



# Harnessing the Right Data to Accelerate Revenue

A GUIDE FOR LEADERS PLANNING TO INVEST  
IN THEIR NEXT PHASE OF GROWTH



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1.

# A New Era of Revenue Expectations



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business as  
usual is deeply  
unsustainable  
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**Revenue growth and operational efficiency:** in an unprecedentedly chaotic environment, these are becoming profoundly difficult puzzles to solve. If you can relate to this difficulty, you're far from alone.

**Traditional business channels have been conclusively disrupted.** A hard shift towards remote work is saddling management with new challenges. The need for digitally-driven revenue growth and operational improvements is clear and absolutely present. But disappointingly low-return investments into martech make the promise of “digital transformation” feel chronically elusive.

Meanwhile, quarterly revenue and profit expectations—far from being the concern of larger public companies alone—loom threateningly in your sights. On a day-to-day basis, you're likely to be facing:

- Inaccurate forecasts and missed revenue targets
- Undefined and inconsistent revenue processes that can't scale
- Programs planning that feels reactive rather than data-informed
- Uncertainty over whether teams are focused on the right activities

**It couldn't be clearer:** business as usual is deeply unsustainable. You realize that leveraging data is the golden ticket to accelerating growth and productivity. But where do you begin?

To start, let's take a look at what best-in-class companies are doing.





2.

# Best-in-Class Companies Invest in Data





**According to McKinsey, high-performing organizations are three times more likely to say their data and analytics initiatives contribute at least 20 percent to EBIT<sup>1</sup>. But are all “analytics initiatives” created equal?**

Nowadays even the smallest enterprises can be considered big data companies, particularly after the dramatic digital-centric shifts of recent history. Recognizing this, most businesses are investing into applications to digitally transform operations and enable data-driven decision-making. These have become baseline capabilities in a world of exponentially ballooning data.

Commonly, companies trying to keep up with the pace of digital transformation invest into applications like business intelligence (BI) software, marketing automation, and customer relationship management (CRM). BI to provide better data for competitive analysis. Automation for increased operational efficiency. CRM platforms for better management of customer communications and care.

But companies who have one or even three of these capabilities aren't necessarily “best in class”. The real high-performers—the ones who can attribute 20% or more of their EBIT to their analytics initiatives—possess something more.

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**They can tell a story—the story of how revenue is generated in their company as a whole.**

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BI, Marketing Automation, CRMs...these applications all house or produce tremendous amounts of data. But the best-in-class leaders don't only have data. They are able to view their data through a lens that reveals their most effective revenue-driving activities, across all functions and departments. They have focus. But how did they get it?

To answer this question, we must first explore how it gets lost in the first place.

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<sup>1</sup>Josh Gottlieb & Allen Weinberg, “Catch them if you can: How leaders in data & analytics have pulled ahead”





3.

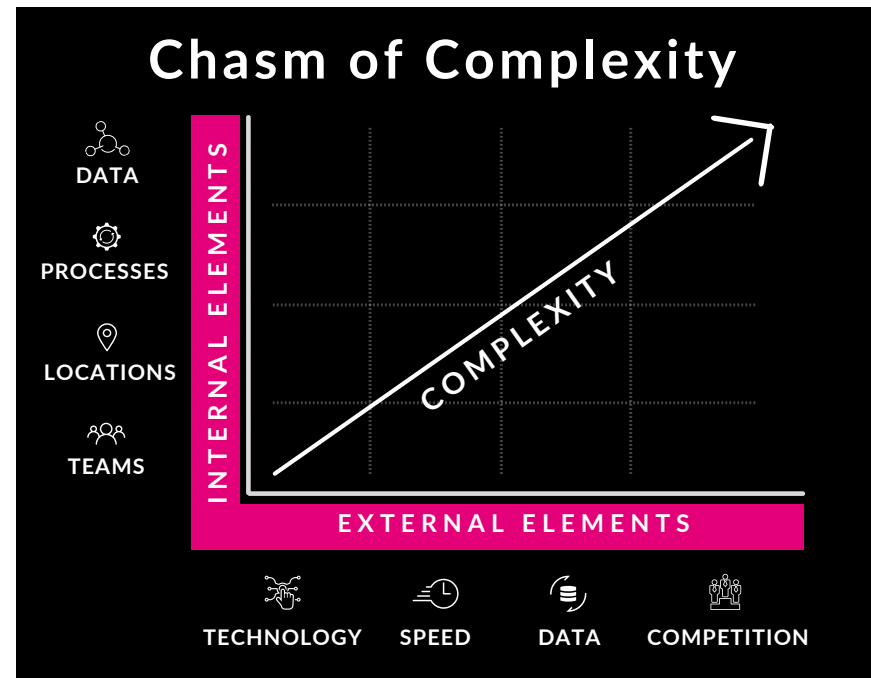
# The Chasm of Complexity Holds Back Companies



## You are not alone, know that losing focus in this environment of exponentially accelerating technology is all too common.

