

Aligning Product Strategy to Unlock Net-New Revenue

Designing a scalable GTM motion through multi-touch activation

50.7K

Total candidate demand generated

28.9K

High intent candidate engagement

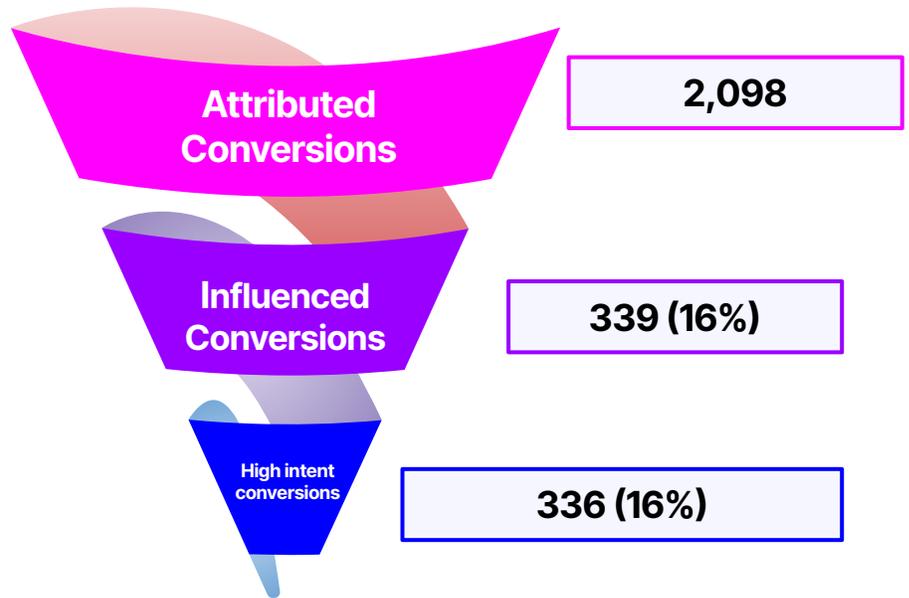
700+

Distinct acquisition channels activated

This analysis highlights how top-of-funnel demand is converting into measurable downstream outcomes across priority segments.

Approximately 1 in 6 downstream outcomes show evidence of influence from targeted engagement, indicating effective progression from awareness to action.

The data suggests opportunity to further optimize conversion efficiency by aligning activation efforts more closely with downstream performance.



MARKET PERFORMANCE BENCHMARKS

#8

Overall engagement performance within Internet & Software

#4

Engagement performance among women candidates

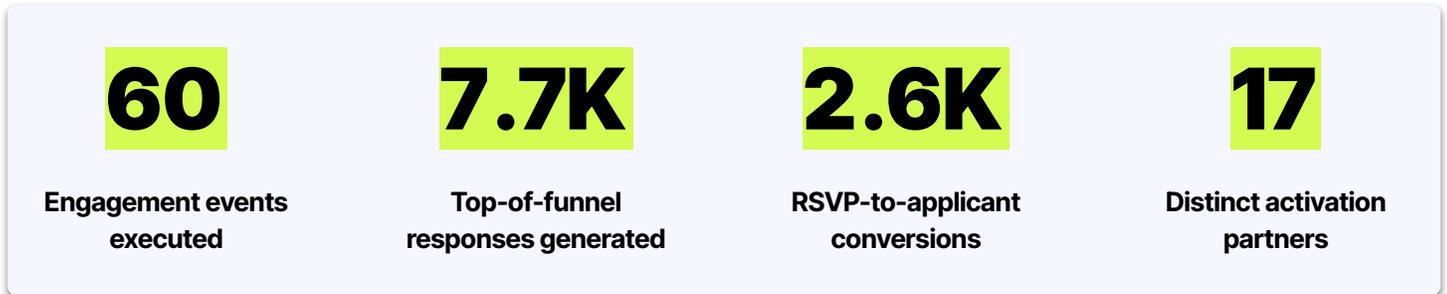
#5

Engagement performance among underrepresented candidates

Among **41K+** companies in the Internet & Software market, performance ranked in the top tier for both overall engagement and priority segment engagement.

