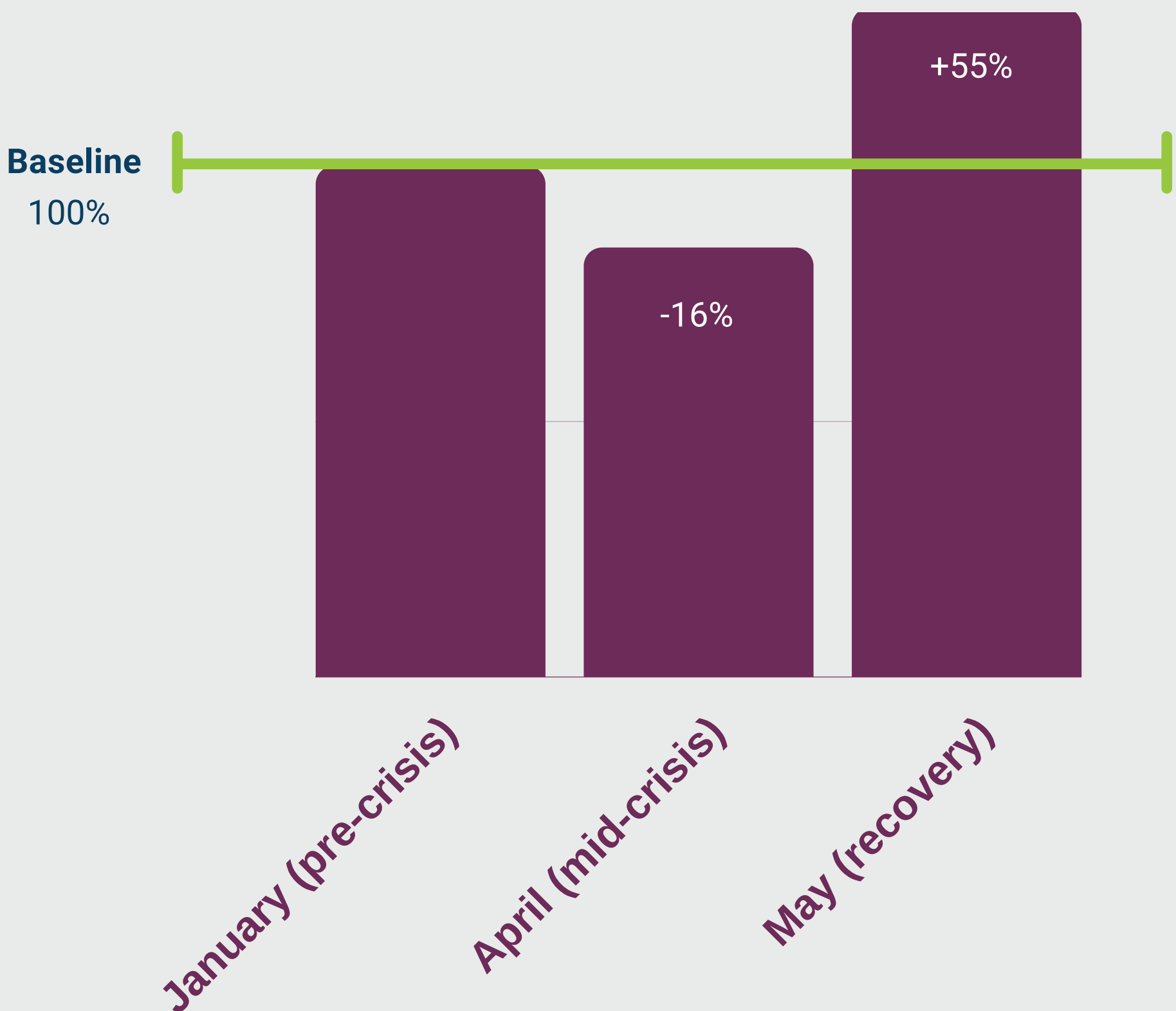


ML BY THE NUMBERS

Measuring Lead Development Progress Through the COVID-19 Crisis

B2B companies who kept sales activity going in the wake of the global healthcare crisis experienced the following results:

Volume of Sales Appointments






*This data does not include activity aimed at industries that were hardest hit (hospitality/travel, retail/restaurant, onsite corporate training) as those programs were halted completely.



