LEVEL EQUITY

Level Equity GTM Report I 2025

Key Benchmarks, Trends, and Insights for Growth Stage Go-to-Market Leaders

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Table of Contents

Key Trends

Top Takeaways on YoY Insights

Win Rates Are Improving:	Win rates improved 11% overall YoY, with the biggest improvements (+38%) in high velocity businesses (<20k Average Selling Price).
Mid Market Sales Motion Facing Headwinds:	Companies \$20 - \$49k Average Selling Price had lower win rates YoY (-29%), longer sales cycles (+8%) and overall growth trailed 10 percentage points (16% vs. 26%).
Booking Sales Meetings is Getting Harder:	Average number of prospects it took to book a meeting increased 2X YoY and we saw a 20% decline in outbound meetings booked per month per SDR.
Renewal Price Increases Are on the Rise:	Average renewal price increase was 7% up from 5% in 2023.
Sales Compensation Continues to Increase:	AE compensations continues to increase 10% YoY for the last 3 years and SDR compensation increased 8%.

Key Trends

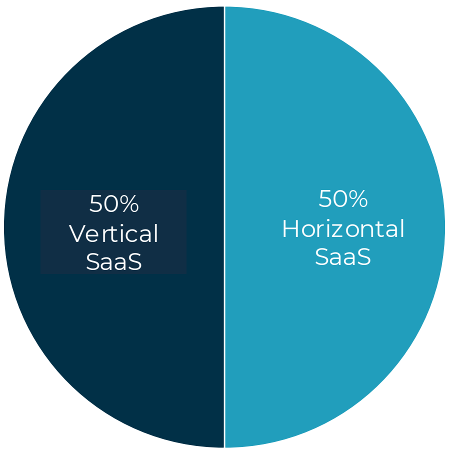
Top Takeaways on Performance Drivers

Multi-channel nurture programs:	Companies that ran multi-channel nurture programs drove greater sales velocity (25% shorter sales cycles) and had 2X as many AEs >100% to quota.
Hitting the Phones:	Companies that required >200 dials a week booked 1.8X more meetings.
Multiple Customer Engagement Models:	Companies with multiple engagement models saw a 3 percentage point increase in gross retention and 7 percentage point increase in net retention.
AMs Owning Renewals:	AMs led 2X higher price increases compared to CSMs and AEs.

Survey Participant Demographics

28 Companies Participated Across the Level Equity Portfolio

Participants by Market Orientation



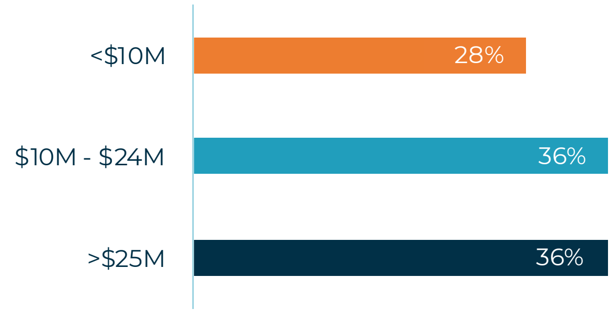
Vertical software

offers industry-specific solutions tailored to unique workflows

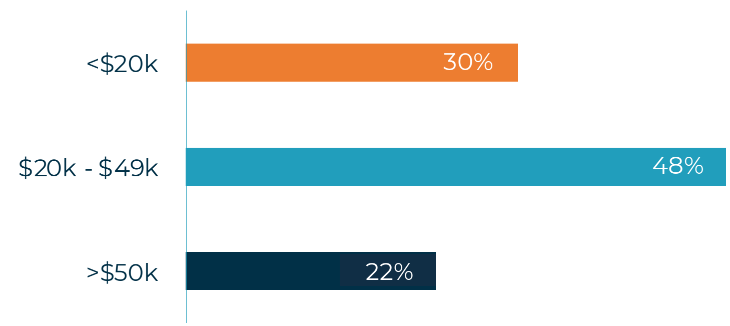
Horizontal software

provides versatile tools for cross-industry use, often targeting specific roles or departments

