



# Moving from MQL Generation to Pipeline (Revenue) Generation in B2B

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## The MOPs partner for B2B ScaleUps

IVICUO supports **B2B ScaleUps** in their **Marketing Operations strategy** to connect Marketing actions to **revenue**.



**The MQL is dead...**



**This is not new... gurrri**



# Everybody... no, literally, everybody has already talked about this



LinkedIn article snippet titled "The MQL is Dead" by Charles Orlando. The article features an illustration of two people, one holding a stack of money and the other holding a tablet. The text states: "The metric of Marketing Qualified Leads (MQLs) is irrelevant and incomplete in today's complex digital landscape." The article is dated October 26, 2023.

Qualified article snippet titled "The MQL is Dead: How AI is revolutionizing sales and marketing". The article includes a video thumbnail with the text "The MQL is Dead" and "The AI SDR MOVE". The text states: "Learn why the traditional MQL model is no longer working for today's buyers and how AI SDRs are supercharging lead qualification and follow-up."

Forrester article snippet titled "Saying Goodbye to MQLs: A Parting That Is All Sweet And No Sorrow" by Simon Daniels. The article is dated November 21, 2023. The text states: "This blog post is part of the Saying Goodbye to MQLs blog series, in which we answer your questions related to making the shift from leads to buying groups and opportunities."



## Saying Goodbye to MQLs: A Parting That Is All Sweet And No Sorrow

Simon Daniels, Principal Analyst NOV 21 2023

This blog post is part of the Saying Goodbye to MQLs blog series, in which we answer your questions related to making the shift from leads to buying groups and opportunities.

"Parting is such sweet sorrow," said Juliet to Romeo when it came time for the star-crossed lovers to take their leave of each other. No such sweet need to

LeanData article snippet titled "6 Reasons MQLs Don't Work When Your B2B Buyer is a Committee". The article is dated February 29. The text states: "6 Reasons MQLs Don't Work When Your B2B Buyer is a Committee".

YouTube video snippet titled "SUPERPOWERS" featuring Terry Kohn. The video is part of a series called "B2B Superpowers: Is the MQL Dead? Strategy Options for Success".

## Data tell us more about this...

100%

MQLs Goal

30%

Pipeline Goal



**This is because Marketers need concrete steps**





# How to move from MQL to Pipeline

From Lead  
Qualification

To Account  
Qualification

From Lead  
Assignment

To Sales Cycle  
Tracking

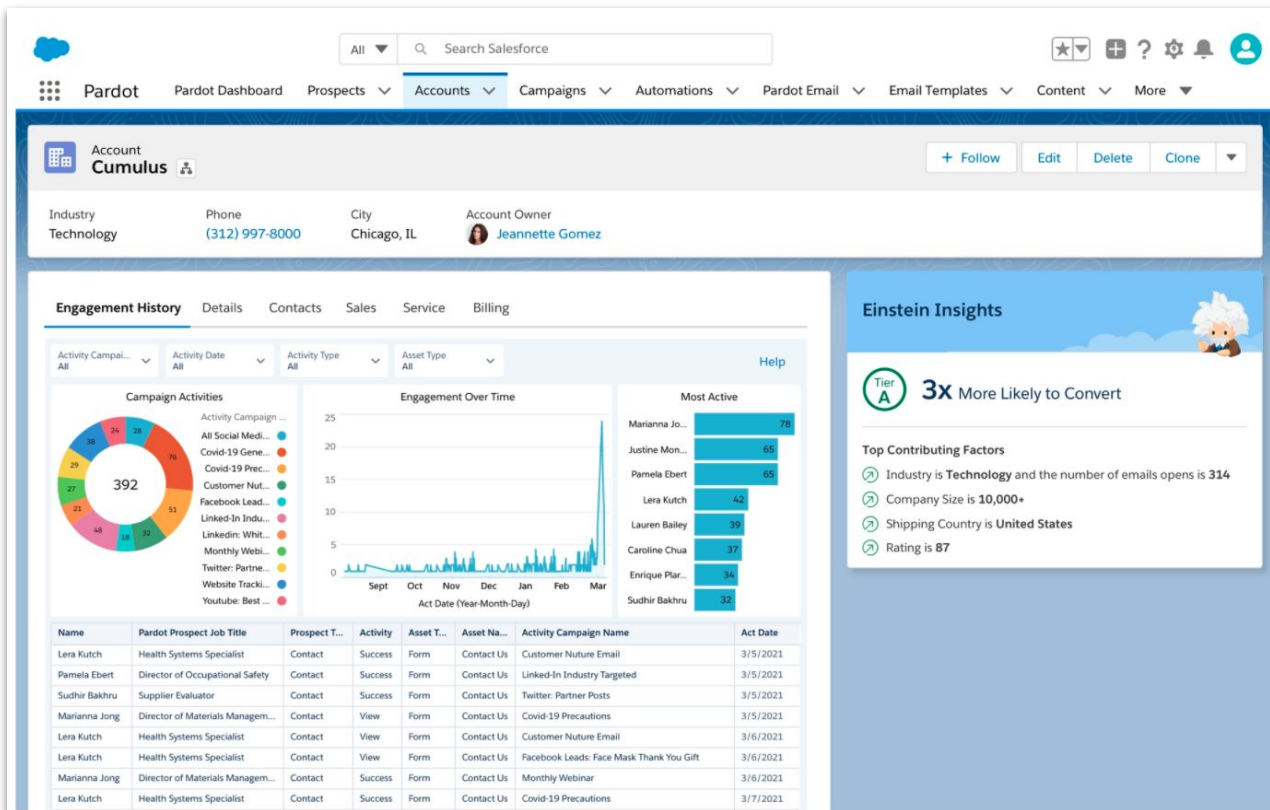
From MQL  
Reporting

To Rev. Acceleration  
metrics

# Account Qualification

The background features a soft-focus landscape of mountains in shades of blue and purple. In the foreground, a hand is shown holding a smartphone, with a cursor arrow pointing to the screen. The overall aesthetic is clean and modern.

# Account Qualification can be done in Salesforce



The screenshot shows the Salesforce Pardot interface for an account named 'Cumulus'. The account is in the Technology industry, located in Chicago, IL, with a phone number of (312) 997-8000. The account owner is Jeannette Gomez.

The 'Engagement History' section displays a summary of 392 campaign activities. A donut chart shows the distribution of activities across various channels, with a total of 392. The 'Engagement Over Time' chart shows a significant spike in engagement in March. The 'Most Active' list identifies the top individuals based on engagement.

The 'Einstein Insights' section provides a 'Tier A' rating, indicating the account is 3x more likely to convert. Key contributing factors include the industry being Technology (314 email opens), a company size of 10,000+, shipping to the United States, and an overall rating of 87.

