

CRM LEAD FUNNEL ANALYSIS

Report Period: Q3 2023

TOTAL LEADS

1,240	100%
MQLs	
806	65%
SQLs	
521	42%
OPPORTUNITIES	
347	28%
CLOSED WON	
149	12%

\$4,250 AVG. DEAL VALUE

18 Days AVG. CYCLE TIME

24.3% WIN RATE

\$633,250 TOTAL REVENUE