

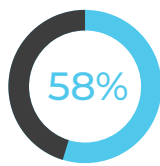


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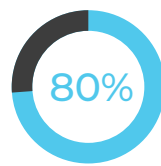
B2B Revenue Trends In 2020

We asked 2,462 B2B professionals about the state of growth and revenue operations at their firms. Here's what your peers told us:

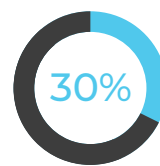
Revenue Operations Is on the Rise



Have a dedicated RevOps group in place, or are currently building one.



YoY increase in the number of organizations currently building this function.



Seeing measurable improvements within their go-to-market efficacy from RevOps.

The B2B Growth Imperative



78%

Feel consistent revenue growth is a challenge

Misalignment Is Preventing Growth

37%

Sales, Marketing and Customer Success professionals admit these functions are NOT aligned even though revenue growth is shared.



#1

Source of misalignment within the revenue engine is DATA

“RevOps requires clean CRM data across the entire revenue chain to avoid different sets of data in different siloes. This data must be fully integrated and aligned to maximize revenue and growth.”

– Evan Liang, CEO & Co-Founder, LeanData

The Bottom Line

B2B businesses that align their revenue engine grow 12 to 15 times faster than their peers and are 34% more profitable.

– SiriusDecisions



ABOUT LEANDATA

LeanData provides the market’s leading Revenue Operations platform enabling high-growth B2B companies to increase speed-to-revenue, improve the buyer experience and better align sales and marketing ROI. LeanData stands at the center of CRM, connecting the right data to the right people at the right time across the go-to-market process. By aligning marketing and sales with LeanData’s Lead-to-Account Matching and Routing solutions, sales reps only receive the leads, contacts, accounts and opportunities they need to work on, so they can close more deals and drive more revenue, faster.

Want to see how LeanData can supercharge RevOps for you?
Request a demo: leandata.com/demo-request

DOWNLOAD THE FULL REPORT AT [LEANDATA.COM/REPORT](https://leandata.com/report)