Name	Pardot Prospect Job Title	Prospect T...	Activity	Asset T...	Asset Na...	Activity Campaign Name	Act Date
Lera Kutch	Health Systems Specialist	Contact	Success	Form	Contact Us	Customer Nature Email	3/5/2021
Pamela Ebert	Director of Occupational Safety	Contact	Success	Form	Contact Us	Linked-In Industry Targeted	3/5/2021
Sudhir Bakhru	Supplier Evaluator	Contact	Success	Form	Contact Us	Twitter: Partner Posts	3/5/2021
Marianna Jong	Director of Materials Managem...	Contact	View	Form	Contact Us	Covid-19 Precautions	3/5/2021
Lera Kutch	Health Systems Specialist	Contact	View	Form	Contact Us	Customer Nature Email	3/6/2021
Lera Kutch	Health Systems Specialist	Contact	View	Form	Contact Us	Facebook Leads: Face Mask Thank You Gift	3/6/2021
Marianna Jong	Director of Materials Managem...	Contact	Success	Form	Contact Us	Monthly Webinar	3/6/2021
Lera Kutch	Health Systems Specialist	Contact	Success	Form	Contact Us	Covid-19 Precautions	3/7/2021

# But we need data...



The screenshot shows a CRM interface with a search bar at the top right and navigation tabs for 'Account Engagement', 'Dashboard', 'Prospects', 'Campaigns', and 'Automations'. The 'Prospects' tab is active, displaying a table of prospect accounts. The table has a 'NAME' column and contains the following entries:

NAME
><img src=x onerror=alert('XSSed!')>
><img src=x onerror=alert('XSSed!')>
"AN14" company LLC
"AN14" company LLC
"CHAIN PACKAGING CO.,LTD"
"CHAIN PACKAGING CO.,LTD"
"Dom v Dorogu"
"Exportar para Crecer" Banco de Sabadell
"Exportar para Crecer" Banco de Sabadell
"Luna"
"Nakwon" Maschinen Import - Export GmbH
"TK TERRITORY OF QUALITY" LTD.
"TK TERRITORY OF QUALITY" LTD.
#N/A
%%
%%
'OMarutaka Corp
'Luis Eduardo Pérez'
'Luis Eduardo Pérez'
((BOUNCE))
((BOUNCE))
(CAMPESA) ACEROS PARA LA CONSTRUCCION SA



# Issues with data in Accounts

- Duplication
- Standardization of sources
- Data that we can't ask or trust



# Issues with data in Accounts

- Duplication
- Standardization of sources
- Data that we can't ask or trust

**DATA  
ENRICHMENT**



# DATA ENRICHMENT - Let's focus on Accounts

## Account Matching

Overview		%
Input Accounts	443	100%
Matched	398	90%
Not Matched	45	10%

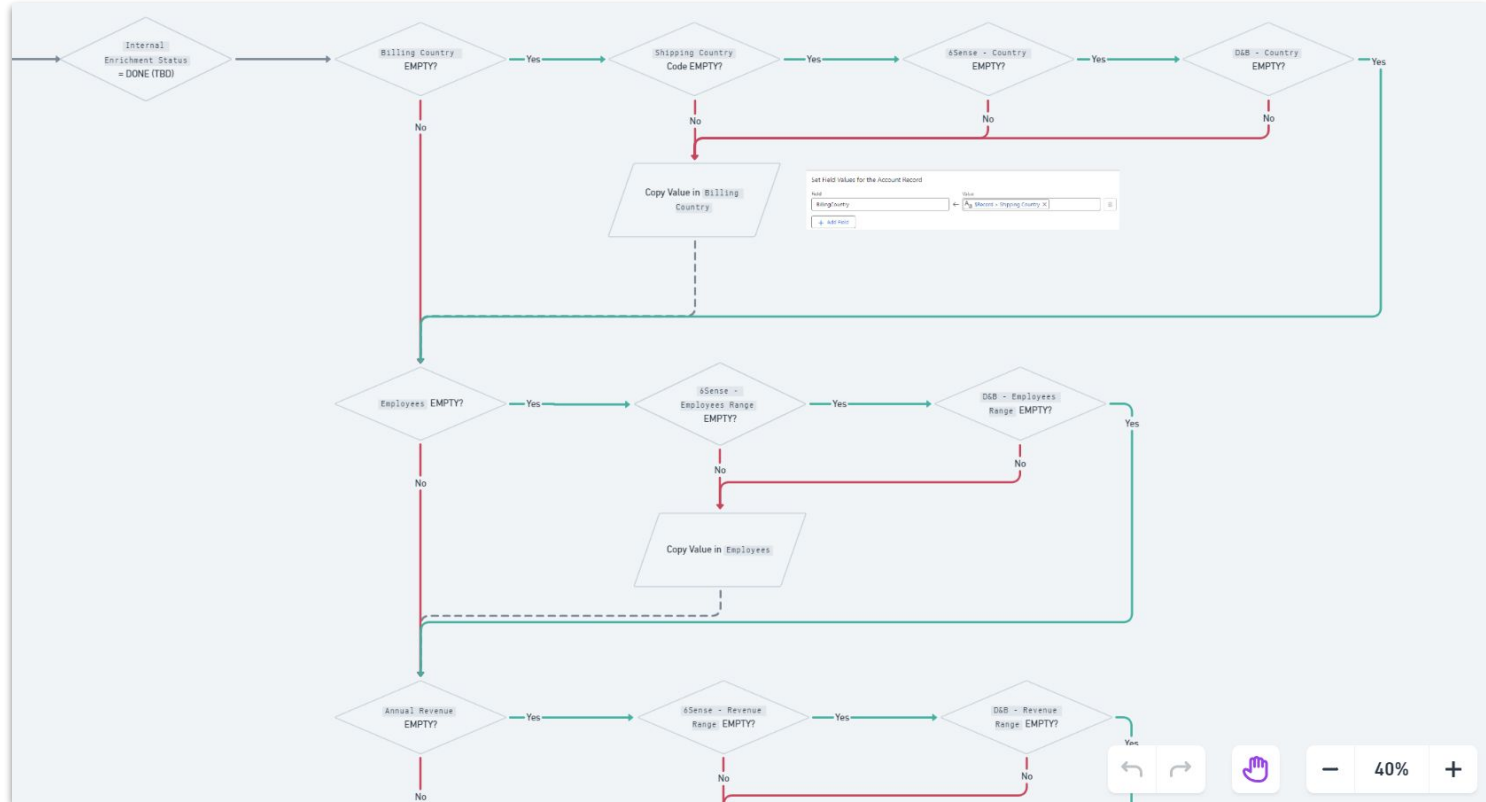
## Contact Matching

Overview		%
Input Contacts	3475	100%
Matched	972	28%
Not Matched	2502	72%
Duplicates	1	0%

