

November 5th

Q3 QBR

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Agenda

1. Executive Summary
2. Q3 '25 Performance Overview
3. Q4 '25 Targets & Roadmap

Executive Summary

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\$824k

Q3 Pipeline Generated

▲ 149% YoY

43

Q3 Deals Opened

▲ 54% YoY

\$351k

Q3 Revenue Generated

▲ 120% YoY

\$680k

YTD Revenue Generated

▲ 81% YTD

NSM Result: We generated \$824K in pipeline, up 149% year over year.

- Paid reached record highs, while organic slowed due to smaller deal sizes and delayed site rollout.

Q4 Focus: Rebuild organic velocity, expand into new segments and improve overall funnel efficiency.

Q3 Performance Review

Drive More Right-Fit Traffic

- Created a **dedicated campaign** focused on ""
- Ran a **Google Ads Demand Gen campaign** to build brand awareness
- **Revamped LinkedIn awareness campaigns**

	Traffic	Growth QoQ	Growth YoY
Q3 2025	22,600	▲ 16%	▲ 20%

Outcome

- In addition to the traffic improvement, we've already generated one opportunity from the campaign (Prospect Name).
- The Demand Gen campaign performed strong with a \$0.16 CPC and 1.32% CTR, well above industry averages. It's also helping to grow our remarketing audience.
- We are using case study videos in the awareness campaign to enrich our remarketing audience.
 - The campaign achieved a 32% view rate, 8% higher than the average video view-through rate for LinkedIn SaaS campaigns in 2025 (around 29.5%).

Improve Conversion Rates

- Conducted A/B Testing Landing Pages
- Redesigned an **optimized website experience** to ensure it's conversion-ready

	Traffic:Demo Rate	Growth QoQ	Growth YoY
Q3 2025	0.45%	▼ 12%	▲ 13%

Outcome

- Conversion rates are up 13% YoY, but down 12% QoQ.
- Landing page testing: the "" landing page saw an 85% higher conversion rate and the "" page 17% higher, but neither drove opportunities, so both were removed. We're prioritizing lead quality over surface-level conversion gains.

Grow Funnel Efficiency

- Created the **Lagging Deal notification workflows** to improve pipeline velocity
- Analysed Win Rates** by segments to see where the biggest opportunities for improvement were

Country	Opened	Won	Win Rate
	376	105	27.93%
	169	19	11.24%
	115	1	0.87%
	82	0	0.00%

Channel	Opened	Won	Win Rate
Existing Customer - Upsell	21	16	76.19%
Referral	26	10	38.46%
Outbound - BDR	65	14	21.54%
Outbound - AE Owner	146	28	19.18%
Inbound	328	54	16.46%
Event	72	3	4.17%
Organic	1	0	0.00%
Outbound Marketing	1	0	0.00%

Outcome

- Generated insight that will be vital to our Q4 and 2026 strategy.
- Not only providing a baseline to be measured against, but highlighting what is needed and where to achieve your goals.

Q4 2025 Forecast

Our 3 Strategic Levers take us to \$1.1m in Pipeline in Q4

- We've forecasted to achieve pipeline that's relatively in line with the previous 2025 quarters.
- We are coming off the back of a down month momentum wise, and we still haven't completely overcome major blockers (the website launch for example)
- However, paid has increased its contribution recently and with the website launch on the horizon, we are optimistic at a shift back towards a positive quarter.

Strategic Lever	Q4 Goal	YoY Lift
Right fit traffic	23,448	▲36%
Traffic:Demo Rate	0.51%	▲13%
Demo > Deal Rate	45%	▲17%
Optimistic NSM: \$1.1m in pipeline		
Realistic NSM: \$882k in pipeline		
Conservative NSM: \$747k in pipeline		

How Will We Win in Q4?

#1

Capture and Scale High Intent Traffic

Capture and Scale High-Intent Traffic from BOFU Keywords

Why this matters

The interim launch proved that new /products pages can rank for high-intent, bottom-funnel keywords. Building on this momentum will help us convert visibility into qualified traffic and pipeline impact.

What we'll do:

- **Launch New Website & Competitor Pages:** Continue optimizing new /products pages and broaden BOFU keyword coverage to strengthen topical authority and attract solution-ready buyers.
- **Track Conversion Impact:** Monitor trial/demo activity from these pages to validate their contribution to pipeline generation.

Expected Result:

More **qualified traffic to high-converting pages**, improving demo volume and accelerating pipeline generation from organic and paid channels.

#2

Expand into New Segments

Experiment with new advertising audiences and website content

Why this matters

Testing new audience segments and updating website content will help us reach untapped markets, attract new buyers, and keep pipeline growth steady.

