Every campaign, measured to the close

A best-practice guide from ImaginAItion Studios, part of your AI Assessment. Use it to compare how you run campaigns today with how we would run them.

The campaign waterfall

Count each step and price it. Every campaign gets its own column.

Campaign · Spring webinar every step counted and priced — Illustration

Step	You count	Count	It costs	From step above
Spend	Budget, by campaign	$4,000		
Reach	Impressions	120,000	$33 per thousand	
Response	Clicks, replies, visits	2,400	$1.67 each	2%
Leads	Named contacts with a reason to talk	80	$50 each	3%
Meetings	Discovery calls held	24	$167 each	30%
Proposals	Proposals in the buyer's hands	10	$400 each	42%
Won	Signed agreements	**4**	**$1,000 per close**	40%

Conversion rate

Each step divided by the one above it. Shows where the campaign leaks.

Cost per close

Spend divided by deals won. The number to manage to.

Return on spend

Revenue won divided by spend. Payback is cost per close over monthly gross profit per client.

Judge campaigns by the close, not the lead

Campaigns this quarter judged by the close — Illustration

Campaign	Spent	Leads	Cost per lead	Won	Cost per close	Verdict
Paid social	$6,000	300	$20	1	$6,000	Most expensive customer
Webinar	$4,000	80	$50	4	**$1,000**	Keep
Referral	$1,500	15	$100	3	$500	Grow

The cheapest lead was the most expensive customer. Illustration: $6,000, $4,000 and $1,500 spent; 1, 4 and 3 deals won.

Six more numbers an owner should see monthly

Customer acquisition cost

All sales and marketing cost ÷ new customers.

Lifetime value to CAC

Gross profit per customer over their life ÷ CAC. 3 to 1 is a common rule of thumb.

CAC payback

Months of gross profit to earn back CAC. Under 12 is a common target.

Pipeline created

Dollars of new Discovery-stage deals, by campaign and month.

Speed to lead

Minutes from inquiry to a human reply. Response rates fall fast with each hour.

Win rate and cycle

Won ÷ decided, and days to close, by lead source.

Pipeline stages that mean something

Each stage has a gate you can check. Up to Proposal, evidence moves a deal. After that, judgment does, inside firm rules.

Evidence gates a fact moves the deal

Judgment, with rules your read of the buyer

Potential
0%

Gets in when
An interested conversation with a real person.

Hard action
Automated follow-up until a discovery call is booked.

Why 0%
More deals in view to learn from, none inflating the forecast.

Discovery
25%

Gets in when
A discovery call is held and a next step is agreed.

Hard action
More discovery calls as needed to scope the proposal.

Proposal
50%

Gets in when
The proposal is in the buyer's hands.

Hard action
A review meeting is on the calendar.

Upside
75%

Gets in when
You believe it closes, and budget and the decision process are known.

Rule
An update from the buyer every 14 days, or it drops back.

Commit
90%

Gets in when
The buyer confirms the decision date and how they sign.

Rule
An update every 7 days. A slipped date moves it back to Upside.

Closed won · 100%
Signed agreement. Hand off to delivery the same day.

Closed lost · 0%
Closes with one of the loss reasons below.

On hold
The buyer paused it. Needs a restart date; stays out of the forecast.

Why deals are lost

No decision
They kept doing what they do today.

Went with a competitor
Name the competitor.

Budget or price
No money, or not this much.

Timing
Right fit, wrong quarter.

Built it themselves
An internal team took it on.

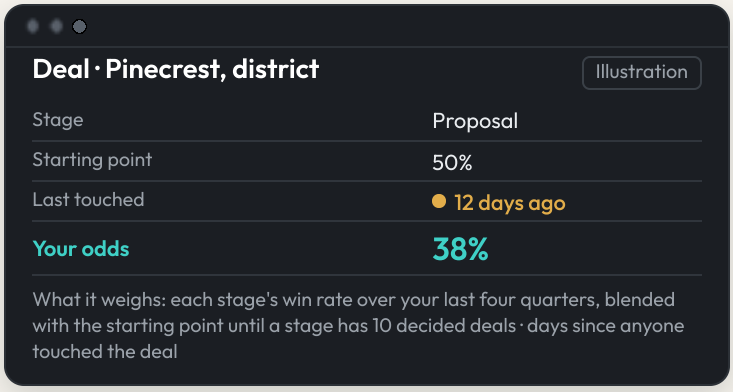
Went dark
No reply after repeated follow-up.

Not a fit
We should not have pursued it.

No reason, no close
One reason per loss, tracked by campaign, stage and rep.

From starting points to real probabilities

The percentages above are starting points. Our probability engine replaces them with your own odds as deals are decided.



It runs your quarter 2,000 times and shows the range you will land in, weighted by stage and by industry. A deal that goes quiet loses odds, so risk shows before the quarter ends.