

2022 Sales Pipeline and Revenue Benchmarks



2022

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Executive Summary

Included

- How AEs, SDRs, marketers impact pipeline and revenue
- New pipeline by ACV by department
- New ARR by ACV by department
- And more useful pipeline and revenue benchmarks

Revenue.io recently conducted original, in-depth research in partnership with RevOps Squared, Demandbase, and Tenbound to measure how Revenue Operations has affected sales organizations and company growth over the past year. We first conducted this research in 2021, and our second edition of this report uncovers several key benchmarks that offer deep insight into pipeline and revenue creation – particularly how they’re changing over time.

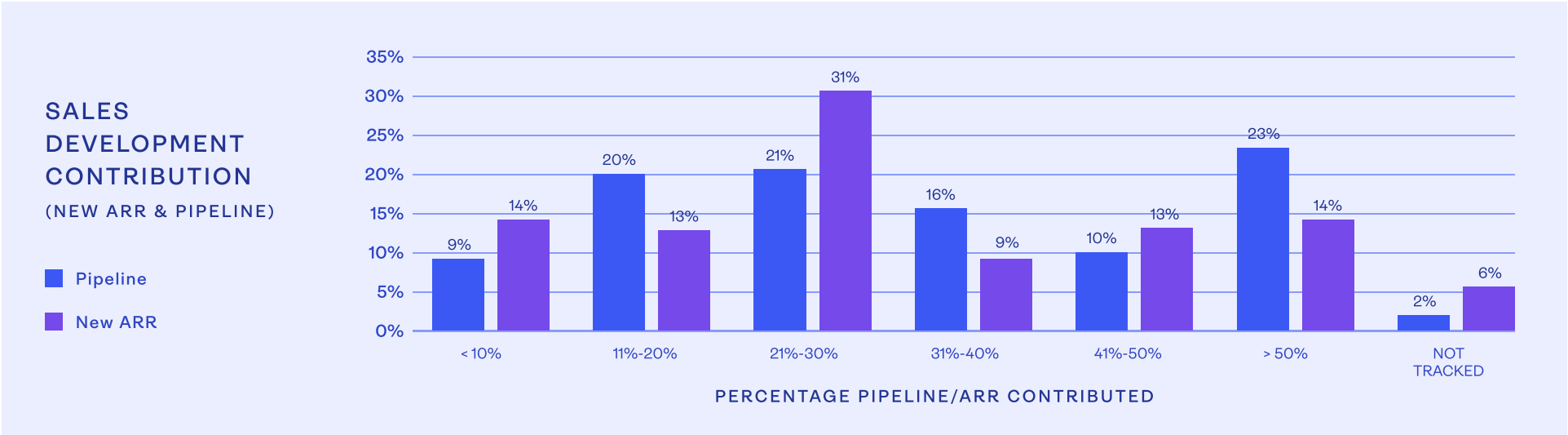
This report focuses on the most important benchmarks that we uncovered. Our goal is to empower revenue leaders as they’re planning for 2022 by seeing how their peers are approaching pipeline and revenue growth. By reading this report, you’ll know, on average, the percentage of pipeline and revenue Marketing, Sales Development and Account Executive teams are responsible for across dozens of companies.

