



# COVID-19 Economic Benchmarking Survey Summary Results

Full Data Available Exclusively to Revenue Collective Members



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COLLECTIVE

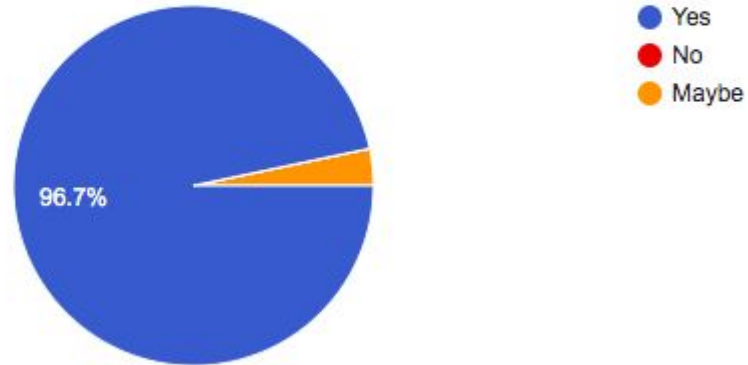
# April 16, 2020

## Latest Days Results

# Revenue Collective Economic Benchmarking Survey Today's Results

Have you felt an impact to your business based on COVID-19?

121 responses

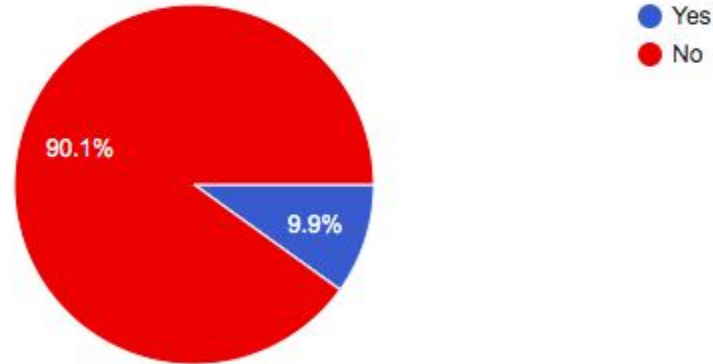


# Revenue Collective Economic Benchmarking Survey Today's Results



Have you been laid off as a result of COVID-19?

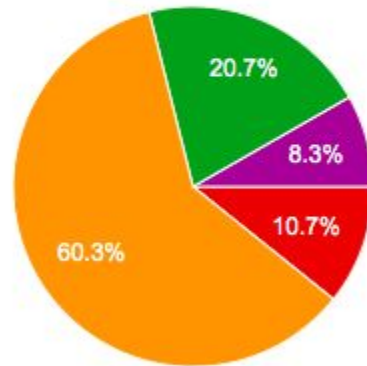
121 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

Will your company survive COVID-19?

121 responses

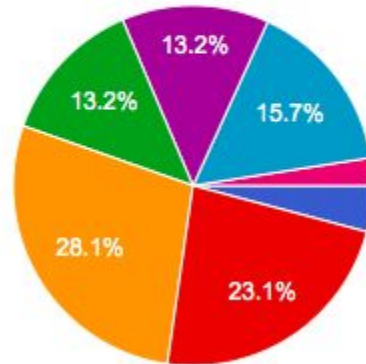


- No
- Yes but barely
- Yes
- Yes and we'll gain momentum
- Can't tell yet

# Revenue Collective Economic Benchmarking Survey Today's Results

Has your business adjusted revenue targets/forecasts as a result of COVID-19 impact?

121 responses

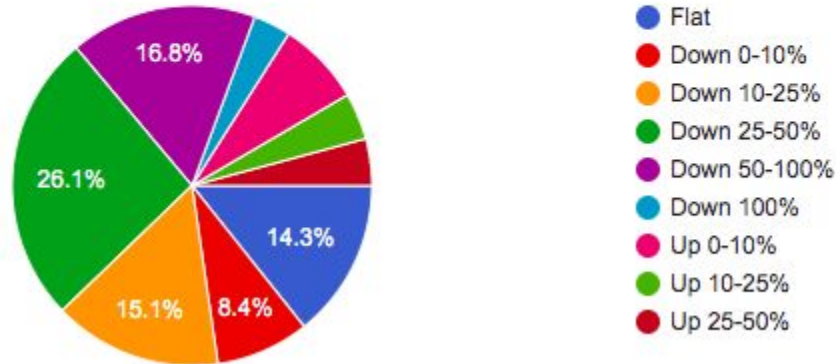


- Yes - by 10% or less
- Yes - by 10-25%
- Yes - by 25-50%
- Yes - by more than 50%
- Not yet but we expect to
- We have not made any changes to our forecast
- We've actually increased our forecast

# Revenue Collective Economic Benchmarking Survey Today's Results

How are you projecting current period quarter (Q2 for most people) new revenue relative to prior period (Q1 for most people)?

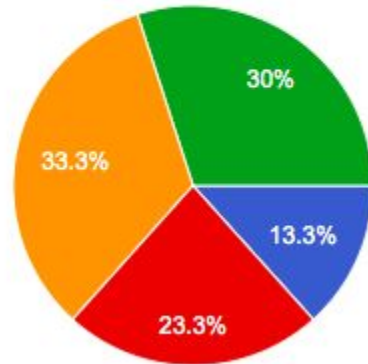
119 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

Has your business adjusted individual sales quotas as a result of COVID-19?

