



## GUIDE

# Rethinking the Revenue Lead: Striking the Quantity + Quality Balance Battle





We want it all!  
TONS of leads.

But GREAT leads.

And of course, we  
want them NOW.

But, what do  
you really want?  
**Revenue.**



With high-pressure targets, it's easy to believe that accepting 'any' lead is the only way forward. But here's the thing: GTM teams can't afford to accept just any lead in a changing economy. The truth? It's a balance. You need to find hot leads before the competition swoops them up, fast. But the challenge you and other marketers are faced with is striking a balance between maximizing lead volume and ensuring that they're qualified, which can be a hard thing to align with your sales team.

Since relying on quantity alone won't get you where you need to be, what should you do?

It's time to focus on accounts that are the best fit for your business, with high fit scores, levels of intent, and spikes in engagement data (and no, we're not just talking form-fills). Your sales team will love you for it.

If marketers want to be in lock-step with sales, you have to know (and accept) that 'leads' aren't dead - they're simply high-fit contacts that show potential interest in your offering. Your sales team will never not need a human to reach out to, give a demo, or sign a contract — and until that day comes, your job is to get them the best leads possible.

What's different?

What we're suggesting is that you first look at (and focus on) leads and buying committees from accounts that are the best fit for your business. [73% of marketers\\*](#) said they saw an increase in average deal size in ABM accounts when they focused on quality of leads over quantity.

In this guide we cover four key steps to master the balancing act of moving from quantity to quality, especially when getting leadership to understand this concept.

Let's build a common GTM language and focus on what really matters: qualified, great leads that will drive growth and revenue.

# 4 Steps to Balancing Quality AND Quantity

## 1. Accept Trash in = Trash out

What's more important to you, the number of leads or number of opportunities and predictability of pipeline? Wild guess, but we're pretty sure that the number of revenue generating opportunities sits at the top of your list. As nice as it is to see an influx of leads making their way down the pipeline, the reality is that not every lead is a good one — and bad ones likely won't even begin to fulfill sales needs.

### Out With the Old:

*"We need to generate 10,000+ leads because the chance of conversion is ~4%, so to get to our goal of qualified leads we need to start BIG targeting everyone and anyone!"*

### In With the New:

*"Let's aim for 100 sales qualified leads because they are more likely to convert. Our budget will be spent wisely because they demonstrated clear intent to buy!"*

**Results:** If you increase your conversion rate (thanks to only targeting and converting quality leads to start with), you'll need LESS leads to start with to get to a qualified pipeline to support revenue growth.



With an ABM approach you can also track conversion metrics to measure for quality (account-based) lead generation so you know ahead of time what to toss and what to keep.

## What quality metrics to measure

### Engaged to Quality Lead:

Measure the proportion of visitors who became qualified leads from previous sales cycles. This will help you to see the quality of visitors to your site, landing pages or other digital touchpoints.

### Quality-Lead to Sales Qualified:

Measure the number of leads that qualify on average to become a potentially good fit for sales (also known as sales-qualified leads or opportunities).

### Time to convert:

Calculates the number of weeks, months, or years on average it takes for a lead to turn into a close won deal. This measures all the marketing efforts it takes to make a prospect to a customer.

### Annual Recurring Revenue (AAR)

We won't bog you down with every post-sale stage or metric, but ultimately ARR is what all of these leading metrics should result in. The more you're hyper focused on creating the right quality leads from accounts, they'll accelerate down the pipeline, produce bigger deals, and drive your predictable revenue engine. Win-win!



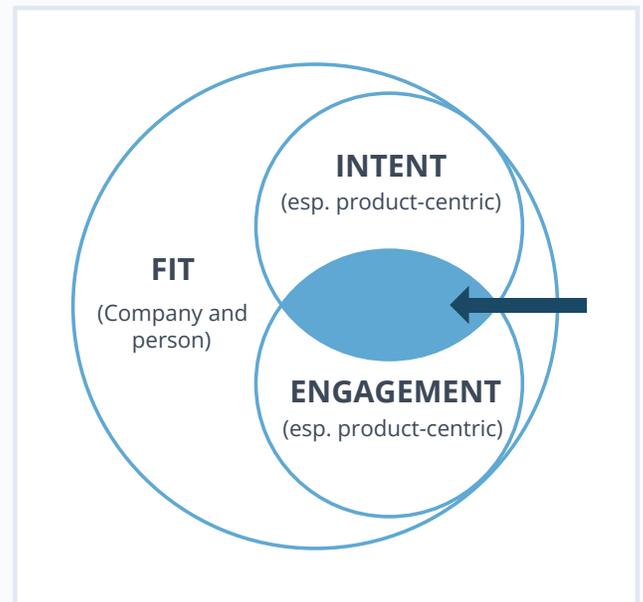
**Pro tip:** Be sales' champion and make sure they're given real-time reports on the most active qualified leads so they can prioritize follow up, and personalize their outreach, accelerating time to close.