What we'll do:

- **Expand Awareness & Market Share:** Use precision targeting (lookalikes, propensity audiences) and geo-focused expansion to build visibility and brand discovery.
- **Accelerate Market Expansion:** Prioritize high-performing geos and ICP-aligned verticals with optimized campaigns and conversion-focused landing pages.

Expected Result:

Increase brand visibility and **qualified pipeline** through targeted awareness and market expansion. By focusing on high-performing regions and ICP-aligned audiences, we aim to drive stronger engagement, higher conversion efficiency, and sustained growth heading into 2026.

Build a segmented, geographic growth playbook

Why this matters

Performance outside of "" has been shaky - we need to create a blueprint for expansion going into 2026.

Interest levels are high enough to start conversations, but aren't closing.

What we'll do:

- Align targeting, qualification, and RevOps around regional markets and buying behaviour.
- Build playbooks to ensure you're not just getting interest, but turning it into revenue

Country	Opened	Won	Win Rate
	376	105	27.93%
	169	19	11.24%
	115	1	0.87%
	82	0	0.00%

Expected Result:

1. **Improved conversion rates** in "" and "".
2. Less Deals with "" value.

#3

Improve Efficiency Across the Funnel

Focus on 180-Day Win Rate as a KPI

Why this matters

Shortened feedback loops enabled faster decision making. The vast majority of your deals close within this window, allowing us to draw conclusion and adapt much quicker.

What we'll do:

- Implement a recurring 180-day win rate review to surface trends and insights faster.
- Use short feedback cycles to refine targeting, qualification, and handoff criteria for higher conversion efficiency.

	Created	Won	180 Day Win Rate	T3M Avg
January 24	42	8	19.0%	
February 24	32	7	21.9%	
March 24	34	6	17.6%	19.5%
April 24	29	6	20.7%	20.1%
May 24	44	13	29.5%	22.6%
June 24	38	9	23.7%	24.6%
July 24	46	7	15.2%	22.8%
August 24	22	3	13.6%	17.5%
September 24	23	1	4.3%	11.1%
October 24	33	6	18.2%	12.1%
November 24	25	5	20.0%	14.2%
December 24	9	1	11.1%	16.4%
January 25	18	5	27.8%	19.6%
February 25	41	5	12.2%	17.0%
March 25	33	4	12.1%	17.4%
April 25	41	8	19.5%	14.6%
May 25	32	9	28.1%	19.9%
June 25	30	7	23.3%	23.7%
July 25	31	7	22.6%	24.7%
August 25	28	4	14.3%	20.1%
September 25	28	2	7.1%	
October 25	7	1	14.3%	

Expected Result:

Overall improvements in Win Rates as and greater deal volume as acquisition is accelerate inline with best performing periods.

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July 24	46	7	15.2%	22.8%
August 24	22	3	13.6%	17.5%
September 24	23	1	4.3%	11.1%
October 24	33	6	18.2%	12.1%
November 24	25	5	20.0%	14.2%
December 24	9	1	11.1%	16.4%
January 25	18	5	27.8%	19.6%
February 25	41	5	12.2%	17.0%
March 25	33	4	12.1%	17.4%
April 25	41	8	19.5%	14.6%
May 25	32	9	28.1%	19.9%
June 25	30	7	23.3%	23.7%
July 25	31	7	22.6%	24.7%
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Build Automations to Fill Funnel Gaps

Why this matters

A more efficient funnel improves ROI and payback periods enabling you to redeploy capital as quickly and effectively as possible to capture market share and win the market.

What we'll do:

- **Automate Post-Demo Momentum:** Launch workflows and follow-up kits that recap demos, deliver value props, and pre-set next steps — reducing post-demo drop-off.
- **Automate Context-Rich Handoffs:** Deliver enriched MQL/SQL snapshots directly into CRM to streamline AE discovery and shorten time-to-value.



Expected Result:

More deals closed from existing demand, stronger lead-to-opportunity conversion, and faster revenue impact without relying solely on net-new acquisition.

Build a high-performing Lead Nurture Engine to engage, educate, and convert qualified prospects

Why this matters

A nurture funnel ensures we capture and mature this audience, strengthening the overall pipeline.

What we'll do:

- **Build a Nurture Engine:** Layer in gated assets and thought-leadership content to engage prospects earlier in their buying journey.
- **Optimize Conversion Paths:** Embed CTAs, refine messaging, and use testing tools (e.g., Microsoft Clarity) to continuously improve on-site engagement.

Expected Result:

Generate a steady flow of qualified mid-funnel leads by engaging prospects earlier in their journey.

Thank You!