120 responses



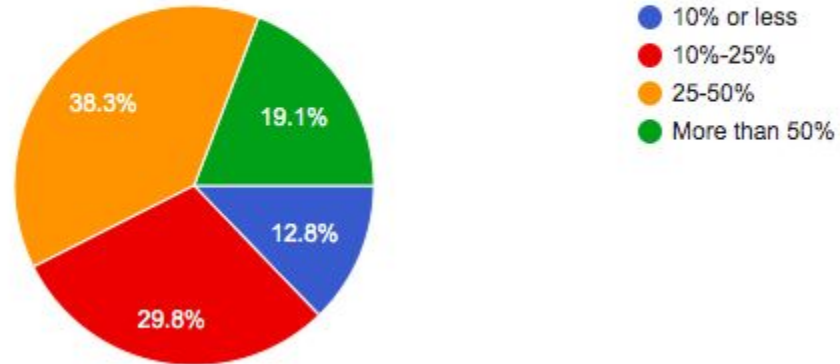
- Yes - We've reduced for the entire year
- Yes - We've reduced them for Q2 but have not made any further adjustments
- We have not yet made any adjustments but plan to
- We will not be adjusting quota



# Revenue Collective Economic Benchmarking Survey Today's Results

If you answered Yes to reducing quota above, by what % has it been reduced?

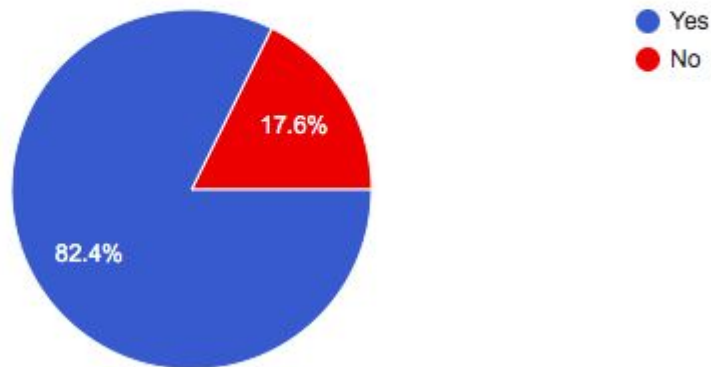
47 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

Have you stopped or paused hiring in the wake of COVID-19?

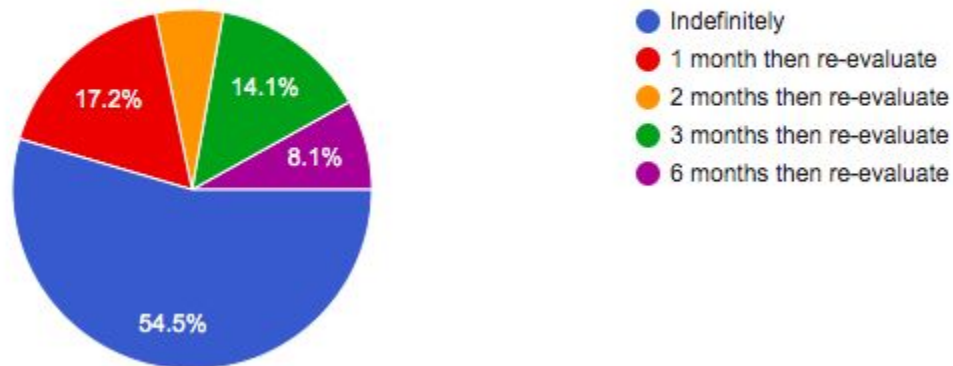
119 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

If you answered Yes above, for how long is hiring frozen?

99 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

Has your team's budget been reduced as a result of COVID-19?

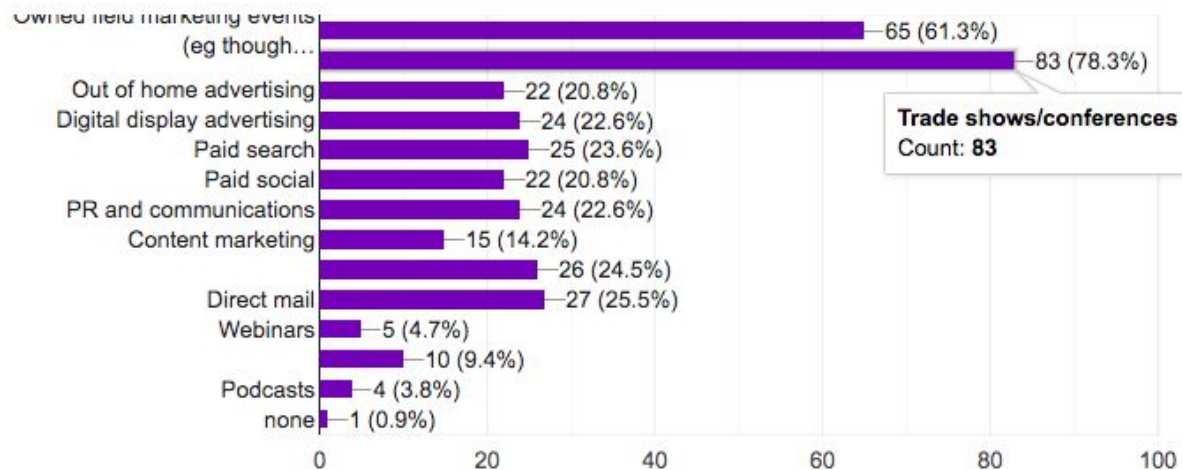
118 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

In what marketing channels have you DECREASED spend as a result of COVID-19?