Participants by ARR



Participants by Average Selling Price



GTM Org Structure

GTM Headcount

	Average Full Time Employee						
Company ARR	Marketing	Sales	SDR	AMs	CSMs	Rev Ops	Enablement
<$10M	3	4	1	2	4	2	0
$10M - $24M	5	7	3	2	9	2	0
>$25M	13	20	20	10	13	9	1

AE to SDR Ratio by ASP

ASP	Average Ratio
<$20k	2 / 1
$20 - $49k	3 / 1
>$50k	6 / 1

AE to SDR Ratio by Company ARR

Company ARR	Average Ratio
<$10M	2 / 1
$10M - $24M	3 / 1
>$25M	3 / 1

Data based on responses from 28 companies

Org Structure

Where SDRs and AMs sit in the organization varies with company size

SDR Reporting Structure

Company ARR	Marketing	Sales
<$10M	83%	17%
$10M - $24M	22%	78%
>$25M	20%	80%
Overall	36%	64%

Companies <$10M ARR
83% SDRs
report to Marketing

Companies >$25M ARR
80% SDRs
report to Sales

AM Reporting Structure

Company ARR	CS	Sales
<$10M	14%	86%
$10M - $24M	60%	40%
>$25M	50%	50%
Overall	44%	56%

Companies <$10M ARR
86% AMs
report to Sales

Companies >$25M ARR
50% AMs
report to Sales and CS

Data based on responses from 28 companies

Funnel Performance

Funnel Conversion by Average Selling Price (ASP)

Conversion rates vary by ASP, larger ASP sales motions have lower conversion rates

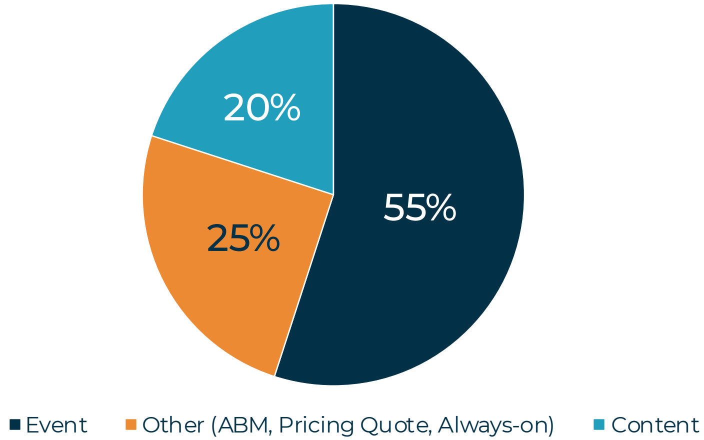
	ASP <$20k	ASP $20k-$39k	ASP >$50k
Lead > MQL	42%	33%	18%
MQL > SQL	51%	25%	31%
SQL > Qualified Opportunity	51%	58%	44%
Qualified Opportunity > Closed Won	31%	23%	17%

Data based on responses from 26 companies

Marketing Campaigns

More campaigns equates to greater pipeline contribution from marketing, and campaign capacity increases exponentially as teams grow

Campaign Types That Drove the Most Pipeline



Campaign Capacity Benchmarks by Team Size

Marketing Team Size	# of Campaigns
<5 FTE	18
5-9 FTE	37
>10 FTE	126

Marketing teams that contributed >50% of new logo bookings:

2X more campaigns run

"Events" & "Content" most effective campaigns

17% of budget spent on Top-of-Funnel campaigns

Data based on responses from 28 companies

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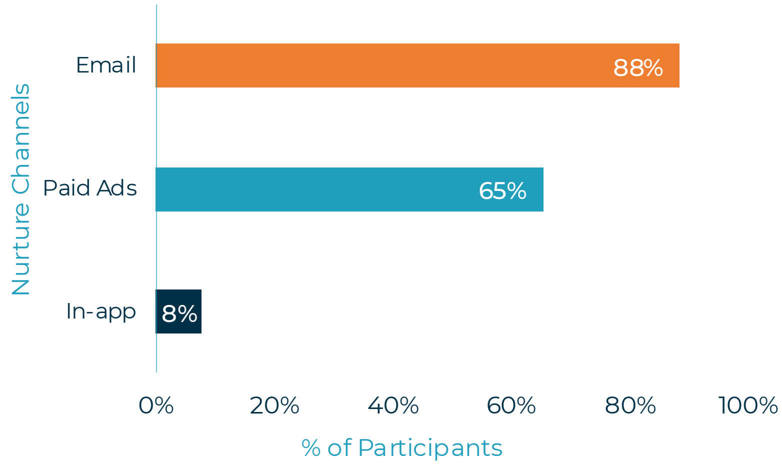
Nurture Programs

Multi-channel nurture programs drove greater sales velocity and performance

Most Common Nurture Channels



% Companies with Active Nurture Channels

Nurture Program	Sales Cycle
1 Channel	144
Multi-channel	107

Companies with multi-channel nurture programs:

+79% more website traffic

+28% more meetings booked

-25% shorter Sales Cycle

2x as many reps achieve >100% to quota

Data based on responses from 26 companies

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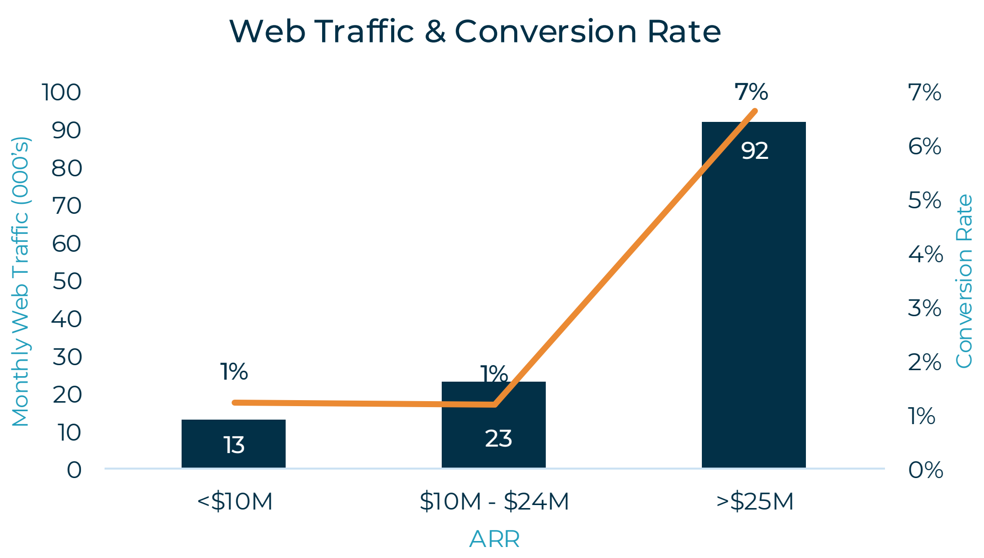
Lead Acquisition

Marketing teams that drove >50% of bookings had 4.3X more web traffic



Companies with >50% of bookings from marketing achieved

4.3x

more website traffic

Companies with > 50k in monthly website traffic ran

3.8x

more campaigns

Average Paid Channel Acquisition Costs

Google Search	LinkedIn	Review Sites (G2, Capterra)	Content Syndication	Meta	Bing Search
$394	$395	$591	$59	$85	$184

Website data based on responses from 27 companies | Acquisition cost data based on responses from 17 companies