In an incredibly short period of time, we've seen an explosion of tech solutions for sales and marketing—there are currently 10,000+ on the market. The transition to tech-facilitated revenue generation has had profound implications for how people work together. Frequently, this transition has been anything but graceful.

Companies that have experienced growth in the last several years have invariably acquired layers of people, technology, and process to manage their success. But because it's extraordinarily difficult to integrate these layers as they add up, companies often enter what we call **the “chasm of complexity.”** Put simply, their model for revenue generation is unwieldy, unfocused, and full of cracks. The layers just don't work well together.





# In the chasm, three things happen:

## 1. Inefficient operational structures emerge

Leaders and teams create a whole host of ad hoc, disjointed technology, and terrifically inefficient processes for “just getting the job done”. Departments are siloed.

## 2. Data is trapped

Precisely the type of data that leaders need to make strategic growth decisions is trapped. In laptops. In spreadsheets. In rogue CRMs. In people’s heads. Anywhere other than where it needs to be: facing the C-Suite, updating in real time.

## 3. Revenue begins to leak

The opportunities a company needs to reach the next level are leaking steadily away—in ways that leaders and teams are mostly unaware of. What happens below the line of visibility is the stuff of nightmares for any leader bent on growth.



**Revenue leaks are all the ways a company fails to capitalize on incremental revenue or burns resources through operational inefficiencies. In our work with companies trying to scale their own invisible walls, we've found five common leaks.**

Of all of these, unreliable data represents the most serious leak. By failing to properly leverage their data, companies simply don't make the right decisions at the right time. But how much damage is this causing?

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**According to Gartner's latest Data Quality Market Survey, the average annual financial cost of poor-quality data is \$15 million.<sup>2</sup> That's per company.**

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<sup>2</sup>Susan Moore, "How to Stop Data Quality Undermining Your Business"

## The Big 5 Revenue Leaks



# Consider the following questions.

**Do you** use data to prioritize your team's efforts?

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**Do you** know that your team members are focused on precisely the activities that will enable them to meet quarterly and yearly revenue targets?

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**Do you** know how to set achievable revenue targets and allocate resources accordingly?

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**Do you** know exactly how your company's leads convert to deals and become revenue?

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**Do you** know precisely where deals accelerate or drop off in your sales pipeline?

**If you** repeatedly answer “no”, your data quality represents a crack that is likely leaking revenue.





Disjointed teams and tech represent the next most serious leaks—and they tend to walk hand in hand with unreliable data. When the components of a revenue generation process don't work together, revenue falls through the cracks. But when they do work together, growth is assured. In fact, according to research by SiriusDecisions, companies with cross-functional alignment see, on average, **15% more profits and 19% faster growth**.<sup>3</sup>

So often we hear:

“

I just need more leads  
or sales people.

”

On the surface, it's a perfectly reasonable proposition: more leads and sellers will generate more revenue.

But actually, when it comes to your company's revenue generation system, **this is akin to saying “I just need more gasoline” when you have a fuel leak and a broken GPS.** Fix the tank and the GPS and you'll effortlessly get to where you need to go with less fuel and time spent finding your way.

Fundamentally, preparing for your next phase of growth goes much deeper. It's about how coherently your cross-functional teams work together and what intelligence guides them.

**You need a foundation for the right data every executive needs to maintain clear visibility and unlock growth.**

<sup>3</sup>Forrester, “Introducing the Sirius7™: Seven Elements to Align in Your Revenue Engine”





4.

# How the Right Data Accelerates Revenue



## It's no secret that harnessing data has significant benefits. But how can harnessing the **right** data catapult you into your next stage of growth?

**Remember:** the best-in-class companies have data with strategic focus, not just an exorbitant amount of data. Strategic focus on revenue goals at the leadership level inform the department objectives at the team level which spotlight the key revenue-generating activities.

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### Strategic focus drives total clarity across the revenue generation spectrum.

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In our experience, teams lack visibility across the revenue generation process. They might have excellent strategies. They might optimize their own functions. But without alignment across the entire business, their metrics and activities don't necessarily equate to revenue.

