

PipelineGrader Full audit report

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LTV:CAC RATIO

4.8 to 1

Healthy — sustainable

0:1 TARGET: 3:1 ELITE: 5:1

PIPELINE VELOCITY

\$1.1k / day

NOW +5% WIN -10D CYCLE +10 OPPS

WIN RATE

22%

Near benchmark — room to grow

Target: 25%

CAC PAYBACK

9 months

On track — within target

GOAL: <12M 18M+

DIMENSION GRADES SUMMARY Overall: C

CAC	A	Funnel	C
LTV	B	Velocity	C
Sources	B	MRR	F
ROI	A	MarTech	skip

Top 5 Action Breakdown

#	ACTION	QUAD
1	Identify top 5 churn-risk accounts and intervene	QUICK WINS
2	Add QBR cadence for all accounts > \$10K ARR	MAJOR PROJECTS
3	A/B test top-of-funnel messaging with one channel	STRATEGIC
4	Create expansion trigger alerts in CRM	CORE OPS
5	Implement exit-intent capture on high-value pages	FILL-INS

Impact vs. Effort Matrix

Visual mapping of your top 5 recommended actions

	QUICK WINS 1	STRATEGIC 3	MAJOR PROJECTS 2
BUSINESS IMPACT ↑	FILL-INS 5	CORE OPS 4	COMPLEX
	TASKS	CHORES	AVOID
	IMPLEMENTATION EFFORT →		