

VALUE CREATION · 11

Demand Generation

Demand generation is measured in pipeline per euro spent, not in lead volume.

THE QUESTION IT
ANSWERS

Which channels produce pipeline that closes, and which only produce leads?

THE METHOD

Audit, reallocate, scale

Step 1

Audit

Pipeline by channel and campaign, against ICP fit.

Step 2

Stop

Cut what misses an acceptable cost per opportunity.

Step 3

Reallocate

Move budget to best-fit segments and efficient channels.

Step 4

Scale

Campaign architecture built to convert, per ICP.

Step 5

Report

Marketing operations and pipeline reporting the board trusts.

WHAT WE DO

Audit pipeline by channel, campaign and ICP fit

Set acceptable cost per opportunity from CAC payback

Design a campaign architecture per ICP that lets buyers self-qualify

Set up marketing operations and pipeline reporting

WHAT YOU RECEIVE

Channel performance and reallocation plan

Campaign architecture per ICP

Marketing operations and attribution set-up

Board-level pipeline reporting

METRICS MOVED → ENTERPRISE
VALUE

Pipeline per euro: spend that turns into opportunities

CAC payback: inefficient channels cut

Win rate: better-fit pipeline closes more often

TYPICAL TIMELINE

12–16 weeks

PROOF

GTT Marine: a self-qualification funnel, with problem-framed ads, a shared problem-based landing page and retargeting on product-page visits, lets a small team run nine products.

Let's talk about your commercial foundation.

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