

ProductLed.™

Product Qualified Leads



A Product Qualified Lead (PQL) Is A Lead Who Has Experienced Meaningful Value Using Your Product.



What Are Examples Of A PQL?



DRIFT

Drift - 100 conversations



Slack - 10,000 messages



Facebook - 7 friends



**Does A PQL
Just Consist Of
Product Data?**

What elements can contribute to a PQL?



Demographic Data

Job title



What elements can contribute to a PQL?



Firmographics Data

- Company size
- Revenue
- Number of employees

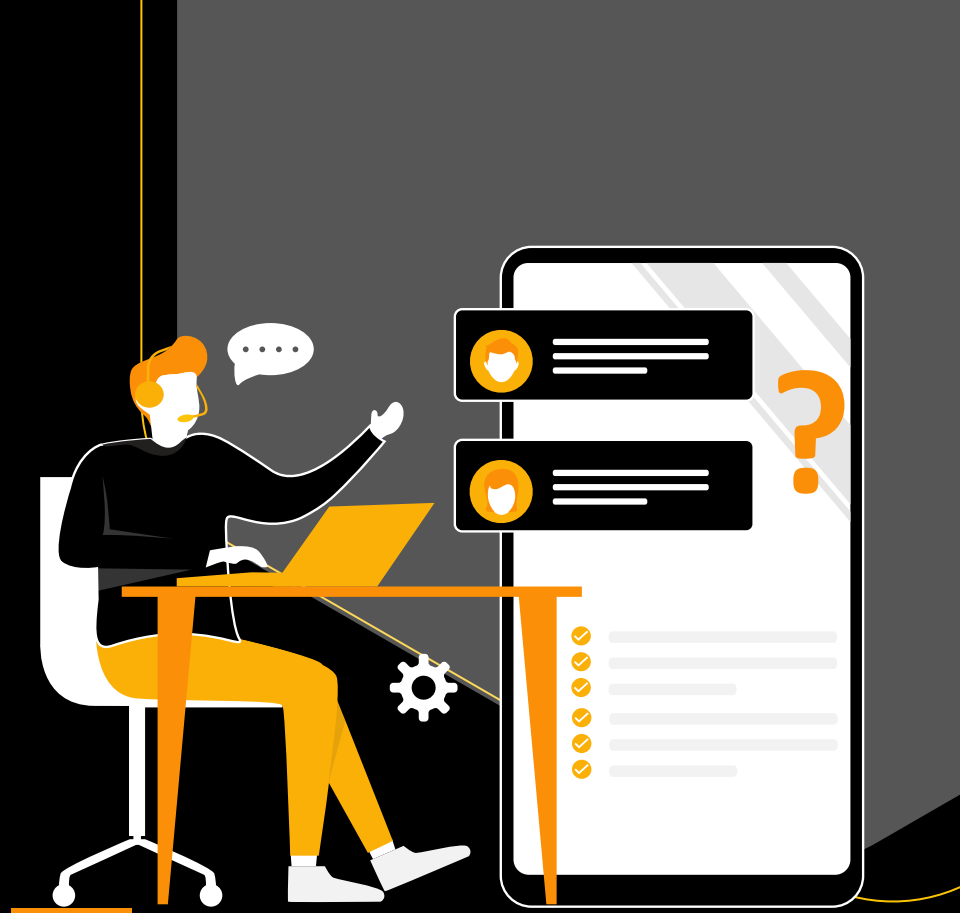


What elements can contribute to a PQL?



Product Data

- Completed "aha moment"
- Number of logins
- Number of users
- Features used
- Velocity of adoption



How can every team use PQLs?



Your marketing team needs to measure what campaigns drive active users



Your sales team needs to identify users who have experienced the value of the product



How can every team use PQLs?



Your product team needs to monitor how quickly users are able to experience the value of the product.



Your support team needs to proactively identify accounts that need help.



**How do we
identify what a
PQL is for your
business?**



Identify End User Success On Your Straight-line Onboarding Experience .

