What our pipeline says

Channel attribution, win rates by ICP, content that books meetings — and the next 90 days.

EXECUTIVE SUMMARY

Four findings

01

Referrals convert best

14% of pipeline, but a 41% win rate — our most efficient channel by far.

02

Mittelstand is underweighted

Industrial Mittelstand delivers the highest expected value per opportunity, yet only 26% of pipeline.

03

Signal content books meetings

Buying-signal teardowns touched 31% of all booked meetings. Generic SEO blog: 4%.

04

Paid search is overpriced

Highest CAC (€7.9k) and lowest win rate (17%). Budget moves to proven channels.

Q3 AT A GLANCE · EXAMPLE DATA

The quarter in numbers

690
Booked meetings

412
Opportunities created (60% of meetings)

€3.9M
Pipeline generated

24%
Win rate (61 of 254 closed deals)

01

Channel attribution

Where pipeline comes from — and where it actually closes.

SHARE OF PIPELINE · W-SHAPED MODEL

Outbound sources, referrals close

Signal-based outbound creates the most pipeline. Referrals and founder content close far above average.

Outbound (signal-based)	34% of pipeline · 21% win rate
LinkedIn organic	22% of pipeline · 29% win rate
Paid search	16% of pipeline · 17% win rate
Referrals & partners	14% of pipeline · 41% win rate
Webinars & events	9% of pipeline · 26% win rate
LinkedIn Ads	5% of pipeline · 15% win rate

CHANNEL EFFICIENCY · EXAMPLE DATA

Cost per won customer

€1.6k

CAC · Referrals & partners

€2.4k

CAC · LinkedIn organic

€3.2k

CAC · Signal-based outbound

€T

CAC · Paid se

02

Win rates by ICP

Which customers we win — and which are worth the most.

WIN RATE · ACV · SALES CYCLE

Not all ICPs are equal

Expected value per opportunity = win rate × ACV. Mittelstand leads, despite a longer cycle.

Industrial Mittelstand (200–1,000)	27% · €16.4k ACV · 64 days → €4.4k per opp
B2B SaaS (50–250)	34% · €11.2k ACV · 38 days → €3.8k per opp
Enterprise (1,000+)	9% · €30k ACV · 121 days → €2.7k per opp
IT services & agencies (20–100)	18% · €6.1k ACV · 29 days → €1.1k per opp

WHAT IT MEANS

Rebalance the ICP mix

01

Double down on Mittelstand

Raise share of pipeline from 26% to 38%. Highest value per opportunity, strong German-made trust fit.

02

Keep SaaS as velocity engine

Best win rate and fast cycles — ideal for predictable monthly bookings.

03

Qualify Enterprise harder

Only with an active buying signal and named sponsor. Otherwise nurture.

04

Self-serve for small agencies

Low ACV doesn't justify AE time. Route to product-led onboarding.

03

Content that books meetings

Which assets buyers touched before saying yes to a call.

SHARE OF 690 BOOKED MEETINGS TOUCHED · EXAMPLE DATA

Specific beats generic

Content that shows real buying signals and real customer results drives meetings. Broad SEO content barely registers.

Buying-signal teardowns (LinkedIn)	31% of meetings touched
Mittelstand case studies	22% of meetings touched
ROI calculator	18% touched · 9.4% visit-to-meeting
Live demo webinar	14% of meetings touched
Generic SEO blog posts	4% of meetings touched

CONTENT INSIGHTS

Proof over reach

01

Show the signal

Teardowns of real buying signals prove the product in 60 seconds. Make them weekly.

02

Case studies close Mittelstand

Buyers want peers with numbers. Two new Mittelstand stories per quarter.

03

ROI calculator = intent filter

Highest conversion of any asset. Put it into every outbound sequence.

04

Pause generic blog output

Shift effort to bottom-funnel pages tied to signals and use cases.

04

The next 90 days

October to December 2026.

90-DAY PLAN

Three phases, one focus

01

Days 1–30 · Reallocate

Cut paid search 30%. Launch partner referral programme. Connect CRM and ad data for live attribution.

02

Days 31–60 · Mittelstand push

Signal-based outbound to 400 Mittelstand accounts. Two case studies. ROI calculator in every sequence.

03

Days 61–90 · Scale what works

Weekly signal teardowns. Monthly demo webinar. Review CAC and win rates, then lock Q1 budget.

Q4 TARGETS · EXAMPLE DATA

How we measure success

820

Booked meetings (+19% vs Q3)

27%

Win rate (from 24%)

38%

Mittelstand share of pipeline (from 26%)

20%

Pipeline from referrals (from 14%)

Less noise. More signal.

Decision needed today: approve the budget shift from paid search to referrals and Mittelstand outbound.

Approve the Q4 plan →