

Proposed Conversion Values

According to an extensive late 2019 Gartner study entitled “Sales Development Metrics: Assessing Low Conversion Rates,” the average U.S. conversion rates (CRs) for B2B software platforms were:

Target ACV: \$51K to \$100K: **27%** from MQL to SQL > **58%** from SQL to Opportunity > **21%** from Opportunity to Customer.

Target ACV: \$100K-plus: **13%** from MQL to SQL > **50%** from SQL to Opportunity > **15%** from Opportunity to Customer.

In order to proceed conservatively, I am proposing we utilize the following count and valuation targets for HubSpot.

	MQL	CR	SQL	CR	Opportunity	CR	Customer
Count	200	20%	40	50%	20	20%	4
Valuation	\$1,000	N/A	\$5,000	N/A	\$10,000	N/A	\$50,000
Source/Stage	Google Ads	N/A	Qualification	N/A	Deal and Pricing	N/A	Closed Won
					Total Annual Revenue		\$2.4 million
					Annual Growth Marketing Spend		\$180,000
					Return on Marketing Investment		1,233%