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Findings

Pipeline Benchmarks



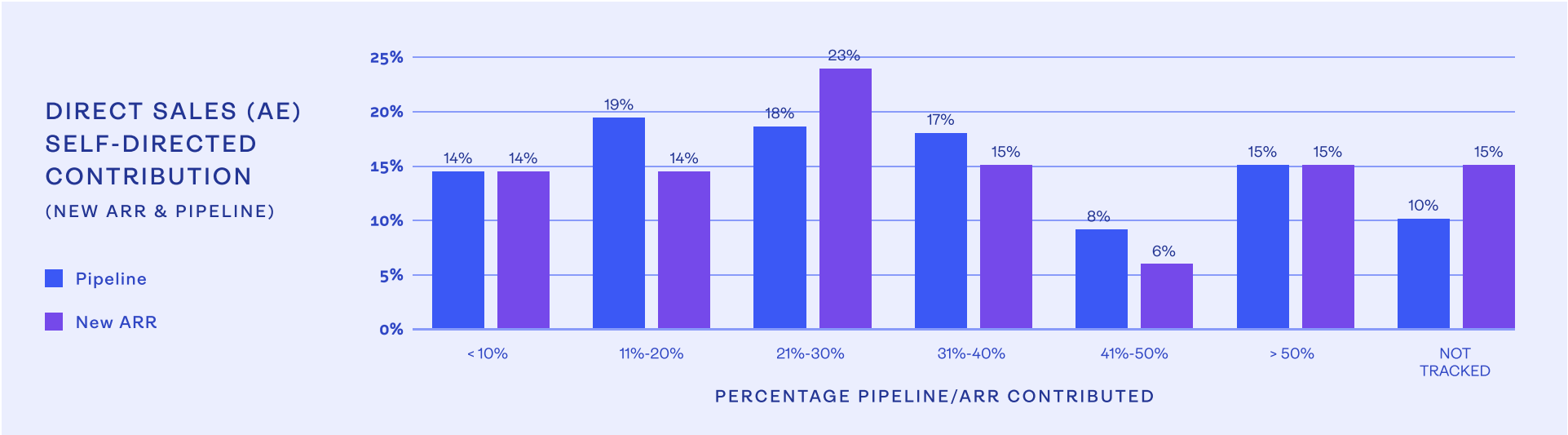


How Much Does Sales Development Contribute to Pipeline and Revenue?

Sales Development has greater than 30% of pipeline contribution in 49% of companies. They also contribute greater than 30% of New ARR in 35% of companies.

Interestingly, when we look at the relationship between pipeline and new ARR, the sweet spot lies between 21% - 30% of pipeline, which correlates to a higher percentage of New ARR delivered. Once companies increase the percentage of pipeline delivered by Sales Development past the 30% mark, the percentage of New ARR decreases.

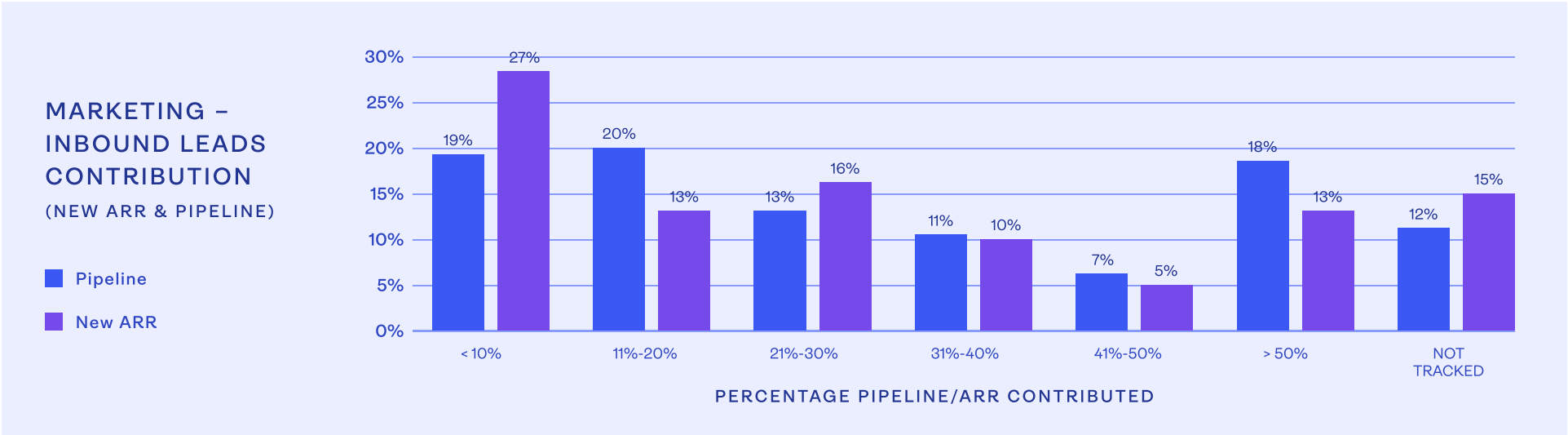
Around 30%, it appears that pipeline quality is sacrificed for quantity. Companies that reward their Sales Development teams for high-quality leads instead of sheer volume will be setting their entire revenue organization up for greater success.



