

Q3 2025 Review

Powered by Search



Agenda

- 1 - Performance Summary
- 2 - Insights & Opportunities
- 3 - Next Quarter's Targets

Where We Are At

Q3 Goal: 112 SQLs

- We shifted from an MQL goal to an SQL goal this quarter
- In Q3, we pivoted the NSM focus toward SQL generation, **surpassing the SQL volume goal by 137%**
- Our revised focus has helped to **increase the SQL pipeline by 80% QoQ (\$727k pipeline as compared to \$404k in Q2)**
- We started the quarter at an average of **29 SQL/month and finished Q3 driving 57 SQLs in September.**

Targets

+137%

NSM SQLs

154

Target: 112

+156%

SQL Pipeline

\$727k

Target: \$466k

+155%

MQLs

839

Target: 540

QoQ

+73%

QoQ SQLs

154

Q2: 89

+80%

QoQ SQL Pipeline

\$727k

Q2: \$404k

+0.5%

QoQ Spend

\$344k

Q2: \$342k

Last 6 Months Performance

Month	Paid Search MQLs	Paid Search SQLs	Paid Search SQL Pipeline	Paid Search Pipeline:Spend Ratio	Paid Search Spend	Paid Social Spend
Sep	139	57		2.3:1		
Aug	130	49		2.1:1		
July	116	48		2.8:1		
June	108	33		1.7:1		
May	81	33		1.8:1		
April	43	23		1.3:1		

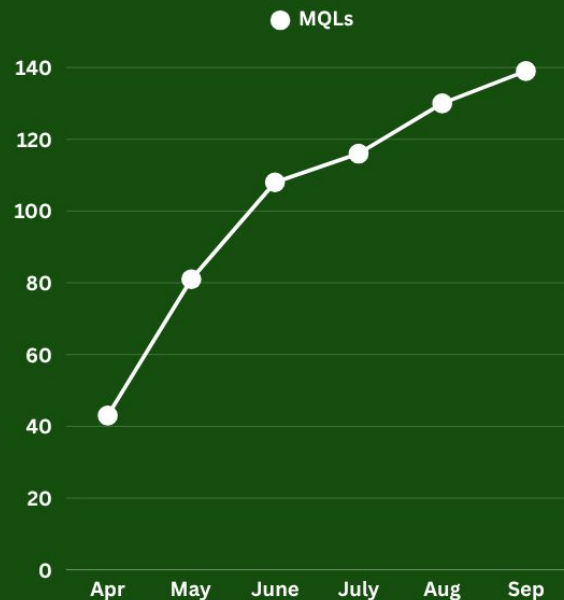
- The SQLs increased from 23 in April to 57 in Sep (**2.5x increase**)
- Despite the focus being SQLs, we also increased MQLs from 43 in April to 139 in Sep (**3.2x increase**)
- The average pipeline vs spend ratio has **increased to 2.4:1 in Q3 as compared to 1:6:1 in Q2**
- Paid social spend was reduced in June as the prospecting campaign was paused

Wins

SQL volume increased from **23** in April to **57** in Sept



MQL volume increased from **43** to **139** in just 6 months making it **3x growth** without a major increase in spend



Wins

- ✓ Non-branded campaigns drove 53% of total SQLs, compared to only 20% earlier in the year. This marks a successful shift from heavy Brand dependency to diversified funnel coverage.
- ✓ The research campaign consistently delivered the largest SQL share, scaling from 3-5 SQLs to 17-18/Mo after adding new keywords, increasing impression share with high efficiency.
- ✓ We not only grew SQL volume but also increased average SQL deal size, pushing pipeline to \$727K without increasing the spend overall. This shows that the optimization on search terms has helped us to improve demo quality.
- ✓ New long-tail terms like "" and "" reduced CPCs by almost 50% and drove more efficient conversions at ~\$384 CPA compared to \$700 earlier this year.
- ✓ DSA, ToFu, and retargeting campaigns contributed 12% of SQLs. While secondary, they acted as stabilizers during periods of fluctuation and kept total SQLs above target.

Learnings

- "" campaigns saw CPCs spike to \$150+ last quarter on its core keywords, however we immediately expanded with a new set of keywords which is generating demos at 2x lower CPA.
- Take down competitor ads currently bidding on brand keywords to protect our brand visibility and maintain share of voice.
- Launch targeted competitor campaigns to go after their brand-aware audiences and redirect potential demand toward Brand.

How we'll win in Q4

Scale Non-Brand

- We'll expand non-branded acquisition by activating new high-intent surfaces. Performance Max with remarketing signals will help capture warmer audiences beyond our existing search footprint, creating incremental SQL lift.
- A "" campaign with fresh keyword clusters will allow us to dominate core mid-funnel intent.

Increase Efficiency

- The core focus is to bring CPA down from \$510+ to \$450+ by improving bidding efficiency and search terms quality and budget allocation.
- We'll shift the Brand campaign to Portfolio Max Conversions with CPC caps and run a structured 30-day test against the current bidding strategy. This will help us capture more high-intent conversions at a lower cost while maintaining control over CPC inflation.

Optimize Landing Pages

- We will need to launch a few landing pages to improve user experience and get a better result on the tests.
- Build out a competitor page for each one targeted in paid media.
- Implement new landing page for "" campaign to start the experimental campaign.



Next Quarter's Targets

Forecast & Growth Goals and KPIs

Specific metrics and growth goals
to be achieved Q4 2025

Q4 2025 Forecast

126+ SQLs

586+ MQLs

Search + Social

21% SQL Rate



Pipeline

Roadmap

- **Milestone 1:** Increase non-branded SQL share by 20%
- **Milestone 2:** Increase efficiency of existing campaign to reduce the cpa from \$510+ to \$450+
- **Milestone 3:** Improve UI/UX on landing pages and ad copies to increase account conversion to rate to 2.5%
- **Milestone 4:** Support upmarket shift by increasing leads from MM & Enterprise segments

Thank You