MPERATIV
The AI Revenue Marketing Platform

Mperativ Agentic AI:
Turn Your GTM Data Into Executive Clarity

Today's GTM teams are drowning in dashboards. CMOs don't need more charts—they need answers. Mperativ's Agentic AI turns funnel data into executive-ready narratives that explain what's happening, why, and what to do next.

Executive Summary: Q1 2025 Marketing & Sales Funnel Performance
This summary analyzes full-funnel performance with a focus on **Target Account conversions** and content impact.

Key Findings

- **Qualification Gap:** Early-stage volume was strong (96% to goal), but **Sales Qualified Leads** lagged at 70% overall—and just 10% for Target Accounts.
- **Mid-Funnel Strength:** SALs hit 171% of target, with a 133.7% MQL→SAL conversion rate.
- **Top-Performing Content:** White papers—especially "Five Trends Reshaping Digital Identity in 2025"—drove 65–83% of funnel engagement.
- **Segment Spotlight:** Financial institutions led Target Account activity, especially product managers.

Strategic Implications

1. The dramatic overperformance at the Sales Accepted stage followed by severe underperformance at Sales Qualified suggests potential issues with qualification criteria alignment between marketing and sales teams
2. Product management roles represent the primary audience throughout most of the funnel, but more specialized roles emerge at the Sales Qualified stage, indicating a potential targeting misalignment
3. The consistent effectiveness of white papers, particularly "Five Trends Reshaping Digital Identity in 2025," demonstrates strong content-market fit that should be leveraged further

Recommended Actions

1. Conduct an urgent review of the qualification criteria and processes between Sales Accepted and Sales Qualified stages to identify and address the severe conversion bottleneck
2. Develop targeted content specifically for financial sector product management roles, which represent the highest-performing segment
3. Analyze the characteristics of the few Target Accounts that successfully reached Sales Qualified status to refine targeting criteria and improve conversion rates

Impact Forecast

- Short-term: Qualified lead shortfall will affect Q2 pipeline
- Long-term: 4.1% SAL→SQL conversion could result in year-end revenue gaps
- **Key Risk:** 90% drop in Target Account qualification is the top threat to plan

Why Mperativ

This is one example of how Mperativ brings clarity to GTM performance. Our Agentic AI delivers executive-ready narratives based on real-time CRM data and tied directly to revenue—**learn more at www.mperativ.io** or **book a demo.**