INDUSTRY IMPACT

A comparison of activity for Healthcare, Technology, and Fortune 500 companies

Conversion Ratio of MQLs to Booked Sales Meetings

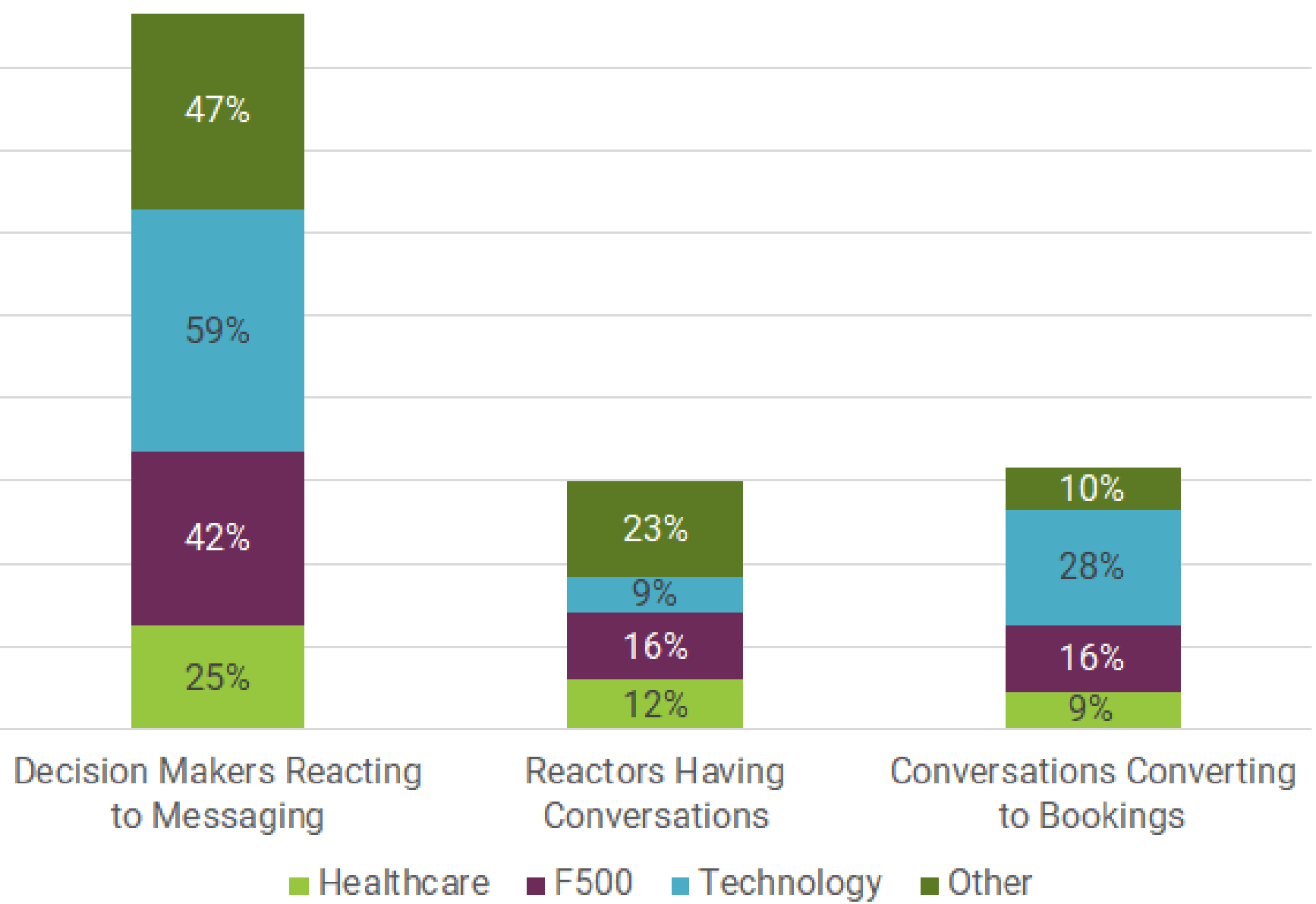
	April	May	Difference
 Healthcare	1.1%	3.6%	233%
 Fortune 500	2.6%	4.5%	76%
 Technology	2.5%	2.5%	0%

The ML team booked nearly triple the number of meetings in Healthcare in May as we did in April.