**90% of Accounts matched** versus 28% of Leads/Contacts

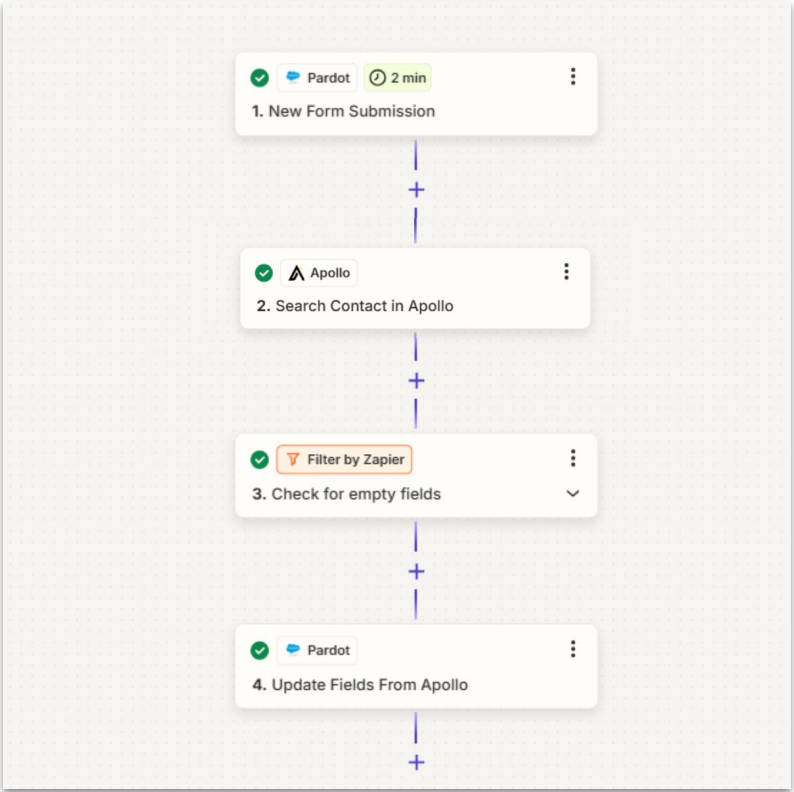


# DATA ENRICHMENT - Let's define priorities

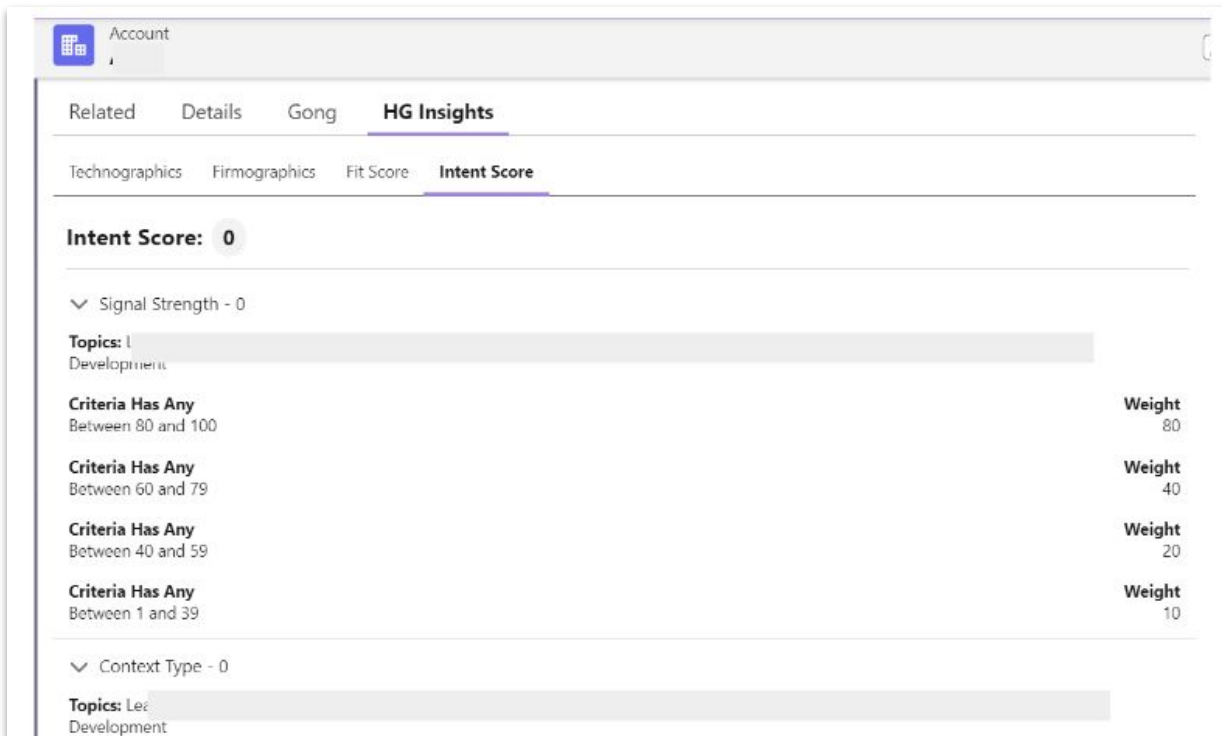




# DATA ENRICHMENT - Let's automate the process



# DATA ENRICHMENT - Let's get more data

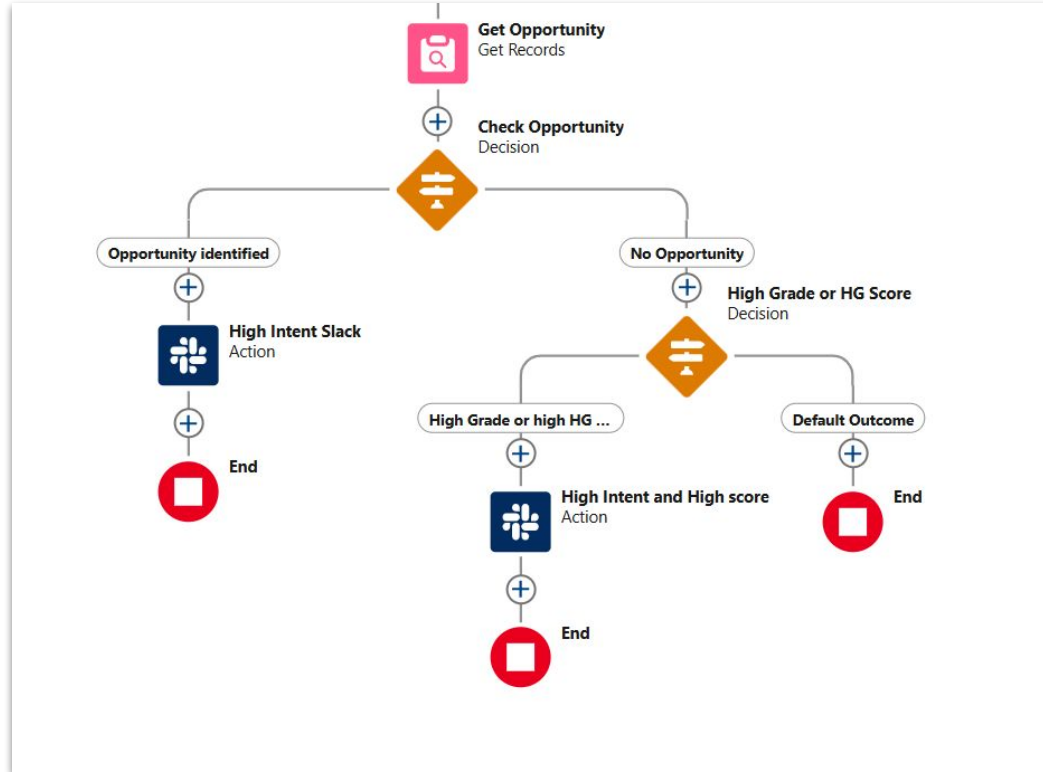


The screenshot displays a software interface for data enrichment. At the top, there is a header bar with 'Account' and a grid icon. Below this, a navigation menu includes 'Related', 'Details', 'Gong', and 'HG Insights' (which is selected). Under 'HG Insights', there are sub-tabs for 'Technographics', 'Firmographics', 'Fit Score', and 'Intent Score' (which is selected). The main content area shows 'Intent Score: 0'. Below this, there is a section for 'Signal Strength - 0' with a dropdown arrow. Underneath, there are 'Topics: I' and 'Development' with a grey bar. A list of criteria follows, each with a 'Criteria Has Any' label, a range, and a 'Weight' value:

