

OUTBOUND STRATEGY RESULTS

Customer Acquisition Report

Reporting Period: Q3 2023
Generated: Oct 04, 2023

TOTAL LEADS **1,240**
CONV. RATE **4.2%**
AVG. CAC **\$425.00**
TOTAL PIPELINE **\$142,000**

CHANNEL STRATEGY	OUTREACH VOL.	MEETINGS SET	CLOSED WON	ROI	EFFICIENCY
Cold Email: Personalization A/B	850	42	12	3.4x	High
LinkedIn Social Selling	320	18	5	2.1x	Medium
Direct Mail Bundles	45	9	3	1.8x	Low
Account-Based Webinars	110	24	8	4.1x	High
Cold Calling: Tech Sector	600	15	2	0.9x	Low

STRATEGIC OBSERVATIONS

Email personalization continues to outperform high-volume cold calling in terms of meeting quality and conversion. Account-Based Webinars show the highest ROI despite lower initial outreach volume. Recommend shifting budget from Cold Calling to LinkedIn automation for Q4.