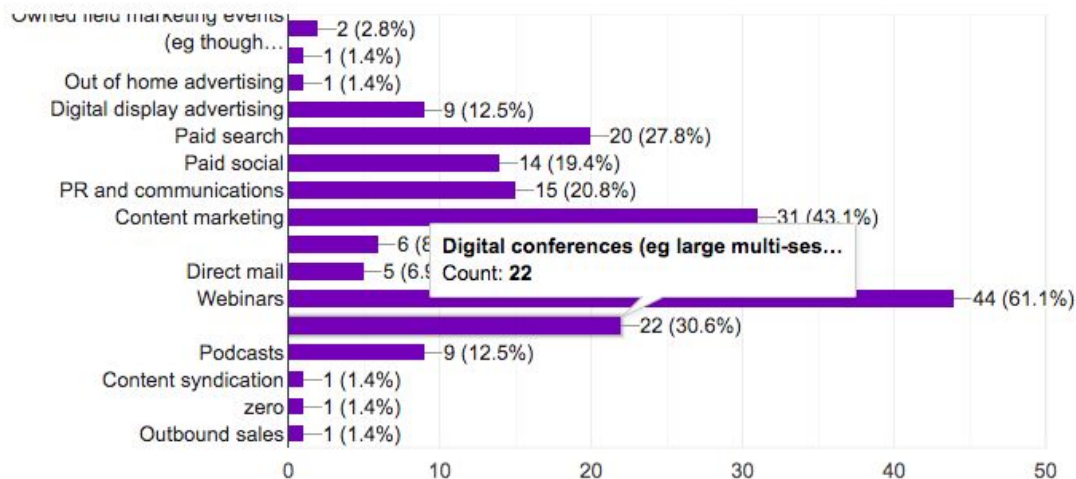
106 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

In what marketing channels have you INCREASED spend as a result of COVID-19?

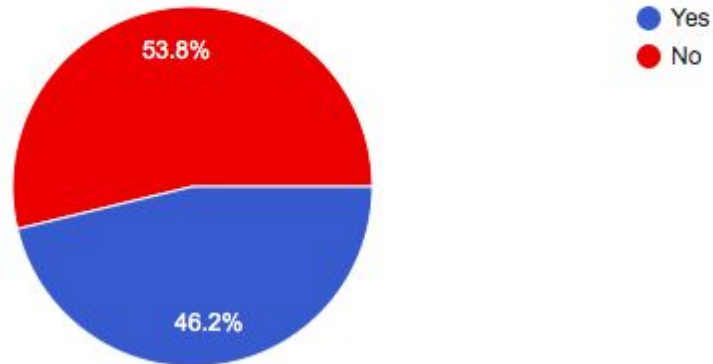
72 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

Have you reduced headcount as a result of COVID-19?

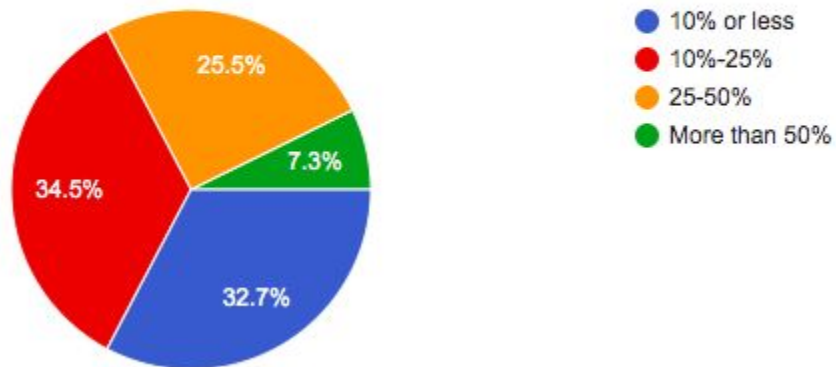
119 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

If you answered Yes to reducing headcount above, by what % has it been reduced?