That's because the data that informs growth decisions is often inaccessible- even in companies that have invested heavily into digital transformation. So, in the end, decisions in these companies are still based on gut instincts rather than hard facts. Growth remains elusive. Teams who want to drive success are in the dark about how they do- or could -contribute to revenue.

The KPIs they have don't necessarily drive better performance on timelines that count.





### But what indicator would deliver true strategic focus and drive better performance across the organization?

It starts with an extremely simple question. And the foundational question any given leader wants to answer is this:

**Which leads become opportunities and how do opportunities become customers?**

The **right** data for accelerating revenue and increasing productivity brings **transformative clarity by answering this question**. In doing so, it also addresses these equally essential questions, telling the complete story of revenue generation in a company:

**GOALS :** How do I set my revenue targets?

**VOLUME :** How many leads and opportunities do I need to hit my goals?

**SPEED :** Which opportunities lead to revenue in the shortest amount of time?

**MONEY :** How much do I need to spend to generate qualified opportunities?

**TIME :** How long does each stage of the customer lifecycle take?

**PEOPLE :** How many team members do I need?

**ACTIVITIES :** Which ones are the most important for driving revenue?

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**This is the clarity that drives growth.**

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#### 4. HOW THE RIGHT DATA ACCELERATES REVENUE

How much further could you go if you had answers to these questions at your fingertips?

What if you had a system that provided below-the-line visibility and intelligence to you and your teams, revealing which activities drive revenue and which specific activities teams need to execute on?

What if you knew what makes a top performer and how to replicate more of them?

Essentially, what if you had the data to know exactly which levers to pull to generate revenue?

There is a master key to this system transformation that aligns companies and provides such radical visibility to leaders and teams.

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**It's called a Growth Data™ platform.**

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5.

# Meet the Growth Data™ Platform



The Growth Data People™





**The Growth Data™** platform was born from infusing business strategy expertise with leading-edge data science thinking. It provides intelligence across the entire revenue generation spectrum. The platform brings many benefits:

- **Identifies** critical revenue drivers (i.e., programs and team actions)
- **Focuses** teams on what's key to driving revenue
- **Visualizes** leading indicators that become part of your daily operations
- **Automates** cross functional processes and conversion points

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Ultimately, a Growth Data™ platform connects everything that happens in your company to the only metric that really matters: **revenue.**

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The data streaming from your CRMs, BI platforms, and marketing automation systems is one thing. But the data that accelerates revenue and productivity with relative ease is another thing entirely. A **Growth Data™** platform empowers everyone across the revenue generation spectrum - from the C-level to Marketing, Sales, and Finance.



## The Growth Data™ platform supports companies that have goals in any or all of these areas:

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- Grow revenue
- Increase efficiency and boost productivity
- Reduce costs associated with ineffective strategies and unnecessary hires
- Scale without revenue leaks
- Understand how teams across the organization contribute to revenue
- Ensure business continuity and team scalability
- Clarify revenue-driving activities and prioritize team efforts

### Cross functional benefits

This approach supports leaders across the business.