How Much Do AEs Contribute to Pipeline and Revenue?

When direct sales (AEs) are responsible for delivering 21-30% of their own pipeline (18% of the time), those same resources deliver 21-30% of New ARR. Similar to the trends we’re seeing in Sales Development, 30% is the marker for diminishing returns.

After that point, as the percentage of pipeline driven by AEs goes up, their contribution to New ARR goes down.



How Much Does Marketing Contribute to Pipeline and Revenue?

Most commonly, Marketing (as measured by inbound lead generation) is responsible for less than 30% of pipeline and New ARR. Yet in 36% of companies, marketers are outperforming their peers by bringing in greater than 30% of pipeline, and another 28% of marketing teams are providing more than 30% of New ARR.

In general, any marketing team that’s performing above the 30% mark for pipeline or revenue should be proud of themselves.

For those that find themselves below the 30% mark, they can take comfort in the fact that they’re in good company. If they want to improve their performance, measuring CAC Ratio for both Marketing and Sales Development is a best practice to optimize return on each investment dollar.

About the Research



About the Research

Methodology

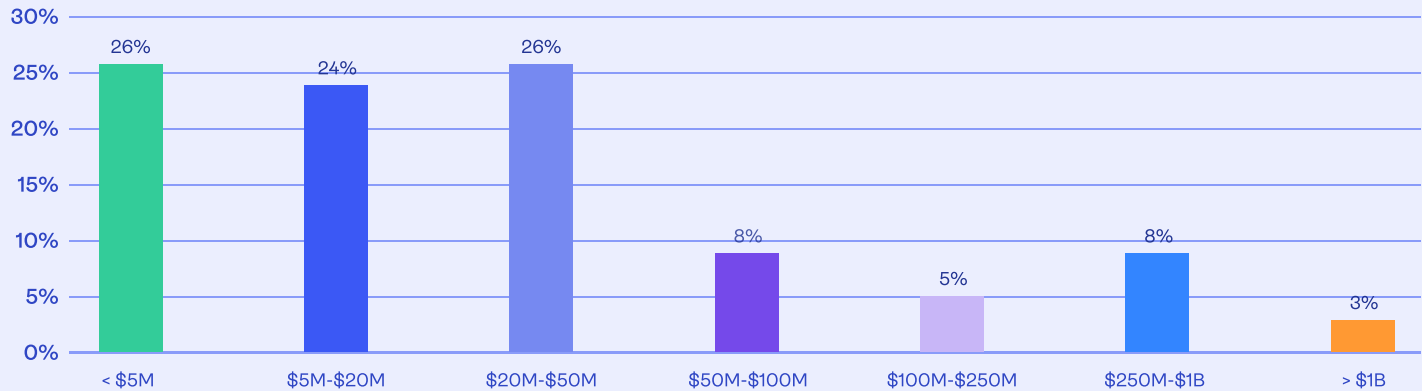
Revenue.io, Tenbound, Demandbase and RevOps Squared conducted research throughout November and December, 2021 to benchmark Customer Acquisition and Revenue team alignment.

Over 250 companies participated across a wide spectrum of company size, annual contract value, industry segments and geographic location. Participant profiles included C-level executives, Senior Vice Presidents, Vice Presidents and Director-level roles.

