

LEAD CONVERSION REPORT

SaaS Metrics Overview - Q3 Fiscal Year

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FUNNEL STAGE	VOLUME	CONVERSION RATE	INDUSTRY AVG.
Website Visitors	42,500	100%	-
Marketing Qualified (MQL)	3,485	8.2% ↑	7.1%
Sales Qualified (SQL)	1,220	35.0%	32.0%
Product Trial / Demo	512	42.0% ↑	45.0%
Closed Won (Paid)	92	18.0%	15.2%

Visitor-to-Customer

0.22%

Avg. Acquisition Cost

\$342.00

LTV:CAC Ratio

4.2 : 1