55 responses

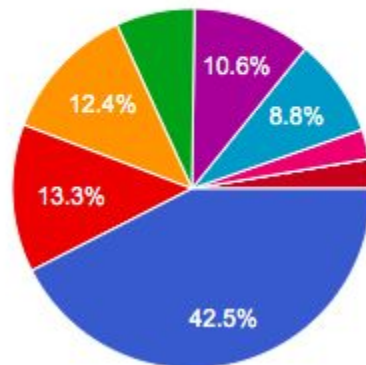




# Revenue Collective Economic Benchmarking Survey Today's Results

As a result of COVID-19, our customer churn rate has

113 responses

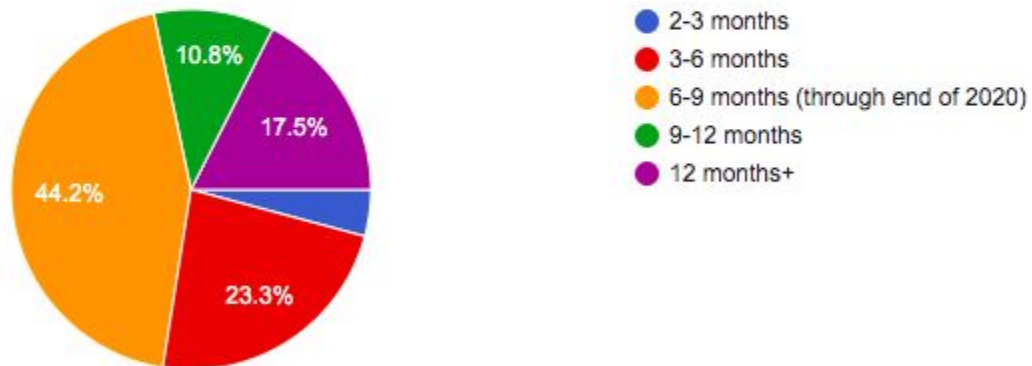


- Been about the same as prior period
- Increased 1%-5% over prior period
- Increased 5-10% over prior period
- Increased 10-15% over prior period
- Increased 15-25% over prior period
- Increased between 25%-50% over prior period
- Increased between 50-75% over prior...
- Increased between 75%-100% over pr...
- More than doubled over prior period

# Revenue Collective Economic Benchmarking Survey Today's Results

What's your expectation about the duration of the economic impact from COVID-19 to your business?

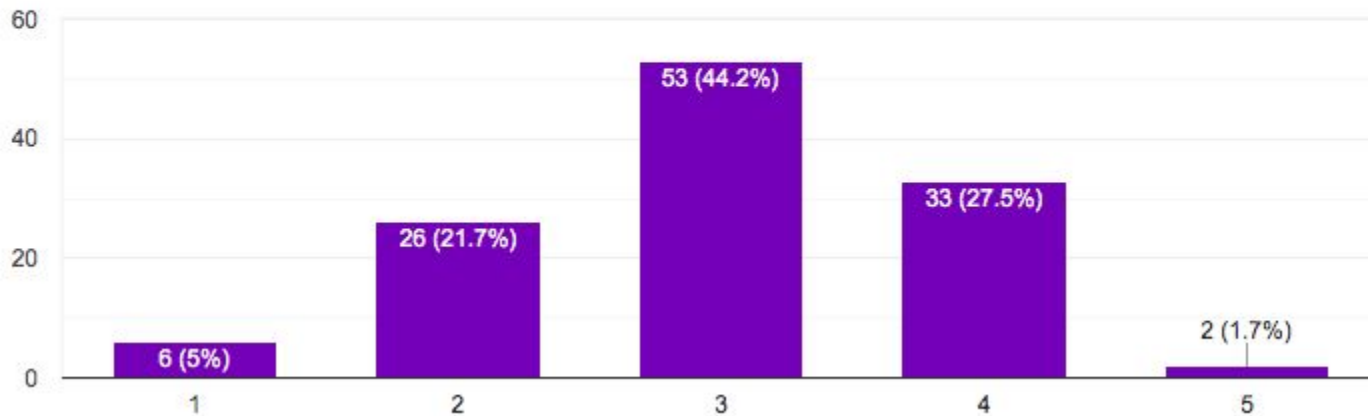
120 responses



# Revenue Collective Economic Benchmarking Survey Today's Results

Rate your overall level of optimism

120 responses



# Revenue Collective Economic Benchmarking Survey Anecdotes

What concerns you most today?

73 responses

my job security

Keeping peoples spirits up as a lockdown continues

keeping my job

Unknowns around timing

Q3 revenue.

RFP / purchasing timelines extending indefinitely.

Poor government leadership, large unemployment numbers

How long this will last and what it will do to the overall economy.

Keeping revenues coming in

# Revenue Collective Economic Benchmarking Survey Anecdotes

How do you think this will affect your business once it's all done?

68 responses

It will position our space and product best

I think our product pricing and understanding will change dramatically.

our business will take a more targeted approach to prospecting and who we partner with

Virtualization for us and customers, slowed pipeline and deal progression near term, closer customer relationships long term

IF we don't go under, could fill a large power vacuum.

More talent available at cheaper costs

Hoping that we will actually be in a better position financially and as a strategic acquisition target.

Pipeline will essentially be thinned out for the next 6-9 months

we consolidate our market segment

# Revenue Collective Economic Benchmarking Survey Anecdotes

What's working best for you today?

66 responses

Keeping a routine

continuing to work and focus on making my work be impactful and seen by senior leadership

networking

Loving on customers, educating, helping, providing value

Clear, simple strategy messaging.