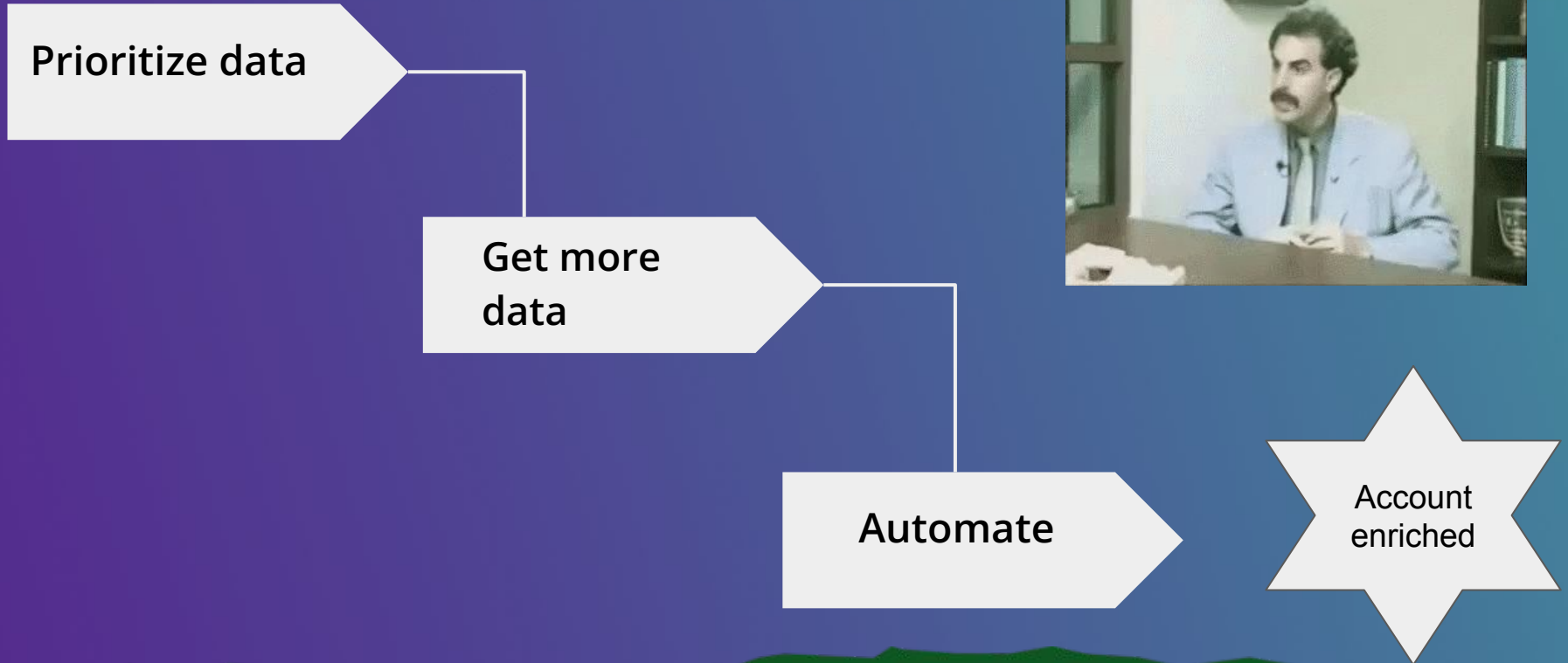
Criteria Has Any	Weight
Between 80 and 100	80
Between 60 and 79	40
Between 40 and 59	20
Between 1 and 39	10

Below the criteria, there is another section for 'Context Type - 0' with a dropdown arrow. At the bottom, there are 'Topics: L' and 'Development' with a grey bar.

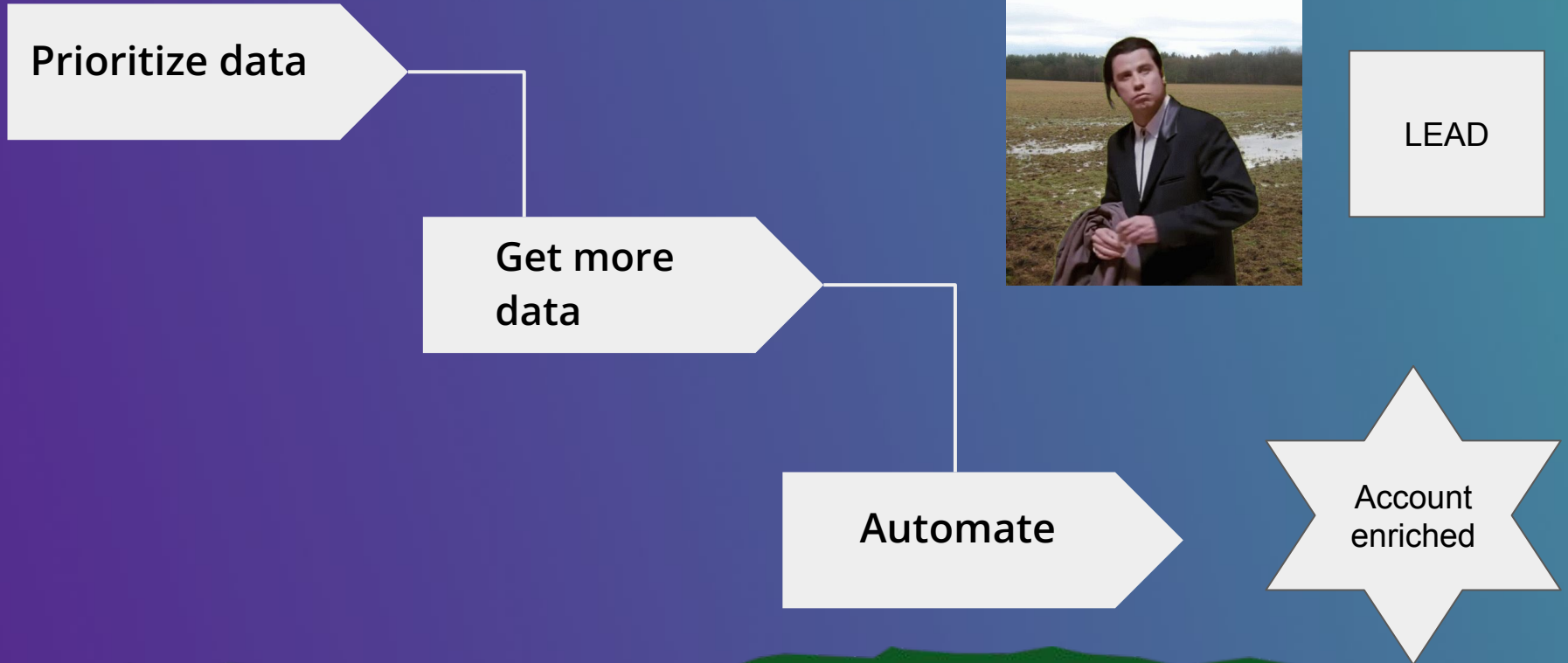
# DATA ENRICHMENT - And connect this data with other processes



# Data Enrichment Step by Step



# But I am a marketer... what about my leads?



# We need to connect Accounts and Leads



# LEAD & ACCOUNT - Thanks Account Engagement <3



The screenshot displays a CRM interface with a central data table and side panels. A blue box highlights the 'Matched Leads' filter in the 'Standard (1)' section. A blue arrow points from this filter to a 'Matched Leads (2+)' panel on the right. Below this panel is a 'Zendesk Support Tickets' section with a table of tickets.

