

Become a Data-Driven GTM Team with an Insights Engine

[Click here to see the full Framework.](#)



Get Visibility and Insights into GTM

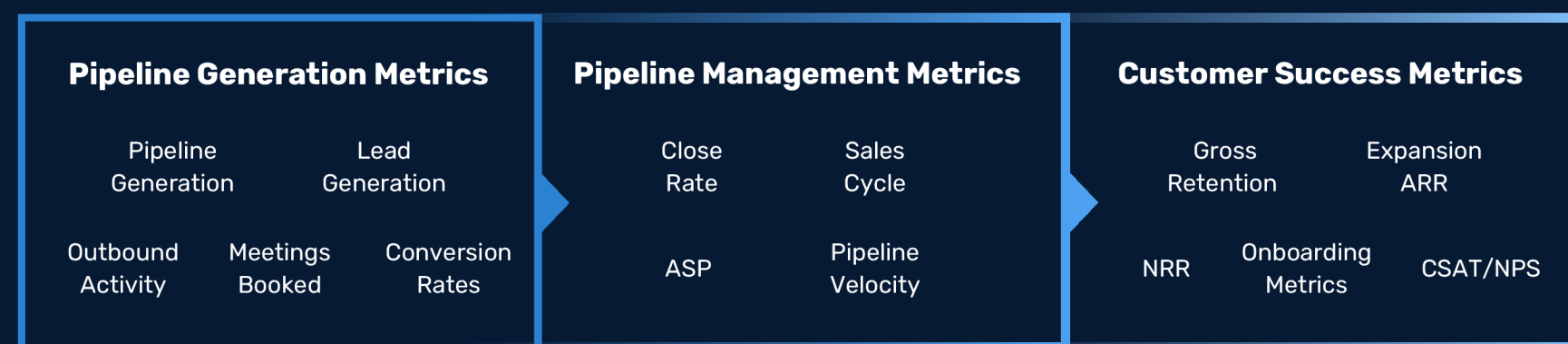
See how, when, where, and why every dollar you invest in GTM converts to leads, pipeline, customers, renewals and expansion.

Measure your GTM Efficiency to identify where to invest more, where to cut back, and where to optimize the process for better results.