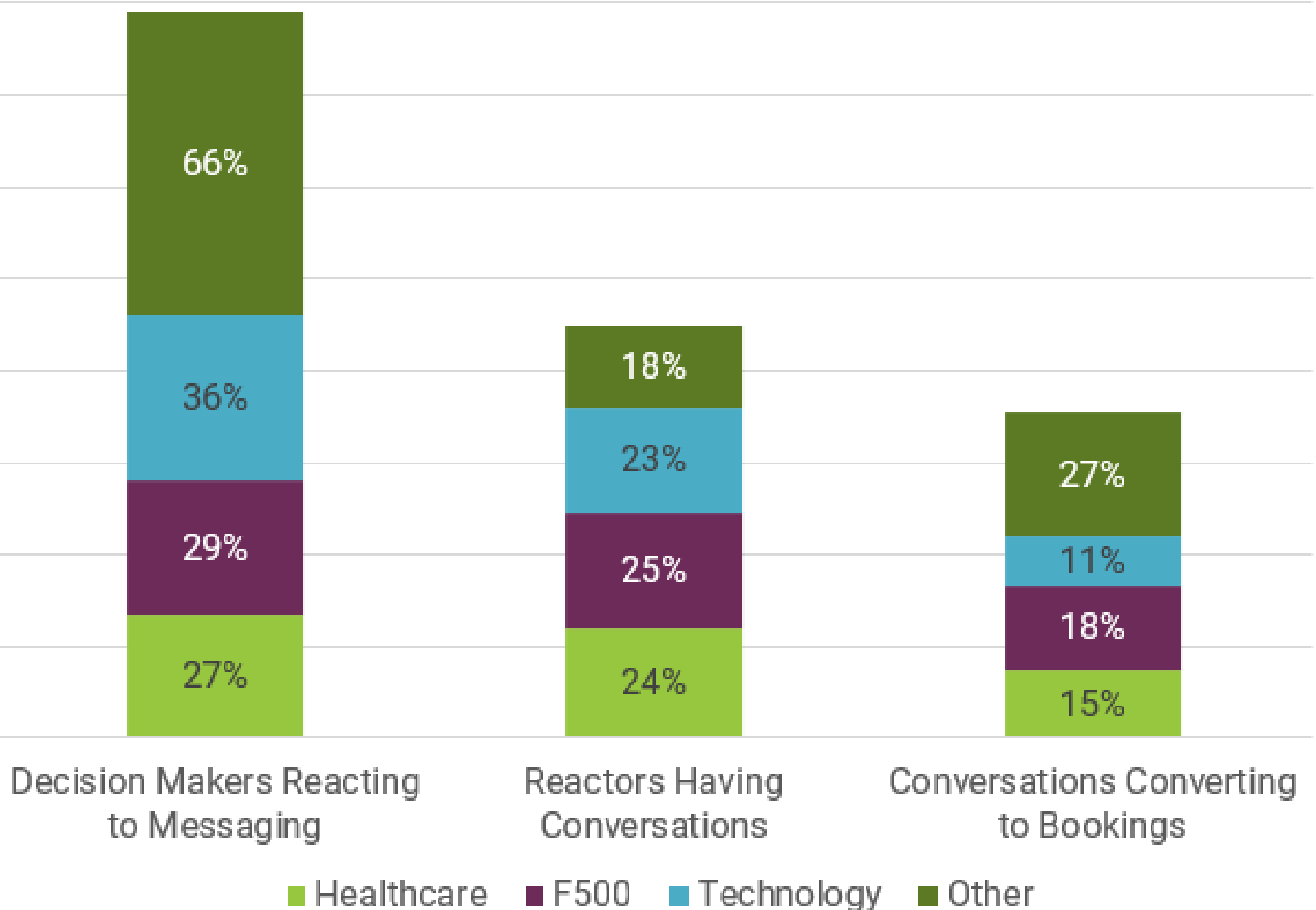


LOOKING DEEPER INTO THE FUNNEL

April



May



PROGRESSION THROUGH THE FUNNEL

