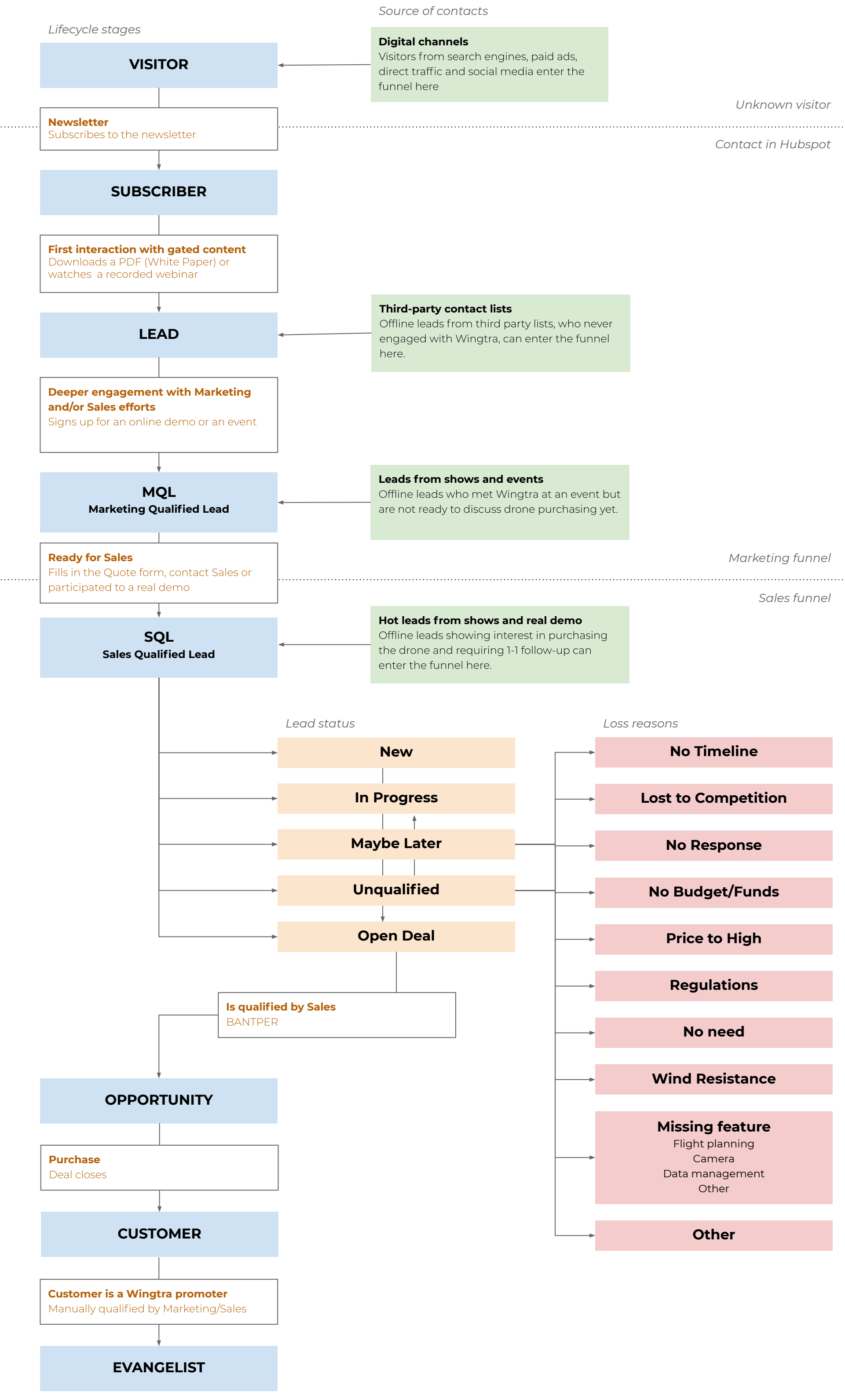
Source of contacts
Lifecycle stages
VISITOR
Digital channels
Visitors from search engines, paid ads, direct traffic and social media enter the funnel here
Unknown visitor
Newsletter
Subscribes to the newsletter
Contact in Hubspot
SUBSCRIBER
First interaction with gated content
Downloads a PDF (White Paper) or watches a recorded webinar
LEAD
Third-party contact lists
Offline leads from third party lists, who never engaged with Wingtra, can enter the funnel here.
Deeper engagement with Marketing and/or Sales efforts
Signs up for an online demo or an event
MQL
Marketing Qualified Lead
Leads from shows and events
Offline leads who met Wingtra at an event but are not ready to discuss drone purchasing yet.
Ready for Sales
Fills in the Quote form, contact Sales or participated to a real demo
Marketing funnel
Sales funnel
SQL
Sales Qualified Lead
Hot leads from shows and real demo
Offline leads showing interest in purchasing the drone and requiring 1-1 follow-up can enter the funnel here.
Lead status
New
In Progress
Maybe Later
Unqualified
Open Deal
Loss reasons
No Timeline
Lost to Competition
No Response
No Budget/Funds
Price to High
Regulations
No need
Wind Resistance
Missing feature
Flight planning
Camera
Data management
Other
Other
Is qualified by Sales
BANTPER
OPPORTUNITY
Purchase
Deal closes
CUSTOMER
Customer is a Wingtra promoter
Manually qualified by Marketing/Sales
EVANGELIST