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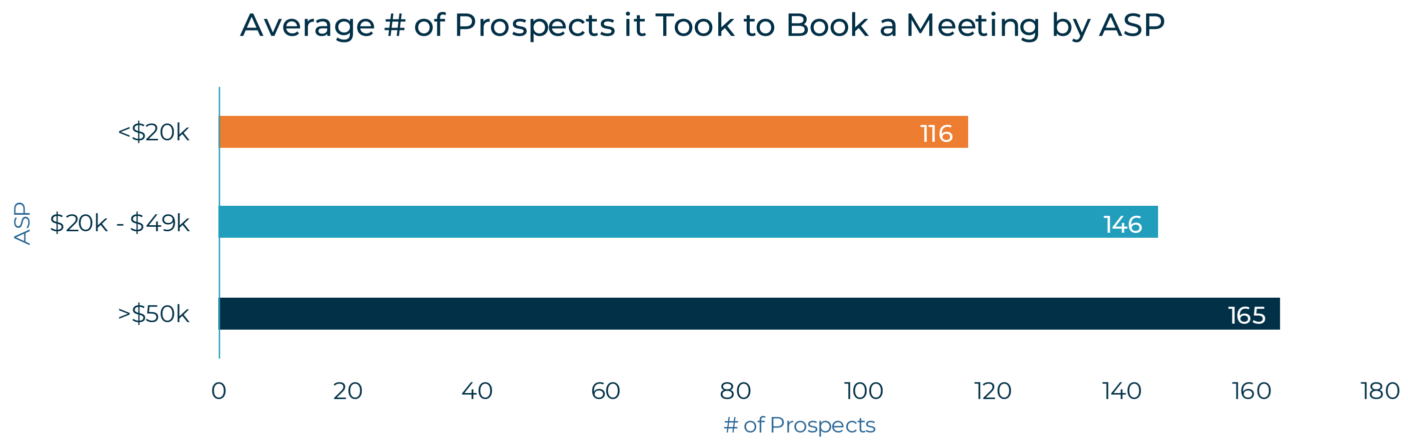
Meeting Booking

Booking sales meetings was 2X harder in 2024

of prospects it took to book a meeting increased

2X YoY



Average meeting held rate

78% of meetings that were booked were completed

Companies with SDRs reporting to Marketing vs. reporting to Sales

-28% less prospects to book meetings

Enterprise sales motions >$50k ASP

-7% lower meeting booking & show rate

Number of Prospects to Book a Meeting Data base on responses from 18 companies | Meeting Held Rate Data' based on responses from 22 companies

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Sales Cycle & Win Rate - YoY Trends

Win rates improved and sales cycles decreased for high velocity and enterprise sales motions, while mid market experienced headwinds in both areas

Win rate improved

+11% YoY

	Win Rate		
Average Selling Price	2023	2024	YoY
<$20k	21%	31%	+48%
$20k - $49k	31%	23%	-26%
>$50k	16%	17%	+6%
Overall	22%	24%	+11%

	Sales Cycle Length		
Average Selling Price	2023	2024	YoY
<$20k	93	70	-34%
$20k - $49k	123	134	+8%
>$50k	212	149	-42%
Overall	122	121	-1%

+48% Win rates for <$20k ASP businesses

Data based on responses from 25 companies

Sales Cycle Win Rates – By Source

Partners drove the shortest sale cycle and highest win rate.
Larger companies had greater contribution to new logo bookings from Marketing

Sales Cycle & Win Rate by Pipeline Sources

Source	Sales Cycle	Win Rate
Partners	96	26%
Marketing	129	21%
Sales	133	23%
Overall	121	24%

New Logo Bookings by Source

ARR	Marketing	Sales	Partner
<$10M	50%	33%	14%
$10 - $24M	58%	21%	17%
>$25M	64%	25%	12%
Overall	57%	26%	15%

Partner Sourced Pipeline:

-27% shorter sales cycle
+21% higher win rates

Marketing Attribution Models Used:

48% first touch
32% last touch
20% multi touch

Data based on responses from 27 companies

Customer Expansion & Renewal

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Customer Engagement

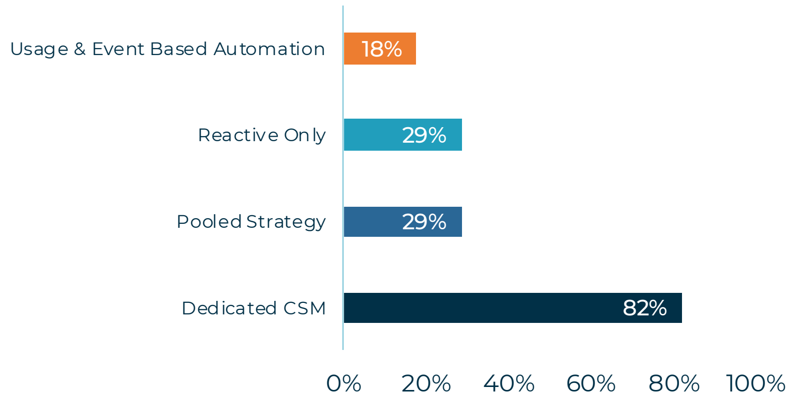
Multiple engagement models improve performance, yet fewer than half are leveraging them

Companies with multiple engagement models

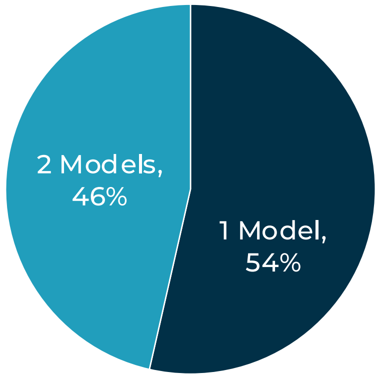
+3%
Higher gross retention

+7%
Higher net retention

Customer Engagement Models



Number of Engagement Types Used



Companies <$10M ARR

75%

rely on a single engagement model

Companies >$25M ARR

60%

leveraged multiple engagement models

Pooled & Automation

most common in companies <$50K ASP

Data based on responses from 28 companies

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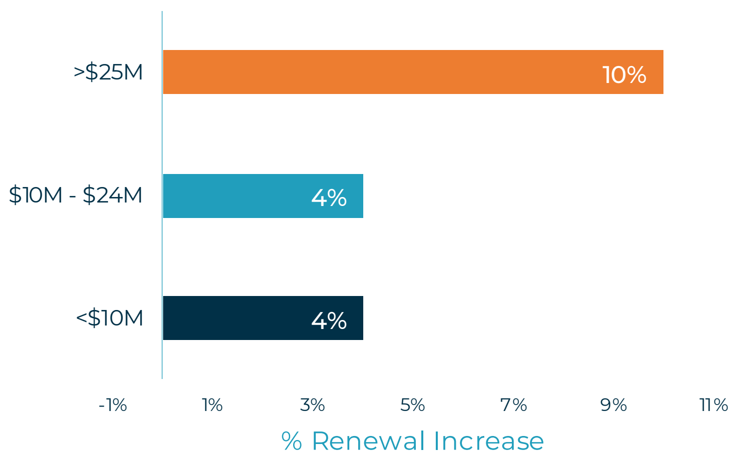
Customer Renewal Price Increases

