# LEAD FUNNEL MATURITY

**Early** Mid

#### Stage **1. Quantity** 2. Quality

Key

Metrics

- # and % MQL/SQL • # Leads
- Cost per lead (CPL) · # Opportunities
  - Cost per OPTY •
  - # Won deals and
    - Revenue

### Late

# **3. Efficiency**

- Average \$/deal
- Average Sales cycle time
- Return on investment (ROI)

# SmartMarketingB2B.com