Frequency	Count	Open Opportunity	Sales Status
Count	0		Dead
Pendo - Usage Trending 30 days	-83%		Denial
Contact for Implementation		MFD Platform ID	210172
TEMPORARY: Pilot Status		MFD PID link for Zenesk	
High MRR	<input type="checkbox"/>	ma_platform_id	
z- Min Room Rates		MA Property Link for	
Has Paid(Recurring)	<input type="checkbox"/>	property_id	
No Sync Pardot	<input checked="" type="checkbox"/>	buid	20016239
CS Group Flight Risk (Text)	BLUE	Platform Language	English
billing_wizard_complete	<input checked="" type="checkbox"/>	Property Connected/Authorized Vendor(s)	
Recording Link		Website	
Pendo NPS Score		Email	
Account Last Call Activity Date		Phone	
Account Segment		Ownership	
Group Island Identifier		Employees	
Ongoing Fee		Type	
Transaction Fee		Referred By	
Count All Opportunities	0	Brief Description	
Competitor (Non PMS)		Description	
New Competitor (Not Listed)			
Account all opties won	0		
<b>Owner</b>			
Owner Group		Owner Territory Region	
Owner Role			
Owner Territory			

**Matched Leads (2+)**

Qualified Test 705  
Title: [Redacted]  
Email: [Redacted]  
Phone: +34234234234  
Stage: Qualified

Convert

kentest3 kentest3\_lastname  
Title: [Redacted]  
Email: [Redacted]  
Phone: [Redacted]  
Stage: Assigned

Convert

View All

**Zendesk Support Tickets**

Status	ID	Subject	Priority
<input type="checkbox"/>	#2625578	Re: Deposit ledger.	normal
<input type="checkbox"/>	#2623632	Deposit ledger.	normal
<input type="checkbox"/>	#2621456	Not able to verify	normal
<input type="checkbox"/>	#2621441	Auto logout and crashing	normal
<input type="checkbox"/>	#2620974	Request to Reset Login Password	normal



# LEAD & ACCOUNT - but we need a relationship here



We need a Flow!

Account  
Fields

Lead Fields



# LEAD & ACCOUNT - Standardize data so you can compare same things



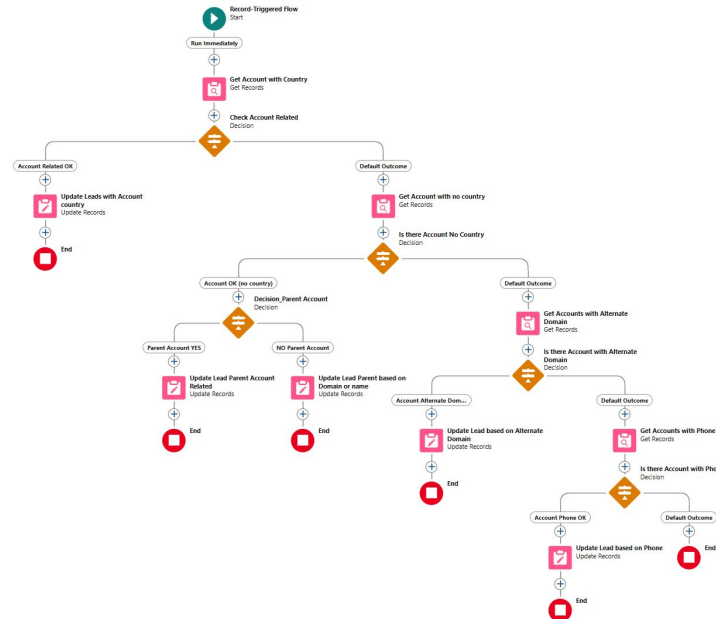
What if your 'Website' field has:

https  
http  
https://  
https://  
www.  
subdomain.website.com  
website.com  
website.com.es  
website.es  
website.fr  
[website.com/directory](https://website.com/directory)