**Executives:** Provides information and insights to make strategic growth decisions.

**Marketing:** Links effort and spend to revenue, improves performance, and eliminates manual tasks.

**Sales:** Grows the pipeline and accelerates deals.

**Finance:** Enables informed, reliable, and automated forecasting.

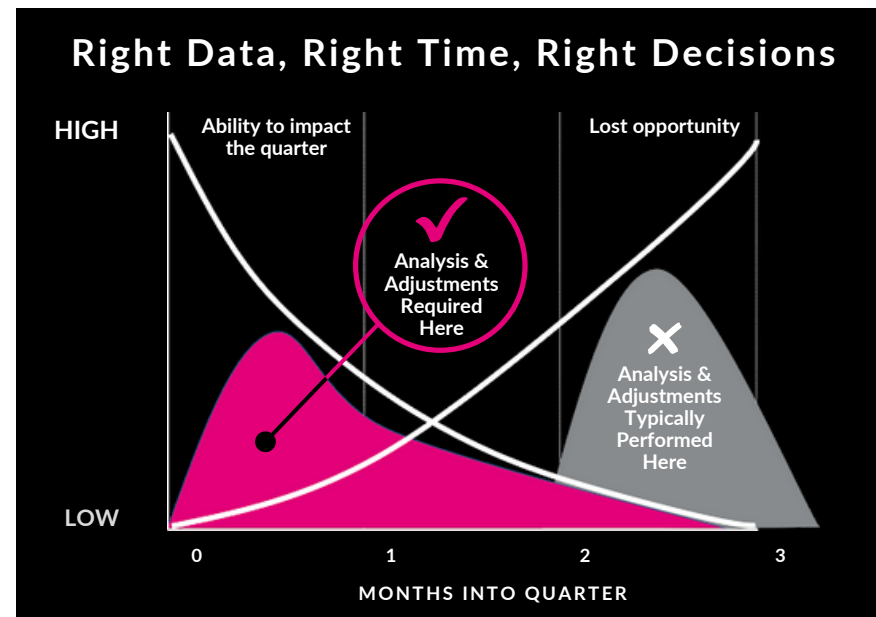


# Make crucial decisions to positively impact your quarter, before it ends.

The Growth Data™ platform provides leading growth indicators illuminating future outcomes and informing revenue targets. It provides insight into trends before they end up becoming poor outcomes. This empowers leaders to course correct in time, ensuring their teams are focusing on truly revenue-driving activities.

## Here's how it works in a real-world situation:

A client approached us with a goal to double revenue targets. After building their Growth Data™ platform, their CEO began seeing clearly how his company generates revenue. He knows that his sales reps need to complete a certain number of specific types of meetings while monitoring their average deal size to reach targets. If one rep starts to miss these meetings, or their average deal size shrinks, revenue is impacted. These are now monthly indicators that allow for timely course correction and, ultimately, growth.



## Identifying your key revenue drivers

A data model is built that identifies critical revenue drivers across the entire customer lifecycle. Revenue goals, department objectives and activities are all taken into account. This drives clarity and alignment between leadership, sales, and marketing. Everyone focuses on the common goal: **how to grow the business.**

For example, one of our clients used to assume their leads were coming from their sales prospectors. In fact, their targeted marketing efforts had begun to deliver the lion's share of these quality leads. This approach was easy to scale, and they did so. Since then, they have doubled their revenue

“

After working with Digital Magenta, we have a robust pipeline of ideal prospects and automation creating massive efficiencies at every step of the way.

”

— CEO, Digital Services





# Focusing your teams around key revenue drivers

The clarity that a Growth Data™ platform provides across all functions focuses teams on what truly matters: **revenue**. When people align around realistic revenue goals and meaningful strategies, knowing how their activities contribute, they excel and engage—even when working remotely. Standardizing the best process based on collective experience enables the behaviours of top performers to be replicated by everyone contributing.

For example, once a client of ours built their Growth Data™ platform, the path to revenue generation became dramatically clearer for everyone. The sales team became more scalable as they all started playing with "the same deck of cards". Now, when a top performer is identified, leaders can pinpoint precisely how the rest of the team can achieve a similar level of success. "Sales intuition" has become a trackable, repeatable, systemic process. Onboarding time is significantly reduced and the business is not at risk of a top performer walking out the door with valuable knowledge and intelligence.

“

The interaction between the Account Executive and the business development rep is much better defined. This keeps people aligned and gives us the ability to scale.

”

— Senior Sales Executive, Digital Services



## Providing visualized revenue drivers in real-time

An executive equipped with a real-time Growth Data™ dashboard is never playing catch-up or sending teams to sift through data that does not tell a story. Data that's visualized and bite-sized is actionable, and allows leaders to keep a pulse on departments. Data points can be integrated into operations—imagine, for example, a team meeting with a truly meaningful scoreboard. Ultimately, leaders with a Growth Data™ platform can pull the right levers at the right time to generate revenue, rather than watching opportunities pass in their rear-view window.

For example, the leadership team of one of our clients has dashboards that tell them exactly what levers to pull to stimulate growth. Their Growth Data™ platform has empowered them to focus their sales team on the meetings that drive revenue at any given time. No more cold calling and chasing unqualified opportunities. Overall, this investment has helped them grow revenue by 25% despite a historic downturn.

“

Digital Magenta helped us integrate advanced technologies with leading data-driven strategies. I feel we are now on the cutting edge of the latest B2B growth methods.

”

— CEO, Digital Services



# Automating cross functional conversion points

A company that is leveraging a Growth Data™ platform is also automating their revenue generation process. This accelerates the customer lifecycle, cranking up the rate of closed deals. It also plugs any leaks related to human error, disjointed tech, and siloed teams. Team members can focus on high value tasks like booking the right types of meetings or creating targeted content. Departments that may have previously been bogged down with mis-alignment about how to define opportunities now align frictionlessly.

For example, most if not all of the guesswork and time-wasting manual processes have been excised from one client's revenue operating equation. Team members now automatically receive specific qualified lead assignments. Automated trigger points now accelerate a lead from marketing to sales to close. Human behavior is taken into account so teams can focus on the activities that keep them engaged and drive the business. Automation takes care of the rest.

