



# CREATING A B2B BEELINE

In B2B marketing, sometimes you can't see the most direct route until your prospects take their first steps.

Shortly after launching a recent campaign, Red House analyzed the paths from click to conversion. We discovered that by removing underperforming routes, we could increase marketing qualified leads (MQLs) – not only driving *more* prospects, but *better* ones.

\* Average conversion rate to qualified lead Increase: 21.3% to 32.5% (53% increase, 11.2 percentage point increase)