



NEW INSIGHTS

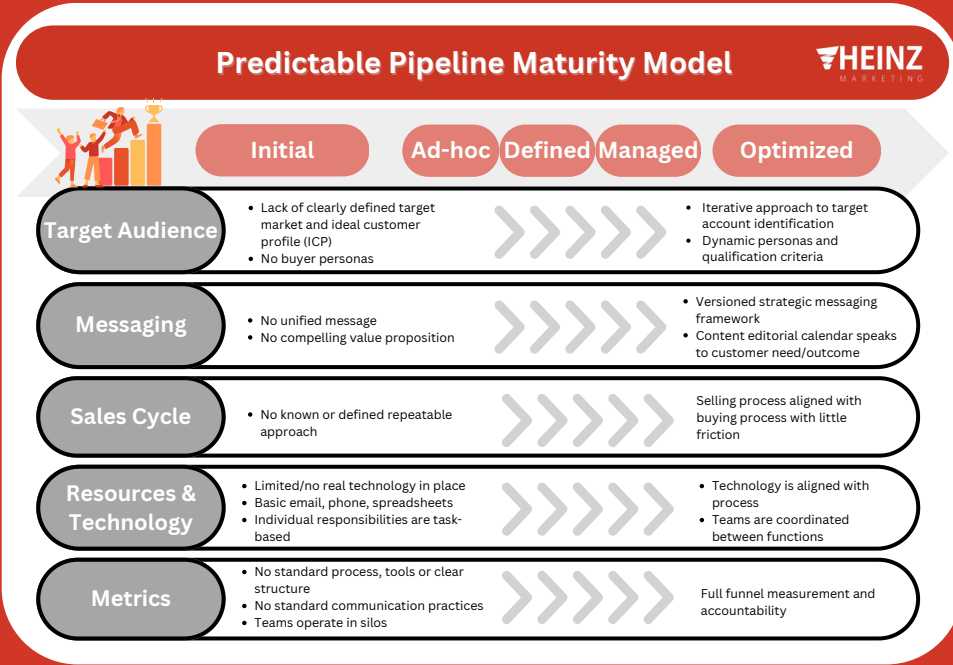
Predictable Pipeline Benchmarks

How do B2B companies fix pipeline challenges? X

What is the Predictable Pipeline Method?

B2B demand generation isn't about quick fixes or short-term gains—it's about creating a scalable, repeatable engine that powers consistent revenue growth. That's the foundation of the Predictable Pipeline Method. Built on five core principles, our approach helps businesses craft data-driven, buyer-centric marketing and sales strategies that deliver lasting results.

To gauge pipeline effectiveness, we use the Predictable Pipeline Maturity Model, which measures companies across five stages (scored on range of 1-5): **Initial (score - 1), Ad-Hoc, Defined, Managed, and Optimized (score - 5).**



WHERE DOES YOUR ORG STAND?

Interested in how your company compares? [Reach out](#) for a detailed scorecard to self-assess!

WHAT THE DATA REVEALS

common key challenges

This report reveals **4 key pipeline** challenges across B2B companies of various sizes and industries.

See where teams have identified gaps—and how you can leverage these insights for growth.

1



A WEAK ICP LEADS TO WEAK MESSAGING AND GENERIC CAMPAIGNS

Brands in industries like Consulting, Business Services, and Finance, with an undefined Target Audience, often **struggle with also crafting effective messaging**. When the ICP is unclear, messaging becomes too broad and fails to address the audience's specific needs. Without a clear understanding of your target, campaigns are less likely to resonate, limiting lead generation effectiveness.

2.36

closer to ad-hoc than defined

is the average score for Target Audience across all industries

Why this happens:

- **Teams often define their ICP too broadly**, focusing on firmographics without deeper qualifiers including behavioral triggers, and buying signals.
- **Companies struggle to target multiple personas** within the same account, resulting in misaligned messaging and ineffective engagement.
- **Lengthening sales cycles** bring in more decision-makers, requiring tailored messaging for each persona to maintain alignment.
- **Sales teams need better playbooks** and ongoing training to navigate multi-threaded deals and ensure alignment with marketing messaging.

2

EVEN WITH THE RIGHT TECH, SALES PROCESSES LACK STRUCTURE

Technology alone isn't enough—it must be paired with a well-defined sales process. Without alignment between technology, teams, and workflows, lead qualification, buyer journeys, and sales handoffs become unclear, causing inefficiencies.

Why this happens:

- There is a **lack of clear exit criteria** for moving leads through the funnel, leading to bottlenecks and inconsistent progression.
- Teams struggle with **attribution models** and lack insights into which marketing efforts drive revenue.
- Sales teams struggle to adopt lead scoring, automation, and workflows, leading to inefficiencies as they **shift from intuitive to structured selling**.

3

ABM FALLS SHORT WITHOUT CROSS-TEAM ALIGNMENT

Companies in Software, IT Consulting, and Finance—industries with strong ABM potential—score low in Messaging and Sales Cycle. Despite understanding ABM's value, poor team coordination and lack of segmentation and messaging alignment hinders execution, even with the right tools.

Why this happens:

- Many teams are **new to ABM** and still refining strategies.
- More companies use tools like 6sense to track buying signals but **struggle with account prioritization**.
- ABM efforts are expanding beyond email to include LinkedIn, direct mail, and gifting, **requiring better orchestration**.
- Messaging needs to be **tailored at the account and persona level** for ABM to drive meaningful engagement.

4



UNDERDEVELOPED DEMAND GEN HINDERS PIPELINE GROWTH

Many organizations struggle with demand generation, scoring low in Sales Cycle effectiveness (2.4–2.5).

When companies don't focus on building and optimizing their demand generation, their ability to move prospects through the buyer journey becomes erratic, leading to an unpredictable and fragmented pipeline.

Why this happens:

- Teams want **higher-quality leads** instead of just more volume, but struggle to refine their targeting.
- Some companies still **rely too much on outbound sales** or referrals, limiting inbound-driven pipeline growth.
- Demand gen efforts **lack scalability**, making it harder to hit targets every quarter.
- Many teams struggle to measure how different **marketing activities contribute** to pipeline and revenue.

➤ To learn more about these challenges, check out our [blog for more indepth insights](#).