

Getting Started

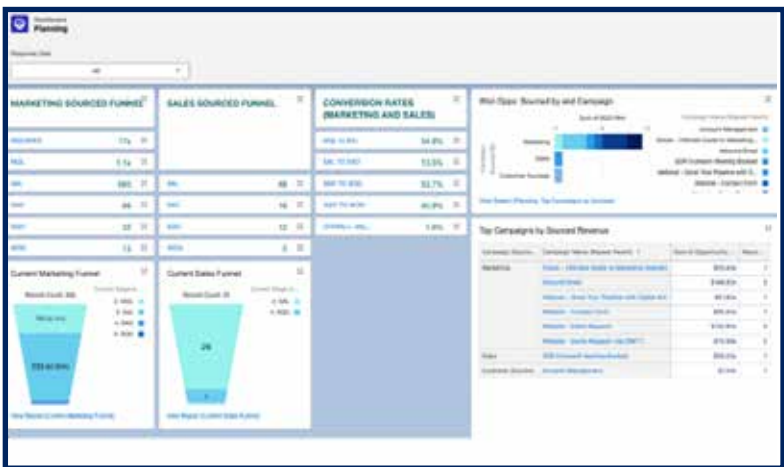
with Full Circle Insights

Full Circle Insights is designed to jumpstart actions for smarter marketing decisions. It's a continuous cycle of four steps – Planning, Achieving, Optimizing, and Evaluating – all supported by the data directly from Salesforce. Our platform finally gives you a way to deliver accurate, aligned, clean data that tracks the entire customer journey – touchpoint by touchpoint – so you can understand what works. Full Circle comes with pre-built dashboards for understanding different parts of your marketing and sales efforts. Here's a quick look at how Full Circle Insights helps you gain better understand of your marketing efforts.

Planning

KEY METRICS

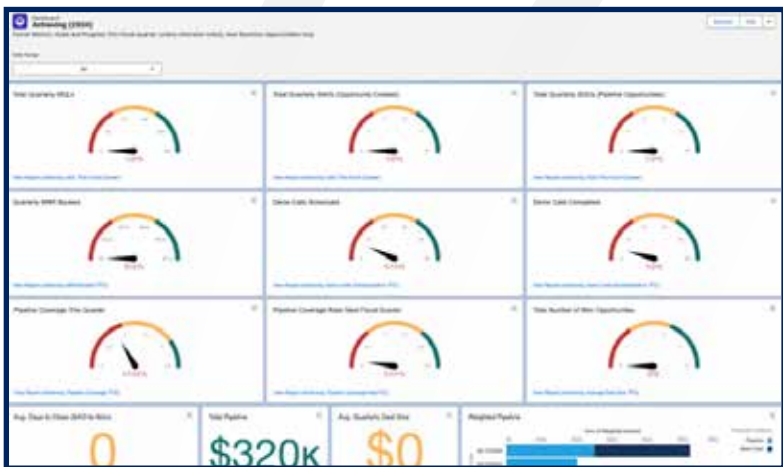
- Volume of leads at each funnel stage
- Funnel stage conversion rates
- Velocity rates between funnel stages
- Average deal sizes
- Top-performing campaigns
- Touch timing for won deals



Achieving

KEY METRICS

- Revenue goal
- Opportunity coverage
- MQL volume, conversion rate, and velocity rate
- Sourced revenue by department
- Average deal size



Evaluating

KEY METRICS

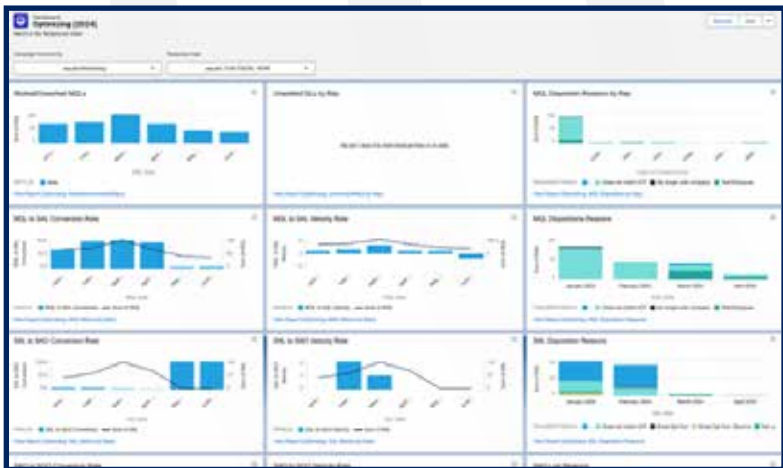
- Conversion Rate by Campaign
- Velocity Rate by Campaign
- Average Deal Size by Campaign
- Top Campaigns by Attribution
- Attribution by Campaign Type



Optimizing

KEY METRICS

- Worked/Unworked MQLs
- Unworked MQLs by Rep
- MQL Metrics
- SAL Metrics
- SQL Metrics



The Full Circle Insights team understands how valuable data is – and how frustrating it can be to get. Our powerful, native-to-Salesforce solution empowers your team to create attribution models, measure sales and marketing funnels, and align company-wide.