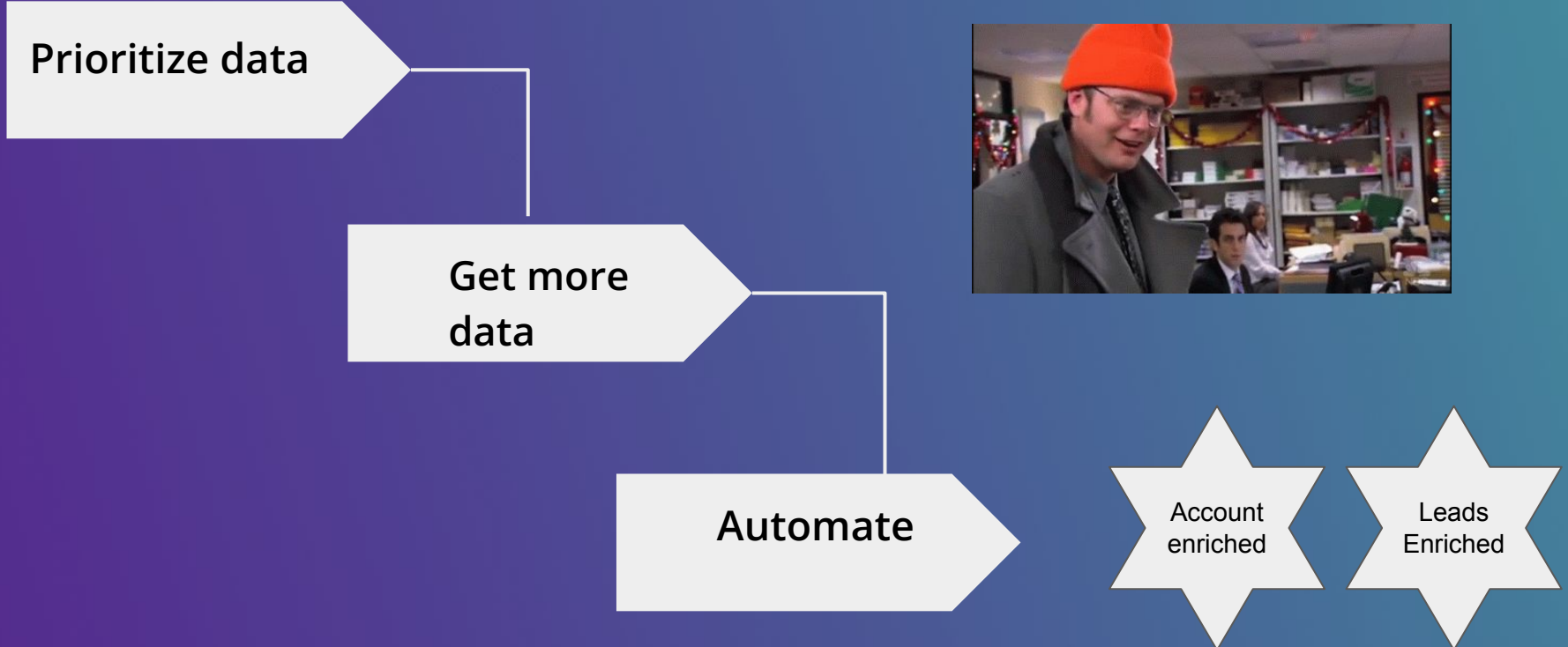
Access to formula field here



# LEAD & ACCOUNT - And go deeper on the relationship



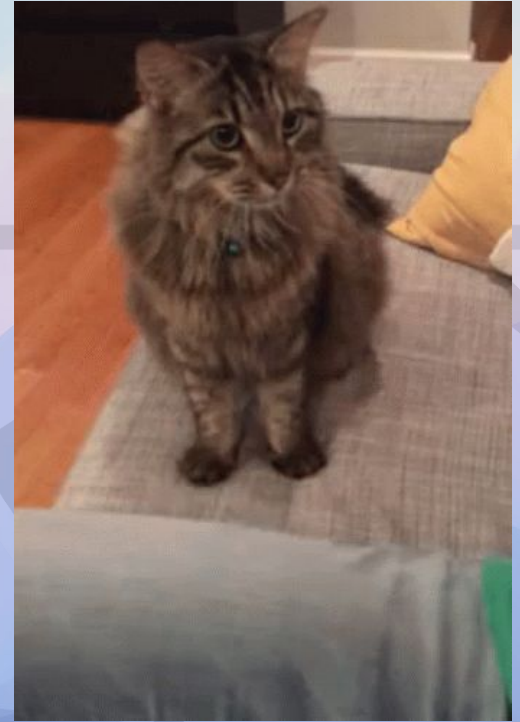
# Really the complete DATA Enrichment



# How the Lead and Account relation looks like

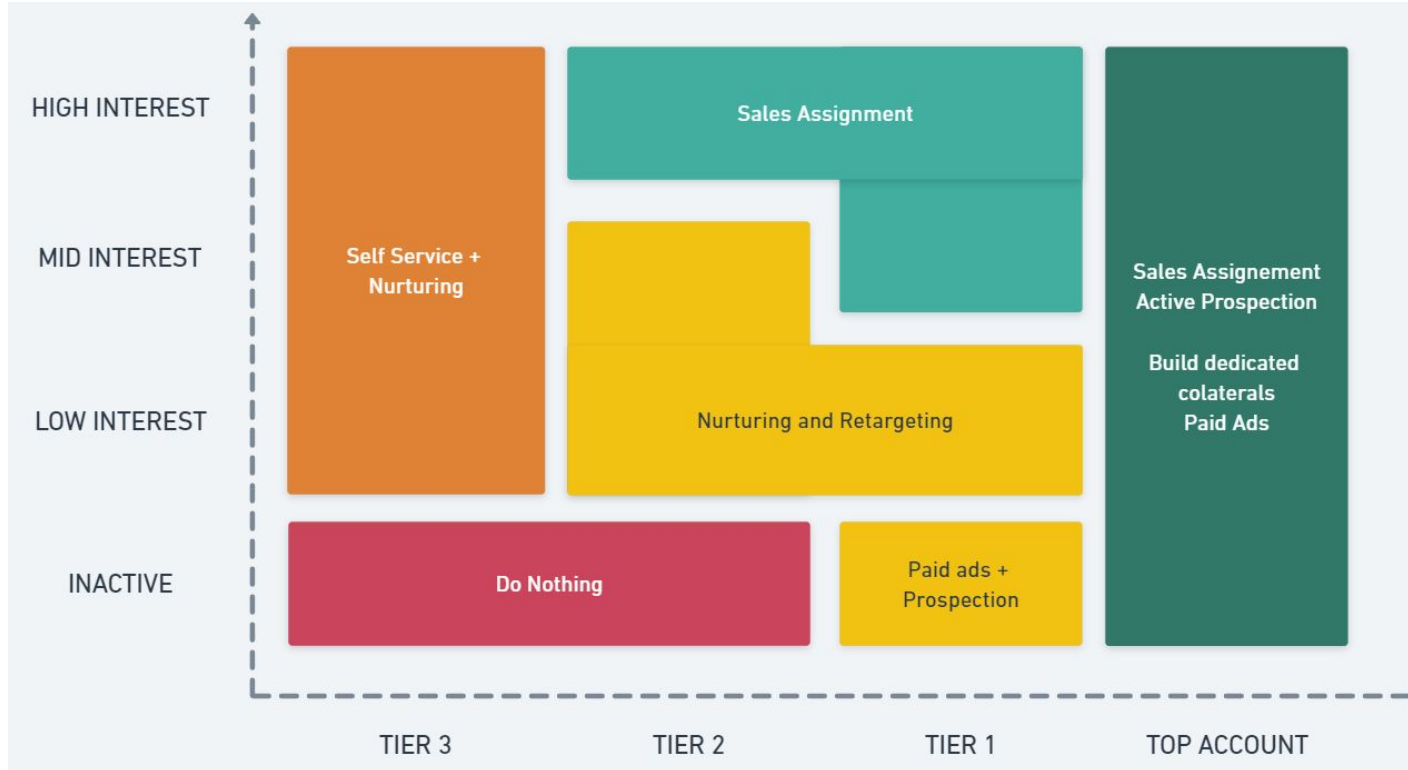


# From Lead Assignment to Sales Cycle Tracking



# Type of ~~Leads~~ Account & Expected Actions

## *Break the silo...*



# Provide the tools to measure and monitor



## Manage Lookup Rollup Summaries

Manage, Deploy, Run and Schedule

1 This tab provides the ability to store rollup definitions as **Custom Metadata**. This allows your rollups to be added to **Change Sets** and **Packages** and automatically cloned during a **Sandbox** refresh. You can also change the configuration entered here under the **Setup** menu **Custom Metadata Types** page. However, using this page is recommended as it provides added validation and features. It may be that your org has rollups defined under the older **Lookup Rollup Summaries** tab. It is recommended you move them over. [Hide this message](#)

Select Lookup Rollup Summary:

### Information

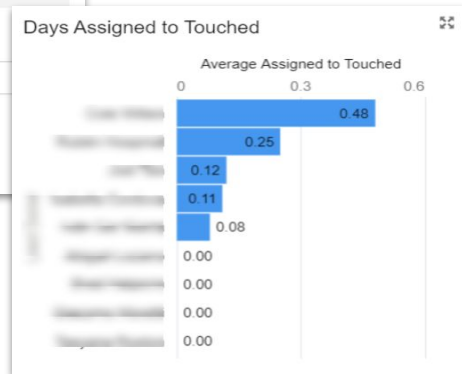
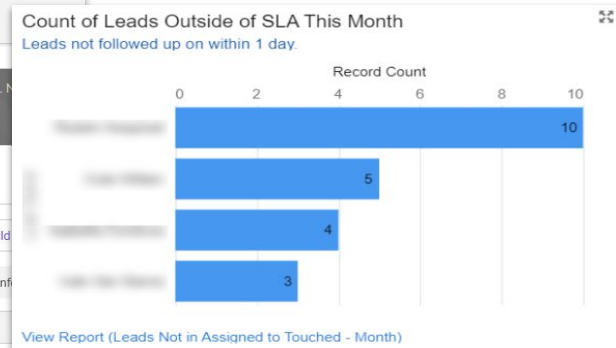
Lookup Rollup Summary Name \*  Lookup Rollup Summary Unique Name \*

