

	Prior 12 months average	Annual Summary		Industry Benchmarks
<b>Variable Marketing Spend</b>	\$50,000	\$600,000		
<b>Demo Requests</b>	50	600		
<b>Cost per Demo</b>	\$1,000	\$1,000		
<b>Demo - SQO Rate</b>	16%	16%		33%
<b>SQOs Created</b>	8	96		
<b>Cost per SQO</b>	\$6,250	\$6,250		
<b>Win Rate</b>	20%	20%		25-33%
<b>Won Deals</b>	2	19		
<b>Avg ACV/Deal</b>	\$15,000	\$15,000		
<b>Total ARR</b>	\$24,000	\$288,000		
<b>Mkt Spend CAC</b>	\$31,250	\$31,250		
<b>Mkt Spend CAC Payback</b>	25.0	25.0		9.0-12.0

	Prior 12 months	Spend		Benchmarks
<b>Variable Marketing Spend</b>	\$600,000	\$1,435,000		
<b>Demo Requests</b>	600	1435		
<b>Cost per Demo</b>	\$1,000	\$1,000		
<b>Demo - SQO Rate</b>	16%	16%		33%
<b>SQOs Created</b>	96	230		
<b>Cost per SQO</b>	\$6,250	\$6,250		
<b>Win Rate</b>	20%	20%		25-30%
<b>Won Deals</b>	19	46		
<b>Avg ACV/Deal</b>	\$15,000	\$15,000		
<b>Total ARR</b>	\$288,000	\$688,800		
<b>ARR Target</b>		\$688,000		
<b>Mkt Spend CAC</b>	\$31,250	\$31,250		
<b>Mkt Spend CAC Payback</b>	25.0	25.0		9.0-12.0
		<b>Levers</b>		
		More media spend		

	Prior 12 months	Cost per Demo		Benchmarks
<b>Variable Marketing Spend</b>	\$600,000	\$600,000		
<b>Demo Requests</b>	600	1435		
<b>Cost per Demo</b>	\$1,000	\$418		
<b>Demo - SQO Rate</b>	16%	16%		33%
<b>SQOs Created</b>	96	230		
<b>Cost per SQO</b>	\$6,250	\$2,613		
<b>Win Rate</b>	20%	20%		25-30%
<b>Won Deals</b>	19	46		
<b>Avg ACV/Deal</b>	\$15,000	\$15,000		
<b>Total ARR</b>	\$288,000	\$688,995		
<b>ARR Target</b>		\$688,000		
<b>Mkt Spend CAC</b>	\$31,250	\$13,063		
<b>Mkt Spend CAC Payback</b>	25.0	10.5		9.0-12.0
		<b>Levers</b>		
		Better targeting		
		Channel optimization		

	Prior 12 months	Demo-Opp Rate		Benchmarks
<b>Variable Marketing Spend</b>	\$600,000	\$600,000		
<b>Demo Requests</b>	600	600		
<b>Cost per Demo</b>	\$1,000	\$1,000		
<b>Demo - SQO Rate</b>	16%	38%		33%
<b>SQOs Created</b>	96	228		
<b>Cost per SQO</b>	\$6,250	\$2,632		
<b>Win Rate</b>	20%	20%		25-30%
<b>Won Deals</b>	19	46		
<b>Avg ACV/Deal</b>	\$15,000	\$15,000		
<b>Total ARR</b>	\$288,000	\$684,000		
<b>ARR Target</b>		\$688,000		
<b>Mkt Spend CAC</b>	\$31,250	\$13,158		
<b>Mkt Spend CAC Payback</b>	25.0	10.5		9.0-12.0
		<b>Levers</b>		
		Self-serve		
		Chili Piper, calendly, etc.		

