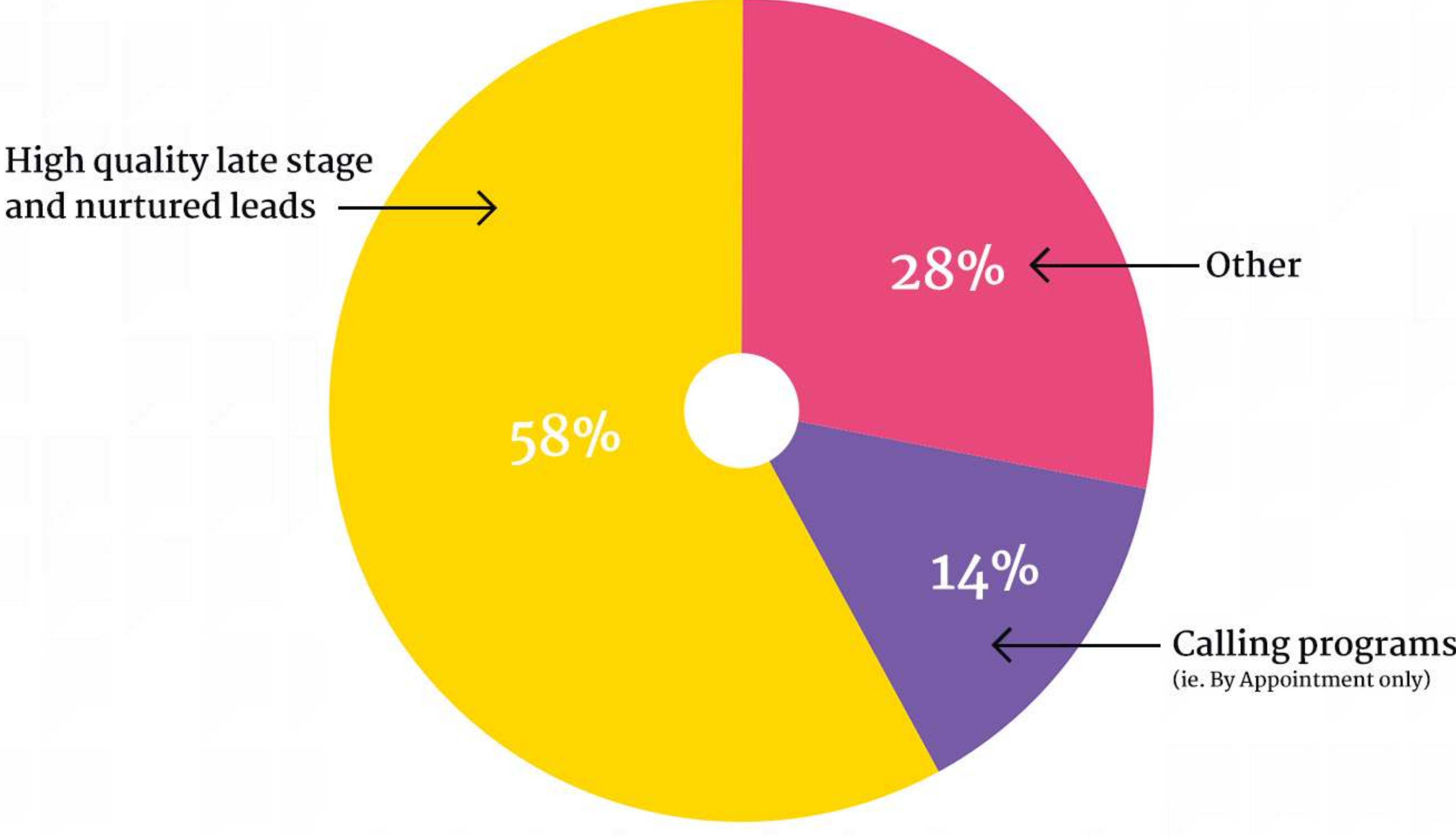
Here are the trends we found:

1 What percent of your budget do you allocate to top of funnel leads vs. high converting bottom of funnel leads?



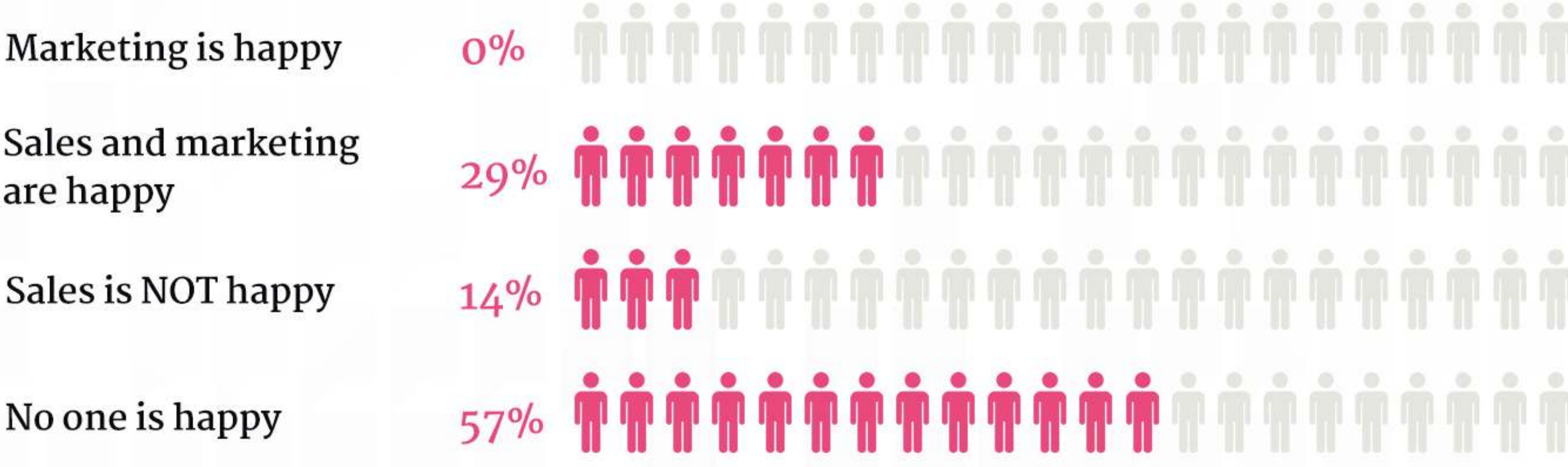
We at PeerSpot feel strongly about focusing a good 50% of your budget on high-intent bottom of funnel leads. These are the leads that will convert more quickly and as you'll see below, make more of an impact to your pipeline.

2 What do you think is the most impactful source of pipeline?



At a time when 82% of marketers are measured by the sales pipeline they initiate (LeanData 2022), high quality late stage and nurtured leads are more important than ever when it comes to building a pipeline that converts.

3 Who is happy with the volume of bottom of the funnel leads that convert?



We agree. It seems like nobody feels great about their bottom of funnel lead volume. Try focusing more on intent data and HQLs. The volume won't be super high, but your conversion rate will be - which makes sales happy and may help them see the value in quality over quantity.

We were also curious to see whether the momentum to move away from measuring MQLs has reached the masses yet. Here is what we found:

4 When measuring pipeline, are MQLs your main focus?



To learn more about how to drive pipeline that converts, check out our [PeerTalk](#).