Notice how this is a unified motion between marketing and sales — not just one where marketing tosses volume leads and wipes their hands.

## 2. Set a quality lead framework

Consider how you monitor accounts moving through the funnel and how they engage with certain programs. To determine what makes for a great account (and lead), you have to define and customize journey stages from what's just 'ok' to the ideal customer journey.

To start, you'll want a fit-first approach (firmographics that set the rule for what a good account looks like for you), and then you can **layer dynamic data on top** (intent/engagement) to really isolate those accounts that aren't just a good fit, but those ready to buy ASAP.



In the end, how you find those high-fit, in-market accounts is up to you.

## How to find high-fit accounts first

### Use your Ideal Customer Profile (ICP):

The persona of the ideal account for your product or service. Identifying your ICP is critical as it ensures that both marketing and sales teams are targeting the same best-fit accounts that are most likely to close. Not sure what to include in your ICP? Consider:

- ▶ **Firmographics/technographics:** Create a set of static characteristics used to identify your target best-fit accounts. These are factors like industry, revenue, geography, size, tech stack, etc. Once you have this blueprint, the rest just relies on data to match.

### Generate a Target Account List (TAL):

Once you've developed your ICP, you'll use that to generate the TAL. Those quality leads will come directly from your TAL so you'll know they are the cream of the crop. As tempted as you may be to dive in other lists and break into old habits, remember, your TAL is where your best-fit accounts live.

### Understand account news:

This data signal collects important information about a company allowing you to better prioritize best-fit accounts. The information provided can range from an account's financial performance, organization structure, to product or partnership launches.

### Layer intent:

Capture which products and services that accounts are interested in based on their content consumption and signal their level of engagement. These [intent signals](#) can be used to better understand what best-fit accounts look for you that lead to revenue.

### Leverage first-party engagement:

Aside from fit and intent, you go even further to prioritize hot account-based leads based on on-site content consumption, participation in marketing programs, and overall campaign engagement. You can even identify what type of content historically contributes to closed deals and use that as a benchmark for greater future success.

**Pro tip:** We're living in a time where there's more data at your fingertips than ever — that means you can act on more than JUST one signal to pass interested leads to your sales team. Since the old-school concepts that the lead must be a form-fill (spoiler: that's only 3% conversion rate typically), there's a whole new revenue lead reality to unlock.

You can surface actions like site visits or ad views from high-fit accounts to your sales team to start warming up sooner than later. In this tight economic climate where there's more pressure than ever to uncover 'ready' leads, you can come up with your own framework to get sales what they need. The most important thing? Just make sure they're a fit from your TAL or ICP. Otherwise? You're golden — don't wait for it to be 'perfect'. That's what we call balance.

Ready to optimize your marketing investment to reach the target accounts & buyers you care about? [Book a demo](#) to see AdRoll ABM today!

See what we did here? We still want you to fill out a form too, but only if you really want a demo.

### 3. Power leads through your funnel by ABMifying lead scoring

Lead scoring is nothing new – but how you can score leads today is far more impactful. This is where the scale of demand gen and the precision of ABM have finally converged to create the most efficient funnel yet. An [ABM approach helps](#) you get coveted MQLs even faster than traditional approaches because those leads are already pre-qualified with account-based data (fit, engagement, intent — hello, section above).

This shift cuts out the noise of poor-fit leads, and pushes key contacts through your funnel. We'll show you how to do it.

#### Know when to prioritize the right data

Weighing account data over demographic data will help marketers identify leads with the highest propensity to close. You can introduce the 'Auto-MQL', which allows leads within accounts on your TAL to bypass scoring if they have the perfect profile and complete a single action. This 'perfect profile' will depend on the combination of fit, intent, and engagement signals.

Here's an example of how a marketer with a common marketing automation platform could ABMify, otherwise known as taking as a blended approach to demand gen and ABM.