Webinar's are working great, paid social ads

Virtual events.

targeting new builds. construction has been an essential business and has kept going, so targeting those projects has proven fruitful

lots of zoom meetinas

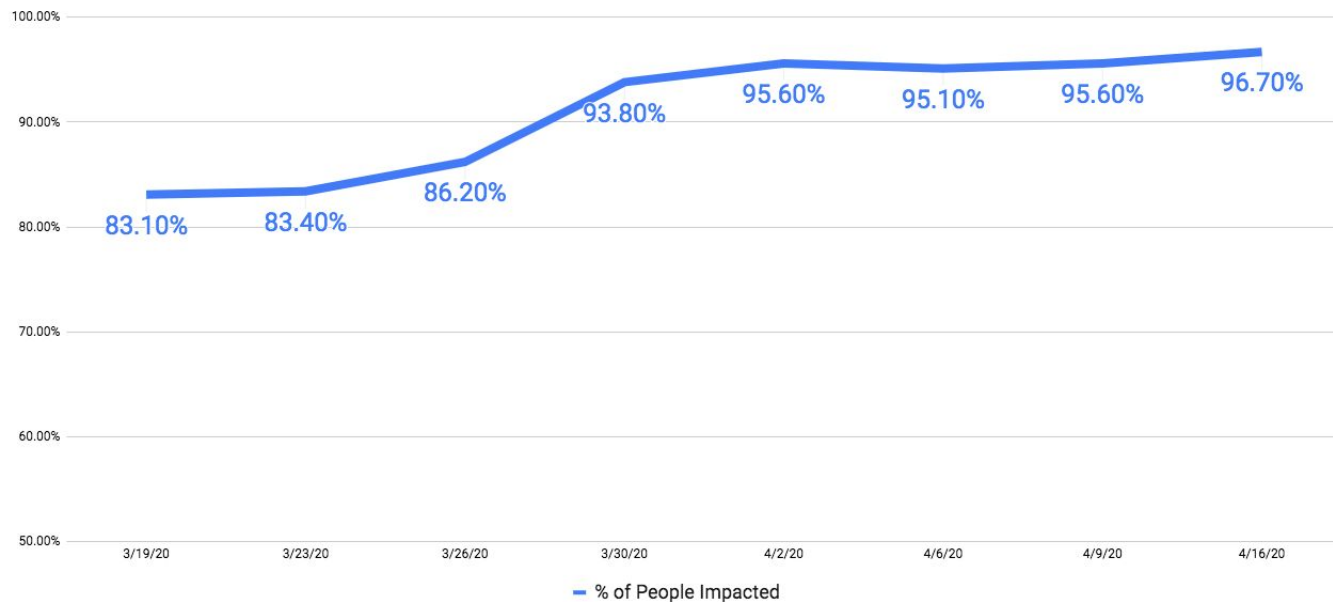


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# Time Series

# Revenue Collective Economic Benchmarking Survey

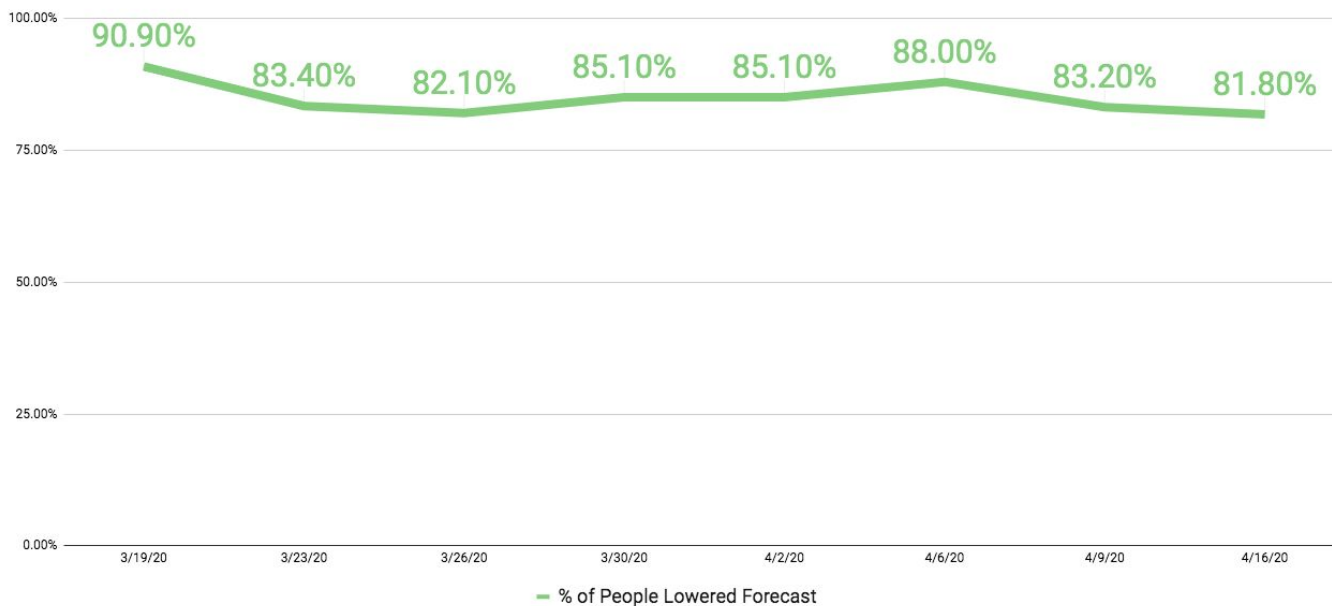
## Time Series: % of Respondents Impacted