Multi-Touch engagement drove conversion and market visibility

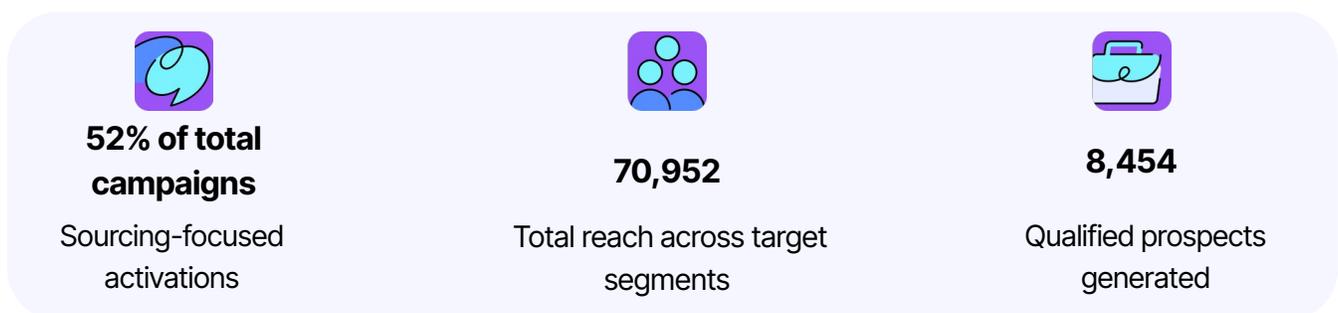
Event-led engagement generated over 7,000 RSVPs, converting approximately 1 in 3 engagements into downstream actions, demonstrating the effectiveness of multi-touch top-of-funnel activation.



Comparative visibility benchmarks indicate opportunity to strengthen early-stage awareness relative to peer companies within the Internet & Software market.

Competitive Visibility Benchmark	Brand Engagement	Demand Engagement
Client Company	4	4
Large E-commerce Platform	1	1
Consumer Technology Leader	2	2
Global Search & Ads Platform	3	3
Enterprise Software Provider	5	5
Cloud & Productivity Platform	6	6

Scaled sourcing efforts expanded reach and improved top-of-funnel efficiency across priority segments.



Sustaining momentum through focused activation

A clear view of what drove conversion and where to focus next to strengthen visibility and engagement

Where to focus next:



Strengthen brand visibility in priority segments

Use visibility and engagement benchmarks to identify where awareness is lagging. Prioritize activation in the segments and channels most likely to convert.



Increase conversion from high-intent engagement

Focus on the moments and touchpoints that consistently convert. Reinforce the highest-performing engagement pathways to improve efficiency and throughput.

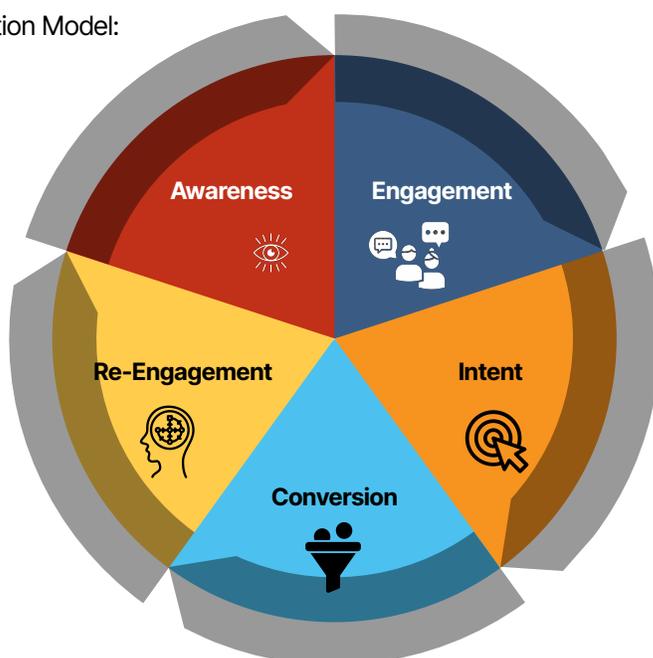


Expand Reach Through New Activation Channels

Extend activation into additional channels and communities that map to target segments. Diversify top-of-funnel inputs to increase volume without diluting quality.

Multi-Touch activation reinforces engagement and conversion

Activation Model:



2.2M

Engagement signals observed

+22%

Lift in downstream engagement following brand exposure

+87%

Increase in brand engagement following targeted activation

Illustrative activation flywheel showing how coordinated touchpoints compound engagement and conversion.