#### ● The Auto-MQL

Arguably the most crucial component of the ABM lead scoring model. With any campaign engagement, any lead with the right title from an account on your TAL that meets modest activity criteria should immediately be promoted to MQL so sales can take action. Right title? Right TAL? Boom, you have an MQL ready to work. Talk about swooping in before the competition!

#### ● Company score

This is where you take into consideration the account's firmographic and demographic attributes, as well as intent. Intent is what really sets this apart — the ability to integrate information from third party sites when accounts are researching topics in your industry, product features related to yours, or your product directly. Deciding how certain attributes should be scored will be unique to you and the trends within your current customer's attributes, as well as many feedback loops between sales and marketing. Some examples look like: ICP fit grade, company size, industry, dynamic account intent signals, review site visit, account news (funding, M&A, etc), annual revenue, biz model, etc. This is the data that has taken your traditional lead model and jolted it to a new level.

Just like that, your traditional qualification funnel is on hyperspeed — tracking to get your sales team the best leads to reach out to ASAP.

## 4. Launch Growth Hacks with Those Hot Leads

Once you have your target audience, you have to ask yourself, *what's your lowest hanging fruit plays across marketing and sales? What can you do when the growing gets tough?*

This is when ABM is put into action. We've listed a few unique (yet easy) ABM hacks to help you best prioritize those in-market accounts.



Have an appetite for more hacks? Check out a few of our top resources:

- ▶ [What To Look For in an ABM Platform](#)
- ▶ [The ABM & Advertising Playbook: 10 Quick Plays for Big Wins](#)
- ▶ [The Account-Based Advertising Playbook: Mastering B2B Engagements & Conversion](#)

### Hack #1: Pipeline acceleration

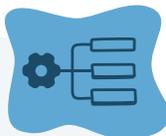
#### 1 Audience

- ▶ Start with your target account list
- ▶ Segment into aware & unaware audiences
- ▶ Create lists for unaware audience to zone in ID you titles, job levels, or job functions if using a person-based channel



#### 3 Channels

- ▶ Email
- ▶ Display
- ▶ Content Syndication
- ▶ eGifting
- ▶ LinkedIn ads
- ▶ Sales outbound email
- ▶ ...and anywhere else your audience hangs out!



#### 2 Call to Action

- ▶ Prep short form, ungatedToFu content — blogs, infographics, short clips, etc.



#### 4 Measurement

- ▶ TAL clicks + traffic on-site
- ▶ TAL lead volume
- ▶ CPL

#### 5 Pro Tip

- ▶ Not seeing results ASAP? Remember it takes almost 7 touches to create opportunities, so keep at it!



## Hack #2: MQL generation

### 1 Audience

- ▶ Start with your high-fit accounts
- ▶ Segment your high-fit, high-engagers
- ▶ identify key personas in high-fit, highly engaged accounts
- ▶ Examine trends based on latest activity data



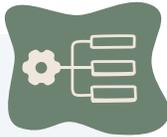
### 2 Call to Action

- ▶ Offer depends on behavioral data (What did they interact with last? Find related topics or themes and push them along to their next stage)



### 3 Channels

- ▶ Marketing automation email
- ▶ Display + social ads
- ▶ Sales outbound email



### 4 Measurement

- ▶ Email performance (open, CTOR, etc)
- ▶ Ad performance (CTRs + CPAs)\
- ▶ Above all: opportunity generation

### 5 Pro Tip

- ▶ Leverage account scoring for scale to hyper-focus on most likely to close.



## Hack #3: Retention

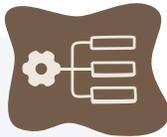
### 1 Audience

- ▶ Identify key users (contacts) with low product usage from accounts



### 3 Channels

- ▶ Account and contact digital ads
- ▶ Triggered nurture emails
- ▶ Targeted, personalized Drift conversations



### 2 Call to Action

- ▶ Feature-specific workshops
- ▶ How-to content
- ▶ Case studies & feature use cases highlighting value



### 5 Pro Tip

- ▶ Be sure to share customer examples or use cases for features
- ▶ Focus on ROI and metrics that make features 'must-haves'



### 4 Measurement

- ▶ Total % account coverage
- ▶ Email performance
- ▶ Content downloads or workshop registration
- ▶ Drift playbook performance
- ▶ Ultimately, renewal rate



# Congrats!

Now, you're officially qualified to focus on quality! ✓

Want even more tips & tricks on your path to better, faster pipeline?

Head over to our [Resource Center!](#)