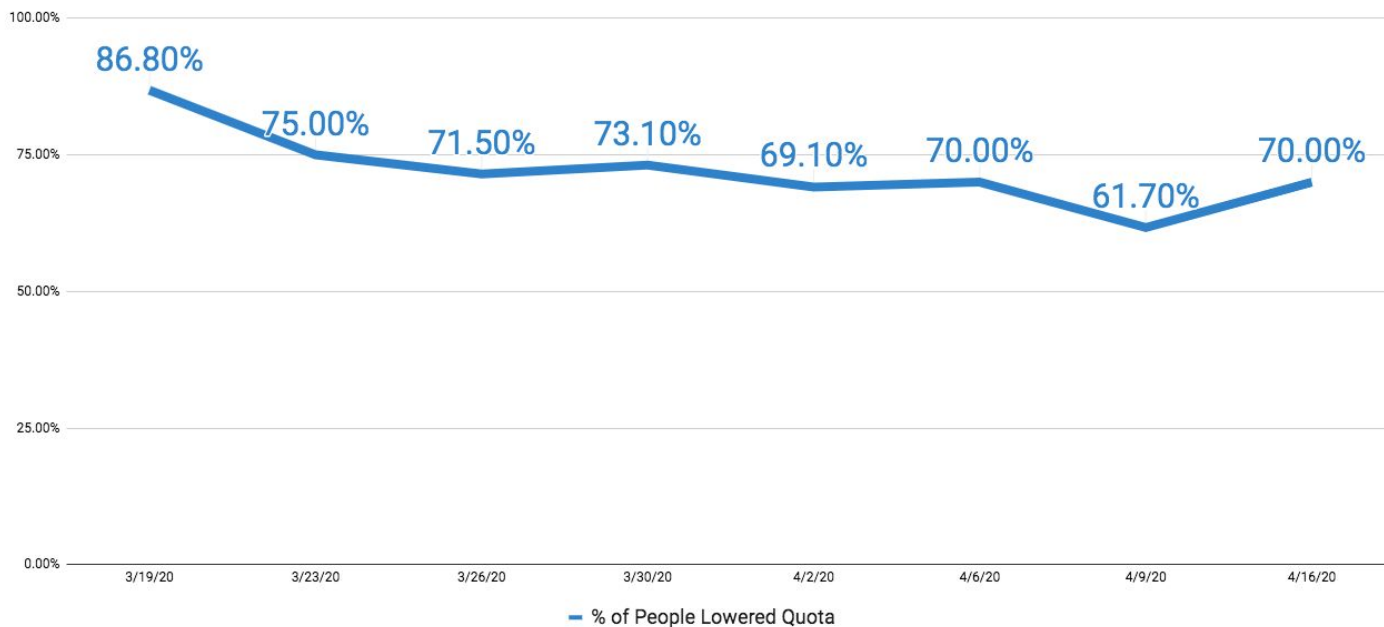
# Revenue Collective Economic Benchmarking Survey

## Time Series: % of Respondents Lowered Forecast



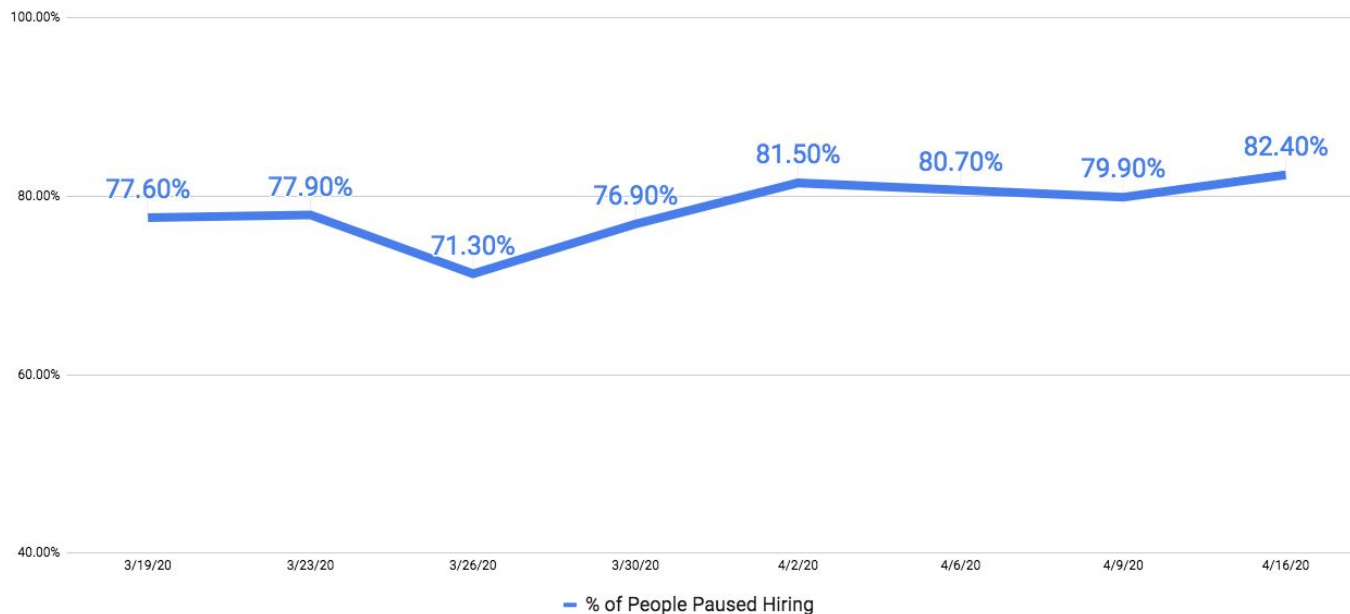
# Revenue Collective Economic Benchmarking Survey