Profitability Metrics



GTM Metrics



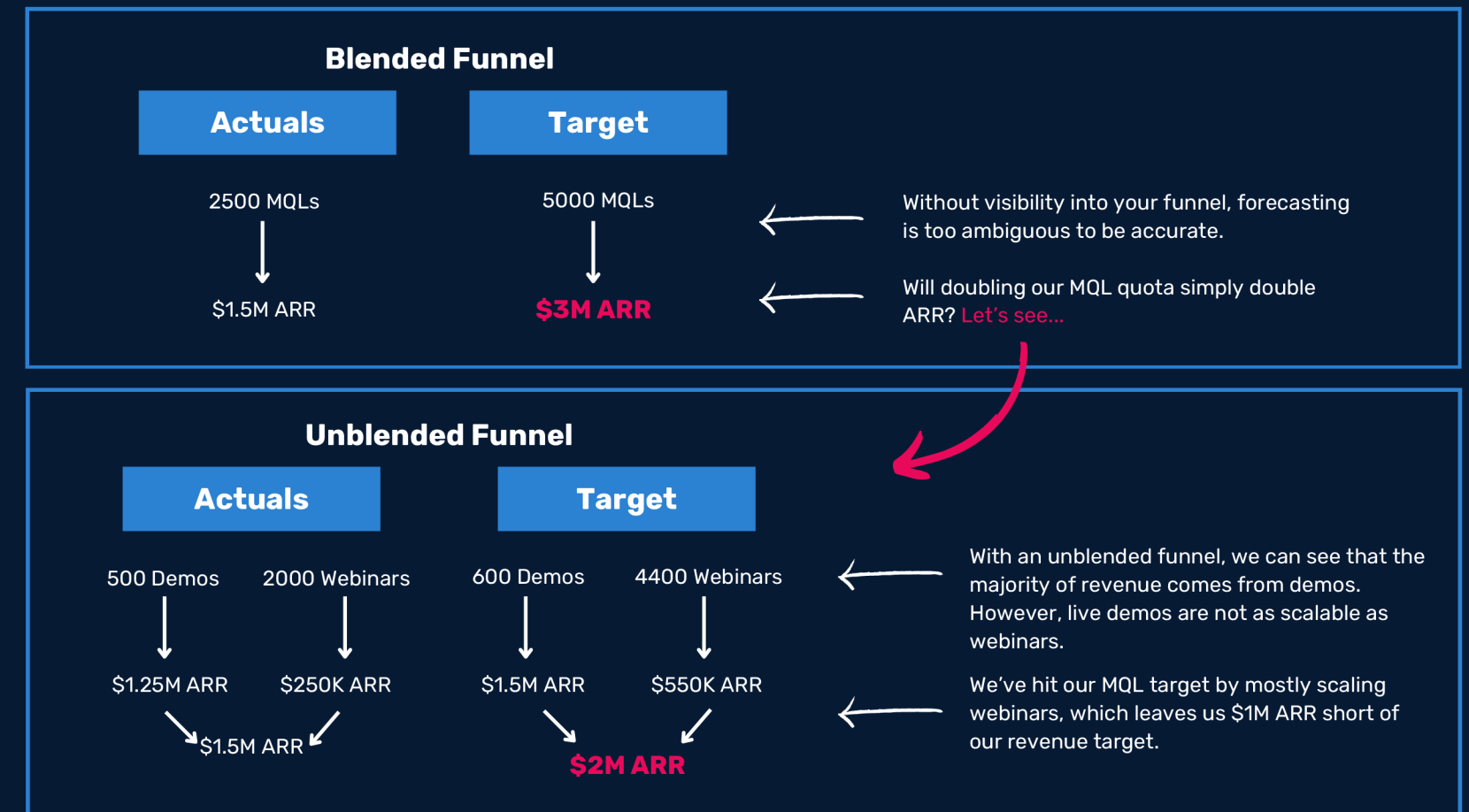
Processes Required for Accurate Metrics

	Process	Metrics Affected	
ALL	ICP & BP Definitions	All metrics, from GTM Efficiency to Financial Metrics, Pipeline Generation Metrics, Pipeline Management Metrics, and CS Metrics (NRR) are affected by ICP/Personas	
	MARKETING PROCESSES	Lead Scoring & Routing	Inbound Lead and Pipeline Generation Metrics, Inbound Pipeline Management Metrics, CAC, LTV:CAC, GTM Efficiency Ratio, GTM Efficiency Margin, Bookings, Growth Rate
		Qualification Definitions	All Pipeline Generation Metrics, All Pipeline Management Metrics, CAC, LTV:CAC, GTM Efficiency Ratio, GTM Efficiency Margin, Bookings, Growth Rate
		Lead Management	Inbound Pipeline Generation Metrics, Close Rate, Sales Cycle, Pipeline Velocity, CAC, LTV:CAC, GTM Efficiency Ratio, GTM Efficiency Margin, Bookings, Growth Rate, Magic Number
Funnel Segmentation	All Inbound Pipeline Generation Metrics, Pipeline Management Metrics, CAC, LTV:CAC, Magic Number		
SALES PROCESSES	Pipeline Review Process	All Pipeline Management Metrics, CAC, LTV:CAC, Magic Number, GTM Efficiency Ratio & Margin, Growth Rate	
	Outbound Prospecting Process	Outbound Pipeline Generation Metrics, Pipeline Management Metrics, CAC, LTV:CAC, Magic Number, GTM Efficiency Ratio & Margin, Growth Rate	
	Capacity & Territory Planning	Outbound Pipeline Generation Metrics, Pipeline Management Metrics, CAC, CAC Ratio, LTV:CAC, GTM Efficiency Ratio & Margin	
	Sales Process & Sales Methodology	All Pipeline Management Metrics, CAC, LTV:CAC, Magic Number, GTM Efficiency Ratio & Margin, Growth Rate	
	Targets, Quotas, & Commissions	All Pipeline Generation Metrics, All Pipeline Management Metrics, CAC, LTV:CAC, Magic Number, GTM Efficiency Ratio & Margin, Growth Rate, Bookings, Gross Margin, Opex Profile, Rule of 40	
	Sales Coaching Cadences	All Pipeline Generation Metrics, All Pipeline Management Metrics, CAC, LTV:CAC, Magic Number, GTM Efficiency Ratio & Margin, Growth Rate, Bookings, Gross Margin, Opex Profile, Rule of 40	
CS PROCESSES	Renewals Process	Gross Retention, NRR, CSAT/NPS, GTM Efficiency Ratio & Margin, Growth Rate	
	Customer Success Process	Gross Retention, NRR, CSAT/NPS, GTM Efficiency Ratio & Margin, Growth Rate	
	Expansion & Upsell Process	Expansion ARR, Close Rate, Sales Cycle, ASP, GTM Efficiency Ratio & Margin, Growth Rate	
	Onboarding Process	Gross Retention, NRR, CSAT/NPS, GTM Efficiency Ratio & Margin, Growth Rate	
	NRR Targets & Optimization	Gross Retention, NRR, CSAT/NPS, GTM Efficiency Ratio & Margin, Growth Rate	
	Account Health Monitoring	Gross Retention, NRR, CSAT/NPS, GTM Efficiency Ratio & Margin, Growth Rate	