### Lookup Relationship

Parent Object \*  Relationship Field \*

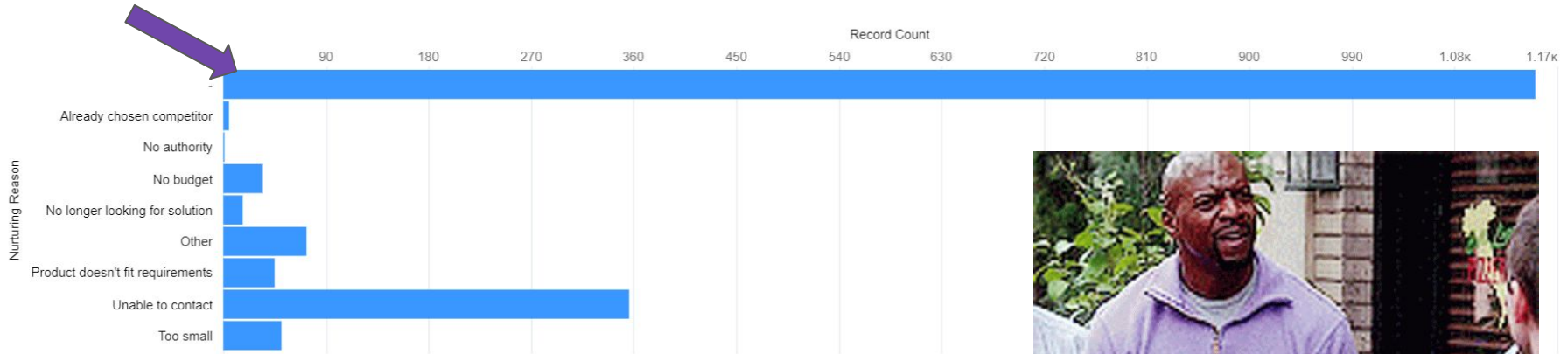
Child Object \*  Relationship Criteria

Relationship Criteria Fields



# Get feedback from the sales team

*Give me a reason...*



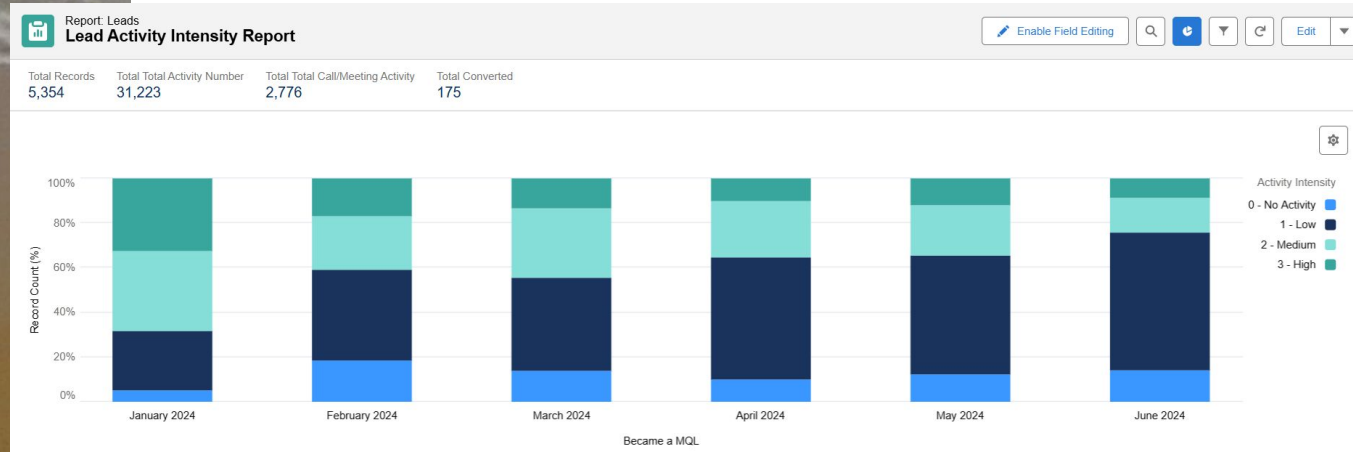
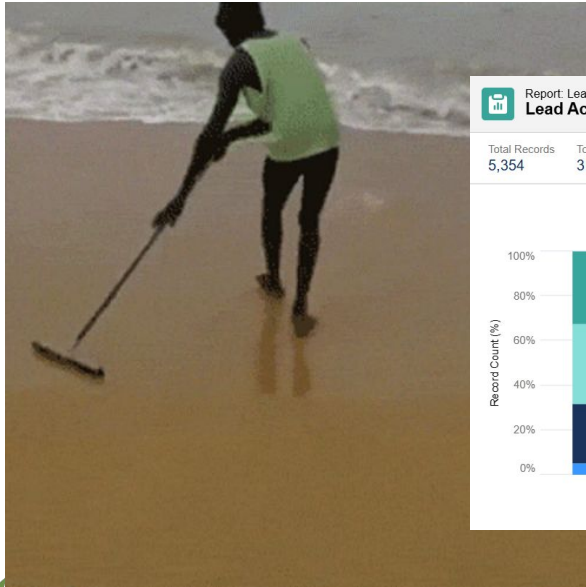


# Get feedback from the sales team - *Stalker mode ON*




# Sales Capacity to treat (properly) all leads

## *Manage your Expectations*



# From Lead Assignment to Sales Cycle Tracking

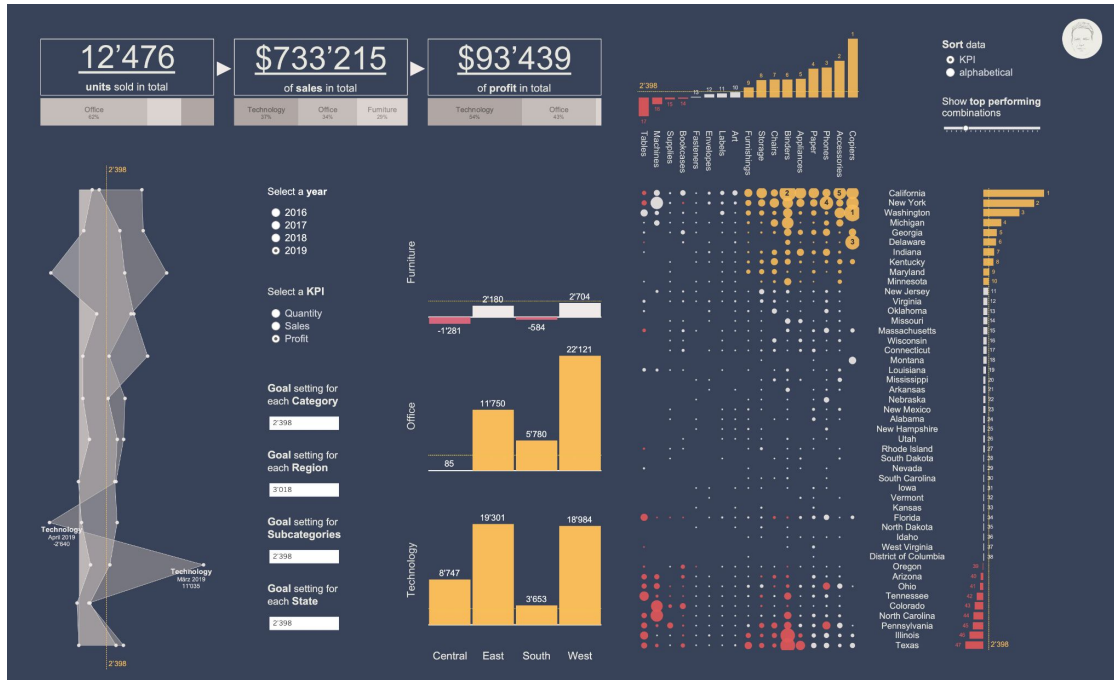
- Strategy and SLA per Account Type
  - Sales Activity tracking and monitoring
  - Get feedback from the Sales Team on “bad” Leads - and act on it
  - Shadow your sales team
  - Be conscious of the sales capacity
- 
- A decorative graphic in the bottom-left corner of the slide, consisting of green leaves and several small yellow flowers.