## Time Series: % of Respondents Lowered Quota



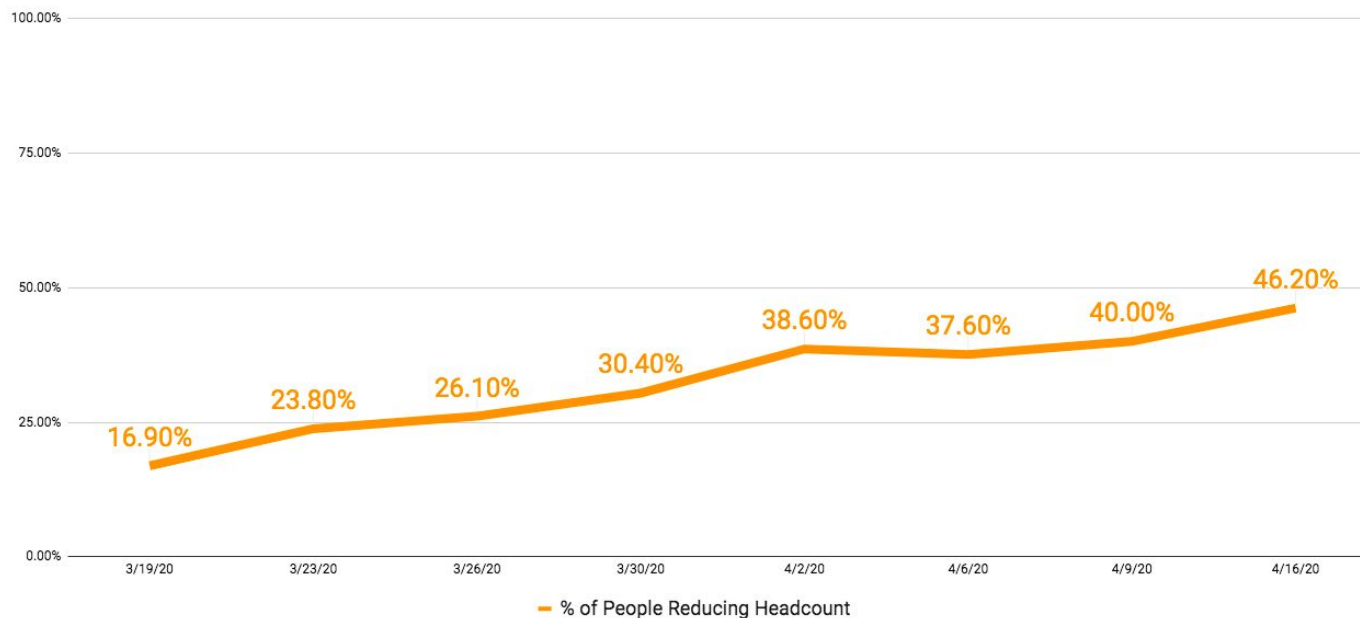
# Revenue Collective Economic Benchmarking Survey