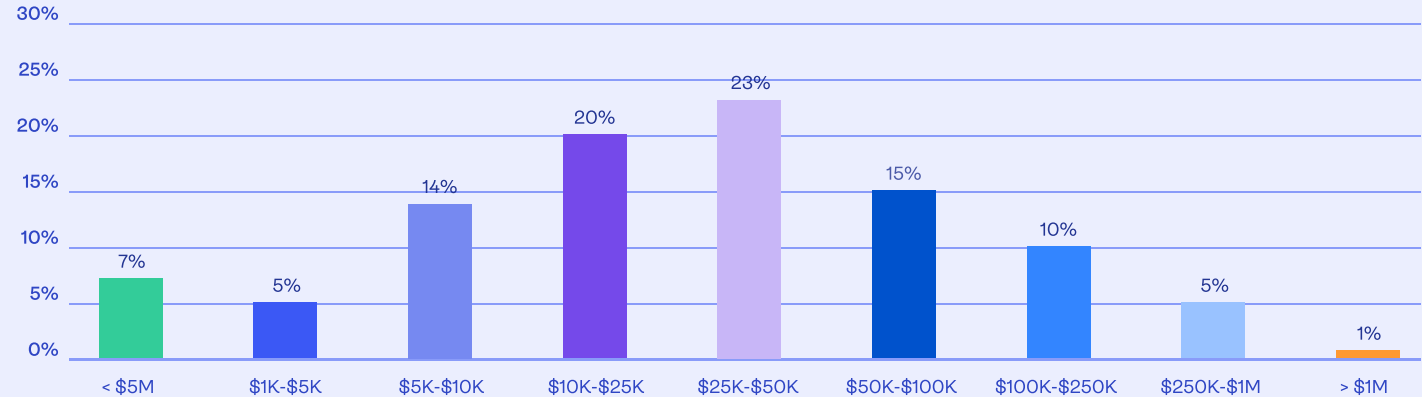
One unique aspect of our research methodology and publishing process is that we analyze all benchmarks by company segmentation attributes including company size, average contract value, industry segment and primary funding source.

This approach provides more granular and relevant insights into how your company's customer acquisition processes, funnel contribution, and organizational structure measures up.

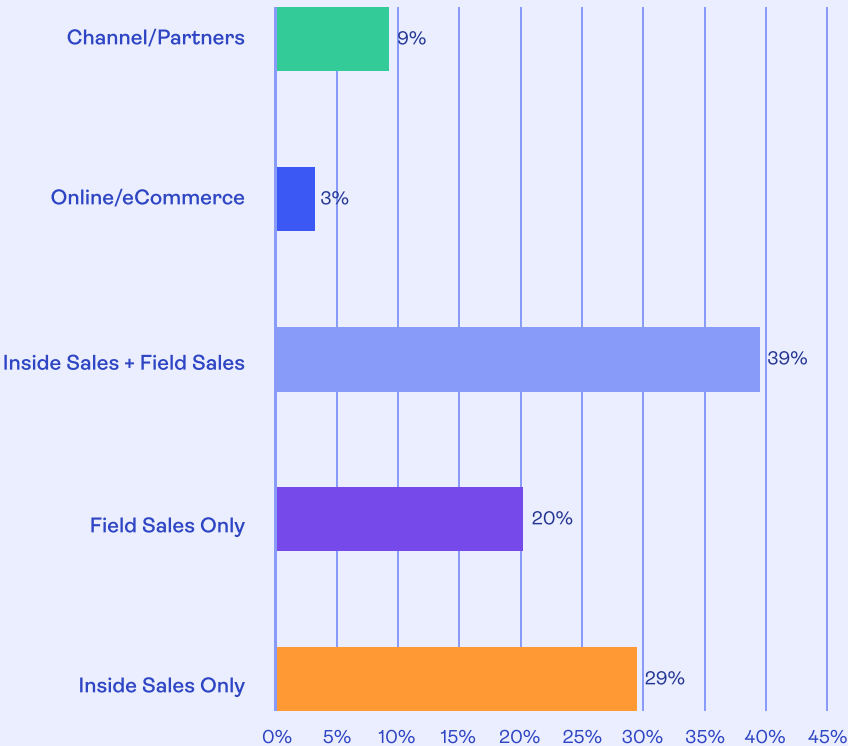
PARTICIPANT
PROFILE
(BY COMPANY SIZE)