# From MQL to Revenue Acceleration Reporting



# Cherry Pick your top KPIs

## *Dummy Proved Metrics*



# Cherry Pick your top KPIs

## *Dummy Proved Metrics*



- Align on Definition
- Keep it short
- Keep it simple



# Cherry Pick your top KPIs

## *Dummy Proved Metrics*



MQL

PQL

MQC

ACTIVE ACCOUNT

PIPELINE  
GENERATED

PIPELINE  
WON



# Tactical KPIs for your Specialized Team

## *Tactical vs. Strategic*



Keyword Ranking

Ads CTR

Page view

Website Traffic

Email Clicks

Ebooks Download

Website CVR%

Webinar  
Registrations

Number of Leads





# Lead Source

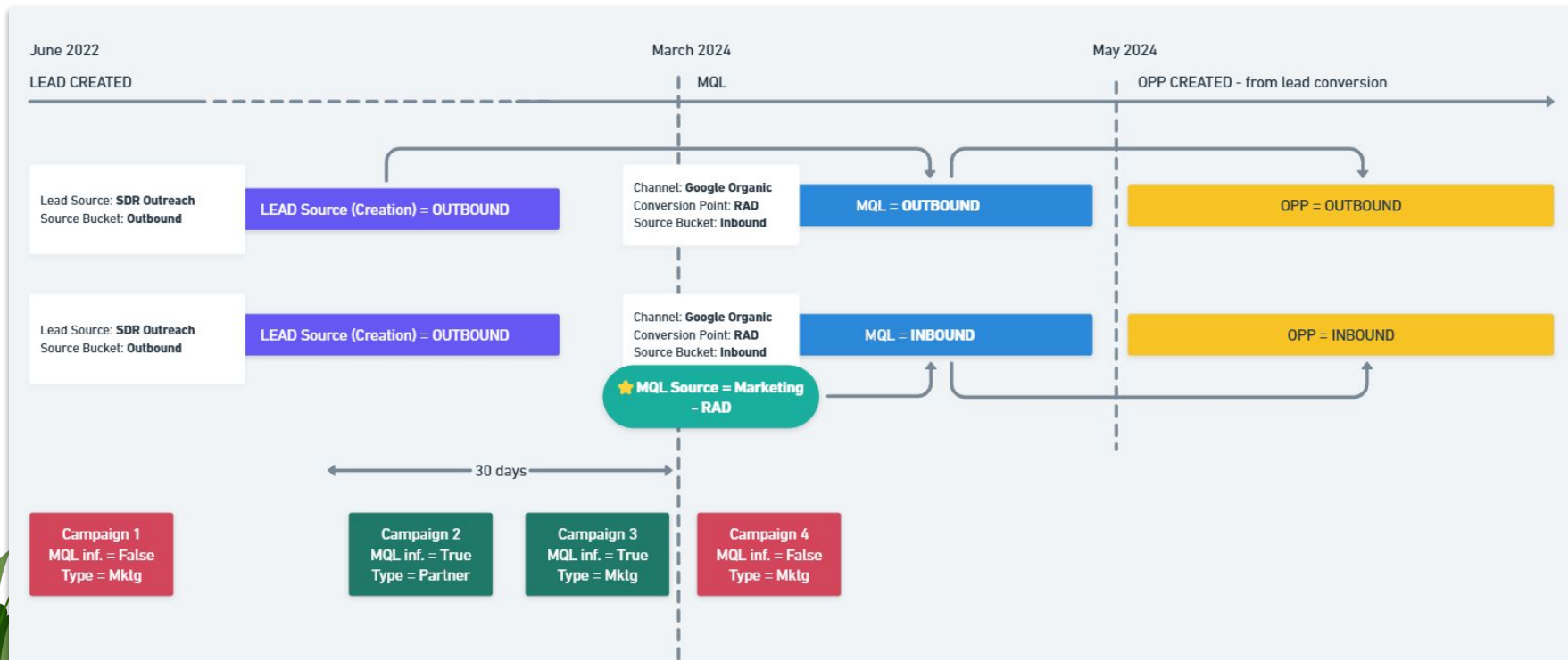
*We don't care*

- Not relevant
- Often outdated
- But...yet simple



# MQL/PQL Source

*Hmmm... A bit better*



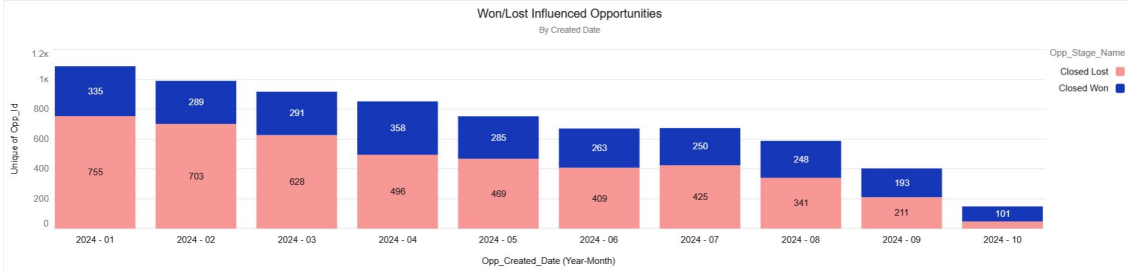
# Campaign Influence on Account Activation

*Here we go !!*



Nurturing Campaigns Dashboard Modified Data updated: Yesterday at 8:14 PM

10,531 Total Campaign Members	10,504 Total Responded Campaign Members	125 Influenced Threshold		
3,973 Creation Leads Influenced	4,709 First MQL Influenced	4,895 Last MQL Influenced	5,019 SAL Influenced	5,416 SQL Influenced
8,948 Total Influenced Oppitys	2,613 Total Influenced Oppitys WON	\$26,392,663 Total Influenced Revenue Share	\$9,865,203 Total Influenced Revenue Share WON	



# Marketers need concrete steps

From Lead  
Qualification

To Account  
Qualification

From Lead  
Assignment

To Sales Cycle  
Tracking

From MQL  
Reporting

To Rev. Acceleration  
metrics

**Thank You!**