## Time Series: % of Respondents Paused Hiring



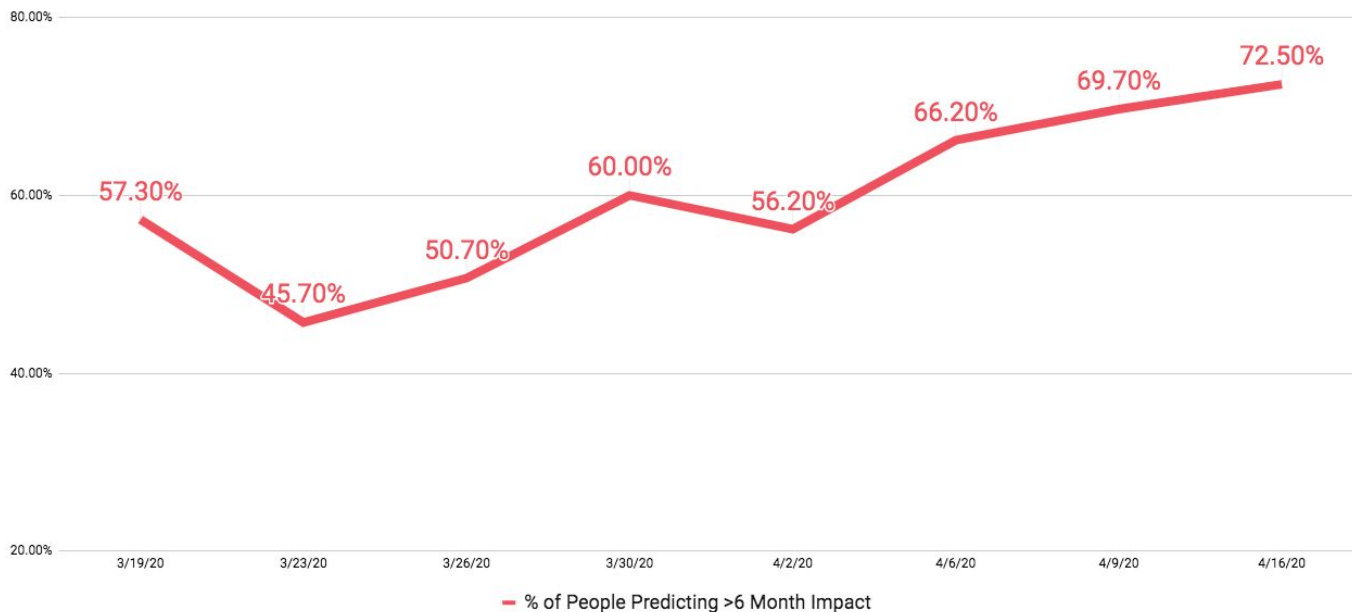
# Revenue Collective Economic Benchmarking Survey

## Time Series: % of Respondents Reducing Company Headcount



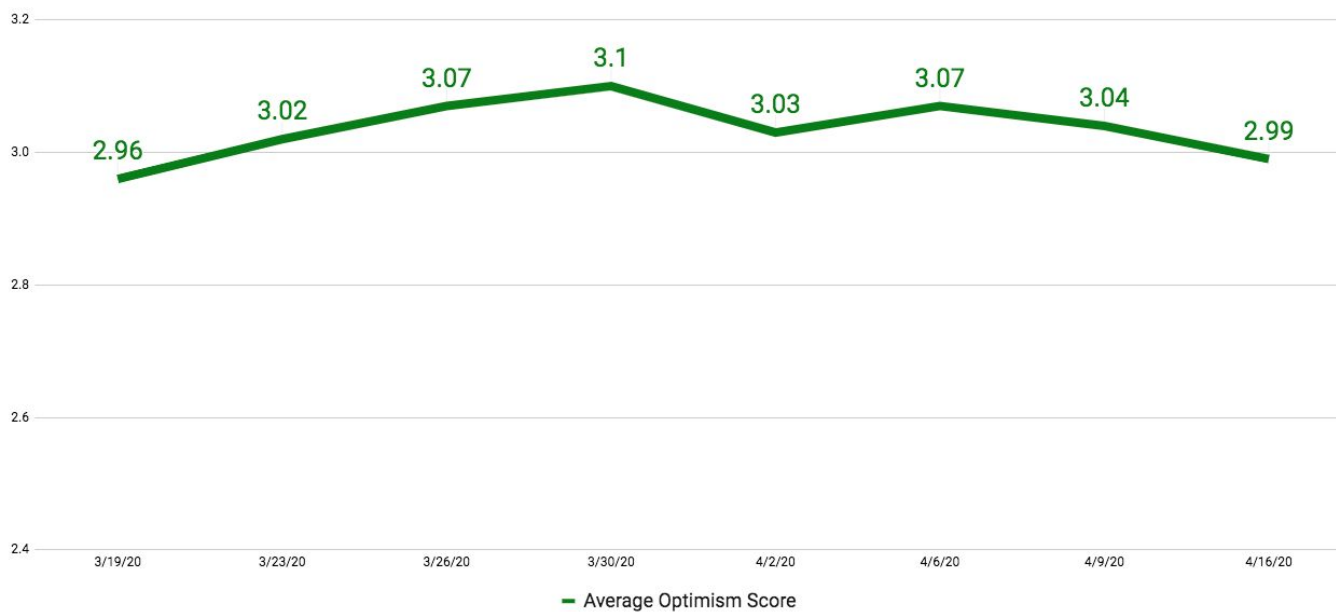
# Revenue Collective Economic Benchmarking Survey

## Time Series: % of Respondents Predicting 6+ Months Impact



# Revenue Collective Economic Benchmarking Survey

## Time Series: Average Optimism





## How Revenue Collective is Helping During COVID-19

- Daily Sprints at 12pm featuring prominent global thought leaders from firms including Redpoint Ventures, General Atlantic, and more
- 15+ virtual meetings/week by city and region
- Bi-weekly Economic Benchmarking Survey
- Dedicated channels for news and parenting tips
- Collated job reports featuring hiring companies and great candidates
- Strategic partnerships including One Medical for discounted access to telehealth and COVID diagnosis
- Daily support of 1,700+ global executives committed to helping others



**Interested in learning how Revenue Collective  
can help your revenue leadership?**

Visit [www.revenuecollective.com](http://www.revenuecollective.com) for more information  
or email [contact@revenuecollective.com](mailto:contact@revenuecollective.com)