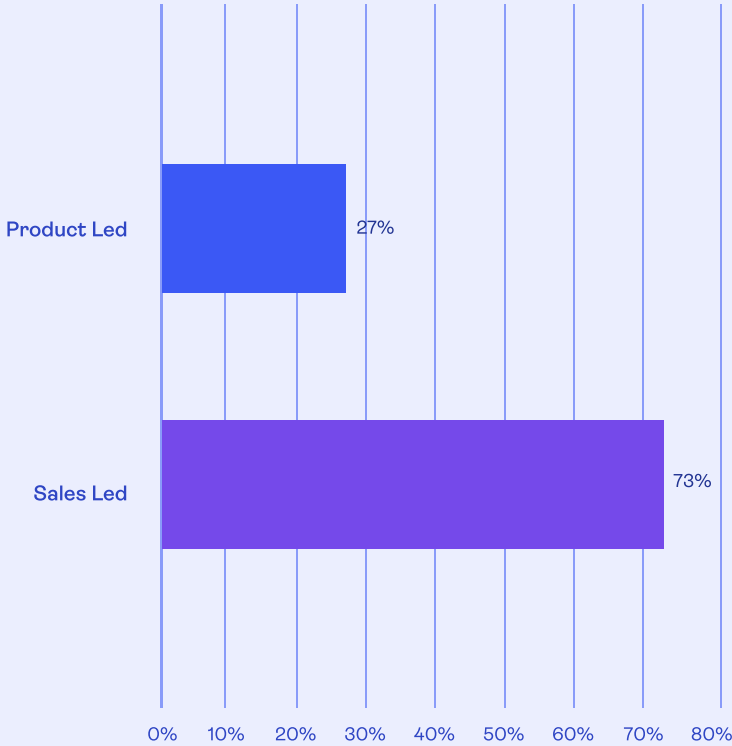
PARTICIPANT
PROFILE
(BY ACV)



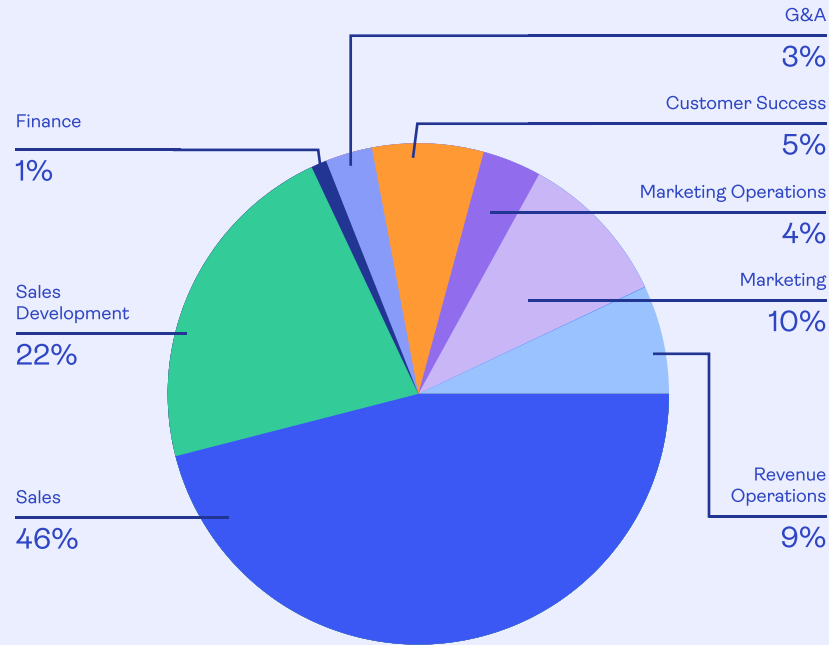
PARTICIPANT PROFILE (BY DISTRIBUTION MODEL)