AMs led 2X higher price increases compared to CSMs & AEs

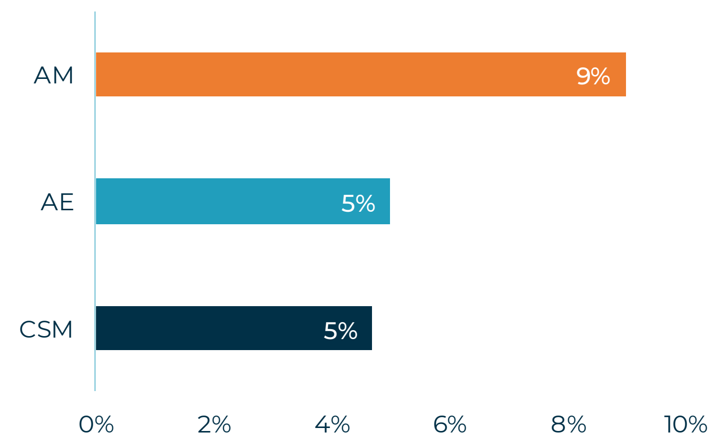
Average price increase

+7% up 2 percentage points YoY

% Renewal Increase by ARR



% Renewal Increase By Role



71% of companies implemented price increases

62% of companies <$10M did not implement price increases

+11% net retention implementing price increases

Data based on responses from 20 companies

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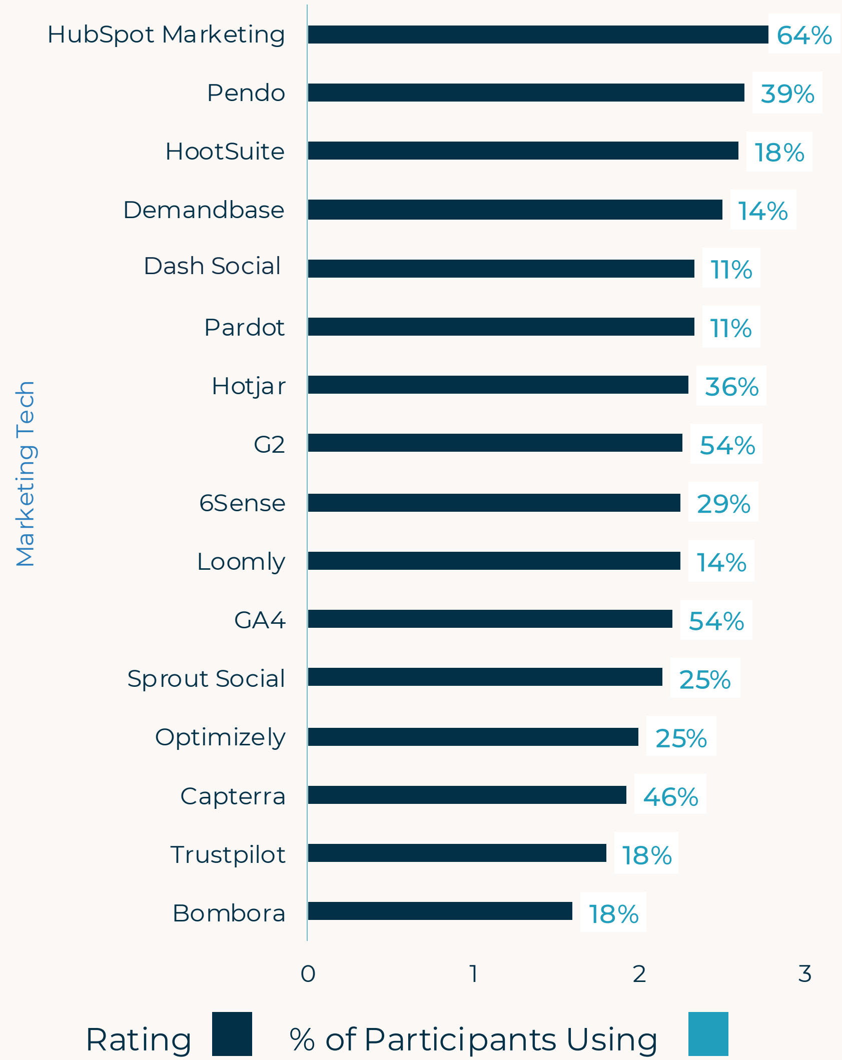
Tech Stack

Marketing Tech Stack Survey Results



Top Rated Tools

Marketing Automation:

HubSpot

Website:

hotjar

Social:

DASH SOCIAL

Hootsuite

ABM/Intent:

DEMANDBASE

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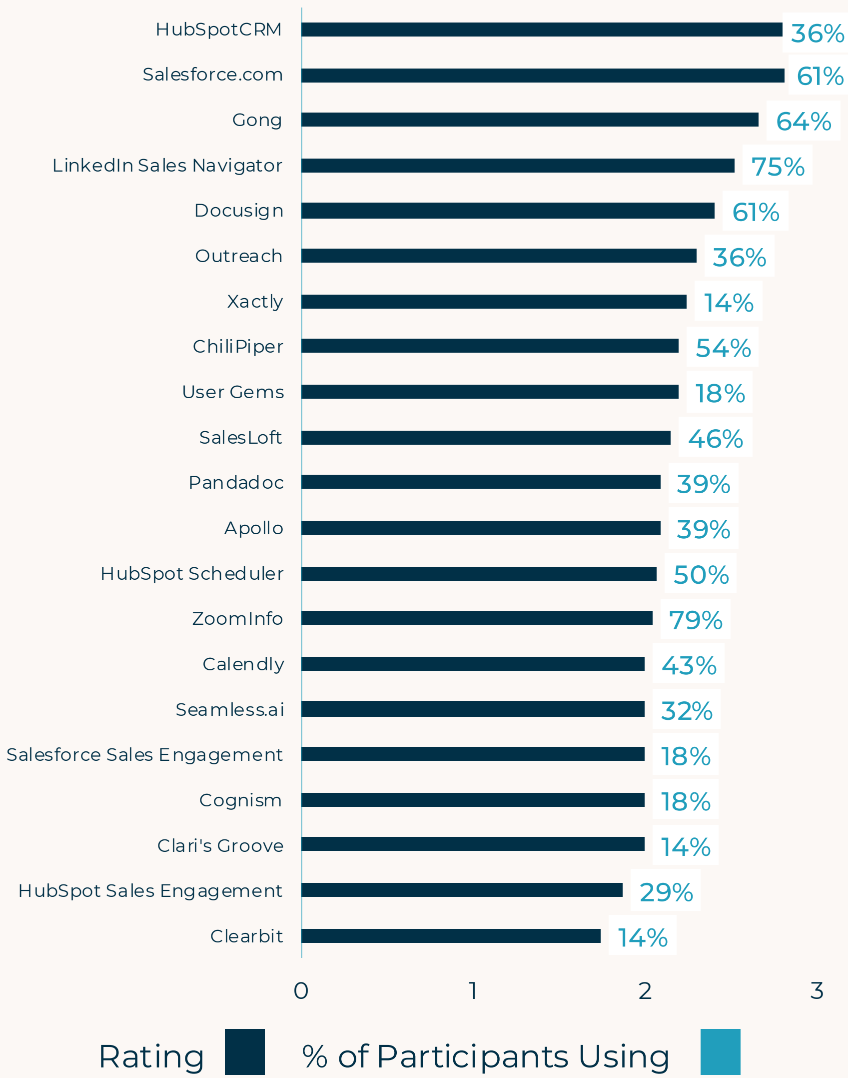
Sales Tech Stack Survey Results



Top Rated Tools

CRM:

HubSpot

Prospecting::

LinkedIn SALES NAVIGATOR

Revenue Intelligence:

GONG

Sales Engagement:

Outreach

Calendar Scheduling:

CHILI PIPER

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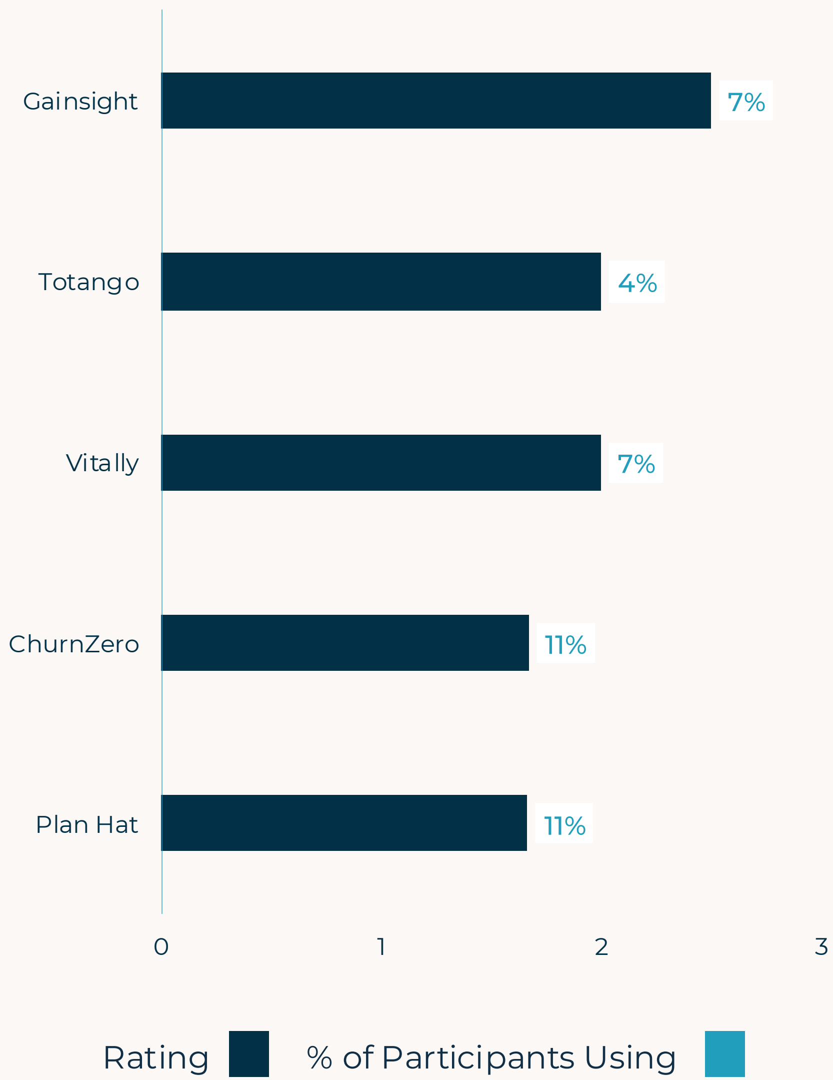
Customer Success Tech Stack



Top Rated CSPs

Vitally

Gainsight

TOTANGO

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About the NextLevel Operations Team

NextLevel Operations (NLO) is a team of experienced SaaS operators guiding Level Equity's portfolio companies with research & insights, practical resources, and hands on support and guidance.

Ray Carey
Head of NextLevel Operations

Jake Foster
Product & Tech

Amy Kramer
Go to Market

Amanda Mertes
Change Management

Clark Dudek
AI Operating Consultant

Jen Flanagan
Revenue Operations

TBH
Finance & HR

Hilary Kay
Marketing

Katie Christian
Retention

How We Support

- **Company Transformation:** Provide tailored guidance and support to executive teams at portfolio companies, grounded in a strategic plan that's aligned with our investment thesis.
- **Community:** Connect executives across the portfolio and manage communities for leaders to network and crowd-source recommendations. This provides a tremendous network effect with dozens of active businesses, similar in size and business model.
- **Events:** Host opportunities to share insights on topics, including conferences, webinars and roundtables.. This includes an in-person technology and product conference, a go-to-market conference and a value creation, strategy and financial operations conference.
- **Proprietary Content:** Create best practice insights, guides, and templates on common growth profit drivers and operational excellence areas that can scale across the portfolio.
- **External Resource Ecosystem**: Source, monitor and refer industry and domain-specific resources for deeper dive projects and execution within the portfolio.

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