	Prior 12 months	Opp-Win Rate		Benchmarks	
<b>Variable Marketing Spend</b>	\$600,000	\$600,000			
<b>Demo Requests</b>	600	600			
<b>Cost per Demo</b>	\$1,000	\$1,000			
<b>Demo - SQO Rate</b>	16%	16%		33%	
<b>SQOs Created</b>	96	96			
<b>Cost per SQO</b>	\$6,250	\$6,250			
<b>Win Rate</b>	20%	48%		25-30%	
<b>Won Deals</b>	19	46			
<b>Avg ACV/Deal</b>	\$15,000	\$15,000			
<b>Total ARR</b>	\$288,000	\$691,200			
<b>ARR Target</b>		\$688,000			
<b>Mkt Spend CAC</b>	\$31,250	\$13,021			
<b>Mkt Spend CAC Payback</b>	25.0	10.4		9.0-12.0	
		<b>Levers</b>			
		Targeting better fit ICP			
		W/L analysis to understand where win + lose			
		Better routing rules to get more deals to AEs who close			

	Prior 12 months	Avg ACV		Benchmarks
<b>Variable Marketing Spend</b>	\$600,000	\$600,000		
<b>Demo Requests</b>	600	600		
<b>Cost per Demo</b>	\$1,000	\$1,000		
<b>Demo - SQO Rate</b>	16%	16%		33%
<b>SQOs Created</b>	96	96		
<b>Cost per SQO</b>	\$6,250	\$6,250		
<b>Win Rate</b>	20%	20%		25-30%
<b>Won Deals</b>	19	19		
<b>Avg ACV/Deal</b>	\$15,000	\$36,000		
<b>Total ARR</b>				
	\$288,000	\$691,200		
<b>ARR Target</b>				
		\$688,000		
<b>Mkt Spend CAC</b>	\$31,250	\$31,250		
<b>Mkt Spend CAC Payback</b>	25.0	10.4		9.0-12.0
<b>Levers</b>				
		Targeting better fit ICP		
		Targeting more "upmarket"		
		Better sales reps		

	Prior 12 months	Everything	Benchmarks	Requirements
<b>Variable Marketing Spend</b>	\$600,000	\$600,000		No extra ad dollars needed - efficiencies will cover
<b>Demo Requests</b>	600	615		
<b>Cost per Demo</b>	\$1,000	\$975		Better targeting Channel optimizations
<b>Demo - SQO Rate</b>	16%	30%	30-45%	Make marketing <-> sales handoff easier
<b>SQOs Created</b>	96	185		
<b>Cost per SQO</b>	\$6,250	\$3,250		
<b>Win Rate</b>	20%	25%	25-33%	Better routing rules to get more deals to AEs who close Evaluate plans + features included in each
<b>Won Deals</b>	19	46		
<b>Avg ACV/Deal</b>	\$15,000	\$15,000		
<b>Total ARR</b>	\$288,000	\$692,308		
<b>ARR Target</b>		\$688,000		
<b>Mkt Spend CAC</b>	\$31,250	\$13,000		
<b>Mkt Spend CAC Payback</b>	25.0	10.4	9.0-12.0	
		<b>Levers</b>		
		Combination of all previous steps		

	Prior 12 months	Everything	Benchmarks	Requirements
Overhead Spend	\$600,000	\$650,000		Chili Piper, etc.
Variable Marketing Spend	\$600,000	\$600,000		Extra \$10k/mo
Demo Requests	600	615		
Cost per Demo	\$1,000	\$975		Better targeting Channel optimizations
Demo - Opp Rate	16%	30%	33%	Make marketing <-> sales handoff easier
Opps Created	96	185		
Cost per Opp	\$6,250	\$3,250		
Win Rate	20%	25%	25-30%	Better routing rules to get more deals to AEs who close Evaluate plans + features included in each
Opps Won	19	46		
Avg ACV/Deal	\$15,000	\$15,000		
<b>Total ARR</b>	\$288,000	<b>\$692,308</b>		
<b>ARR Target</b>		<b>\$688,000</b>		
Mkt Spend CAC	\$31,250	\$13,000		
Mkt Spend CAC Payback	25.0	10.4	9.0-12.0	
Total CAC Payback	50.0	21.7	12.0-18.0	