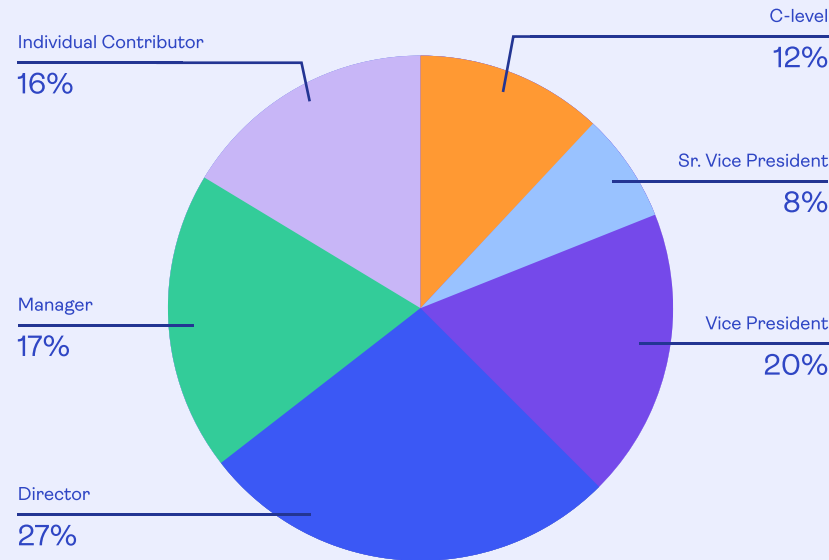
PARTICIPANT PROFILE (BY GTM MOTION)



PARTICIPANT PROFILE (BY DEPARTMENT)



PARTICIPANT PROFILE (BY TITLE LEVEL)



Revenue

Revenue.io powers high-performing teams with real-time guidance. By surfacing and recommending what works best, Revenue.io enables hundreds of customers like HPE, Nutanix, and AWS to deliver predictable results and optimize their entire revenue operation.

Founded in 2013, Revenue.io is headquartered in Los Angeles and backed by venture funding from Goldman Sachs, Bryant Stibel, and Palisades Capital.

Have questions about Revenue.io?

→ Get in touch with us [here](#)

→ Or visit revenue.io/role-sales-operations

RevOps[®]

RevOps Squared enables B2B SaaS executives to understand how their performance metrics measure up against similar, like company benchmarks. The RevOps Squared benchmarking index includes industry-standard metrics across key categories including Customer Acquisition, Customer Retention, Customer Expansion, and Capital Efficiency.

RevOps Squared provides branded benchmarking research programs enabling B2B marketers to engage executive buyers in a continuously evolving, interactive content marketing asset. Using the RevOps Squared Benchmarking platform, partners capture, calculate and present interactive benchmarks establishing thought leadership in their target markets while generating qualified, engaged prospects.

Have questions about RevOps Squared?

→ Visit revopssquared.com

tenbound

Tenbound helps B2B SaaS companies build their Sales and Talent Pipelines through research, advisory, and events. Tenbound has become the hub of the Sales Development industry, with a thriving online research center, market map, tool directory, training and advisory programs, and The Tenbound Sales Development Conferences held yearly virtually and around the world.

Have questions about Tenbound?

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DEMANDBASE

Demandbase One provides data you need for a comprehensive understanding of your accounts, decisioning capabilities to engage the right accounts with the right message at the right time, and delivery capabilities to take action across multiple channels. Resulting in increased visibility, fast ROI, and unlimited flexibility, even for the largest enterprises.

Have questions about Demandbase One?

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Thank You

To learn more about Revenue.io performance analytics, visit [Revenue.io](https://revenue.io) to book a demo today.

Check out more free resources at revenue.io/sales-strategy