“

Our systems and processes are now streamlined and automated. Working with Digital Magenta has ultimately helped us increase our sales velocity.

”

— Senior Sales Executive,  
Professional Services





6.

# A Roadmap to Building a Growth Data™ Platform

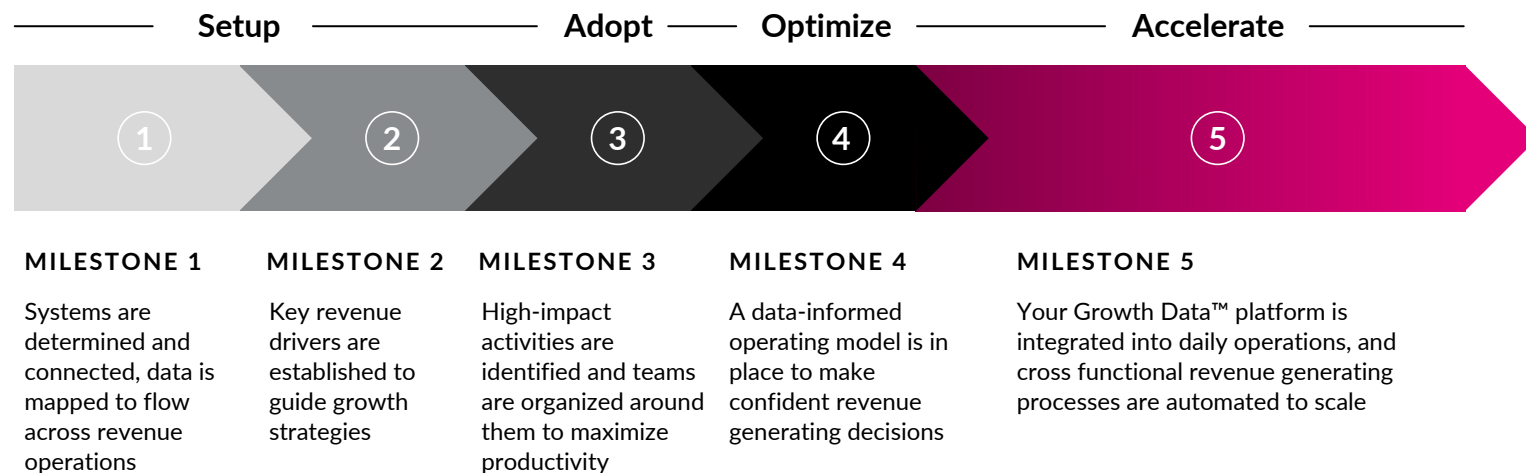





## At Digital Magenta, we're data experts as well as business strategists and professional service providers.

That means we bridge the all-too-common gap between data expertise and business strategy. We have the experience and we've done the hard work to integrate data, processes, technology, and strategy to create a holistic solution for revenue and productivity acceleration. We help you get in the fast lane to data-driven growth.

**This is what the road to accelerated revenue and productivity looks like when we partner with your organization:**





**Adopting the truly data-first approach of best-in-class companies is difficult without a partner who can navigate the entire revenue generation spectrum. Because we understand how the pieces fit together, we'll equip you with the data, process, and focus to start growing faster.**

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Digital Magenta is a great team to work with; they're very responsive and cooperative. They were able to adapt plans to suit our needs and many moving parts. They're a multi-faceted team drawing on expertise that clearly shines.

We now have the right technology stack in place, as well as clear processes across the entire customer lifecycle. The roll-out of sales and marketing tools would have been very difficult without Digital Magenta's involvement. They brought the data expertise to the table that we simply did not have.

- Head of Marketing and Co-owner, Environmental and Construction

”



# Book a complementary strategy session.

These days, every executive is helming a big data company. The ones who understand that, and leverage that data without losing strategic focus are becoming industry leaders. They go beyond CRMs, AI, BI, SCM, M/A, HRM, or whatever other “solutions” threaten to create informational silos. They uncover leading indicators across functions and align their teams around the best revenue driving activities. They have functional, connected departments filled with engaged team members who know exactly how to succeed. They are capable of **telling the story of revenue generation** in their company—and repeating it, over and over again.

The question any leader should ask today is:

**“Can I tell the story of how revenue is generated in my company?”**

If you have any doubt about the accuracy of your story, it's time to prioritize Growth Data™ as a key business strategy.

**Reach out and explore whether a strategy session is right for you.**

Book your consultation now or email us at [info@digitalmagenta.com](mailto:info@digitalmagenta.com).





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The Growth Data People™