Unblending the Funnel

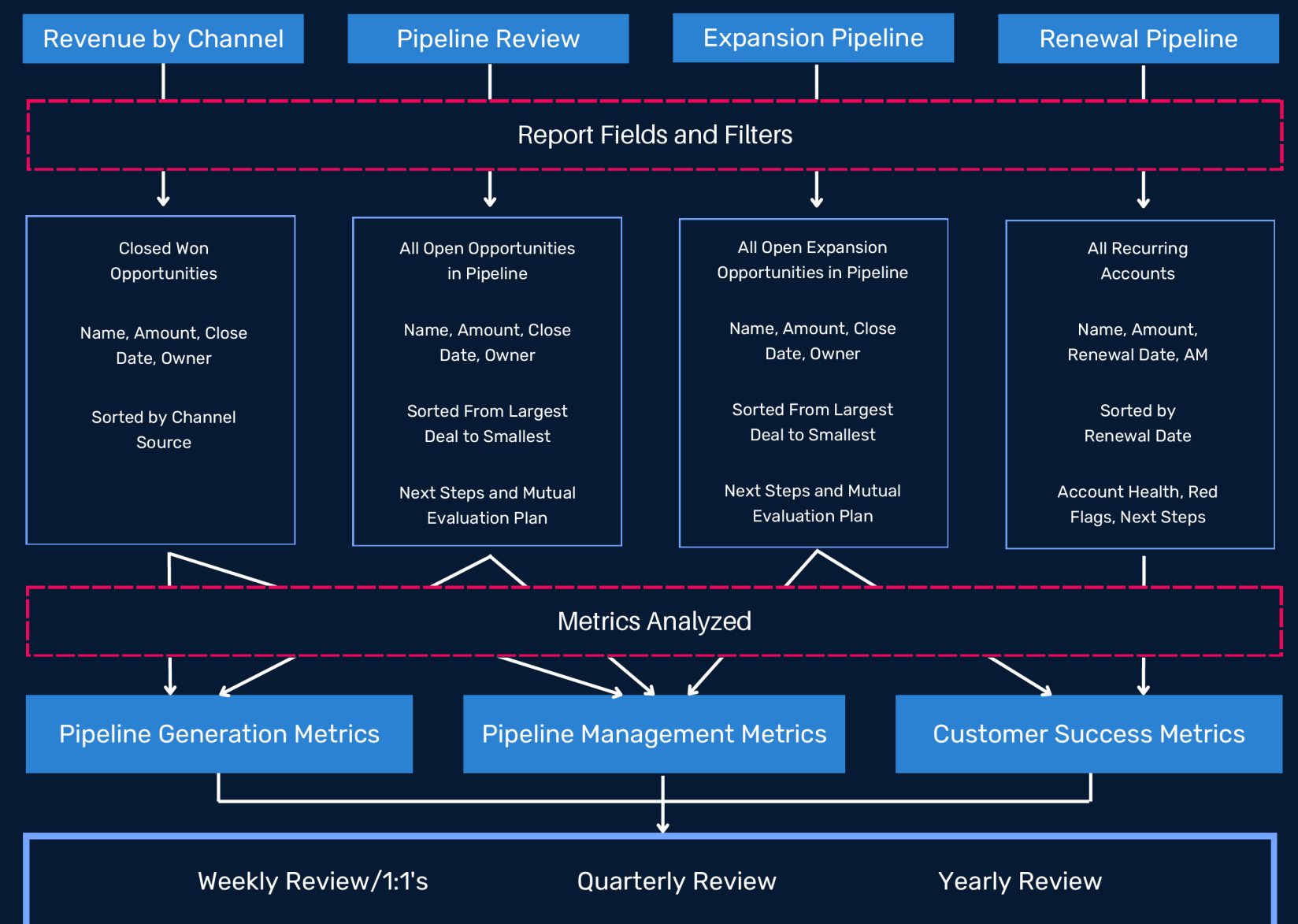
The Blended Funnel is a common trap. Across GTM, data is blended together, hiding what's really happening. Different types of leads, opportunities, renewals, etc. will convert differently, sometimes dramatically so.

To get real insights from data, we have to unblend the funnel. Here's an example from marketing leads.



Recurring Data Inspection - Reports to Review

You don't get Insights by building reports and walking away. To get real insights - and even accurate data - you have to block dedicated time to review reports regularly, drive the right behaviors, and conduct deep analysis.



Annual Planning

Unfortunately, if you start Annual Planning without the foundation laid out here, you're already behind the curve, setting targets on hopes and prayers instead of real data.

Building an Insights Engine dramatically improves annual planning but it must be done multiple quarters in advance.

