

## Inbound Pipeline Engine

### Converting Quiet Web Traffic Into \$205K of Closed-Won Revenue

How one publicly-traded healthcare data and analytics company turned passive form fills and a chat widget into a measurable, sales-ready inbound channel in two quarters.

#### The Inflection Point

A publicly-traded healthcare data and analytics company had quietly accumulated a busy website, several enterprise-grade product surfaces, multiple post-acquisition product lines, and a chat widget that no one was sure should be there. What it did not have was a measurable, end-to-end inbound motion that connected those passive web assets to a Salesforce-tracked opportunity outcome. The sales team viewed inbound as noise. The marketing team viewed it as someone else's job. Leadership knew the website was generating intent signals; no one could tell them, in dollars, what those signals were worth.

#### The Build

- **Stood up** the Marketing Response function as a named owner of the inbound funnel; with a structured intro-meeting cadence, an opportunity-creation protocol, and a hand-off SLA between marketing and sales.
- **Rebuilt** a four-channel intake architecture: the Product & Services form (the workhorse), the web form (a high-intent product surface), the Contact Us form, and a qualified chatbot configured to disqualify before booking.
- **Operationalized** an opportunity-creation discipline that distinguished Net New Stage-2 conversions from existing-account intros; so leadership could see whether the inbound channel was generating expansion or net-new logos.
- **Tracked** the inbound channel against the events and outbound channels in the same Salesforce attribution model, so the comparison was apples-to-apples.

#### The Mandate

- Convert passive interest into qualified meetings. inbound web traffic must produce a tracked, named, attributable pipeline contribution by end of H1, not a soft "engagement" number.
- Build a single, owned hand-off process. every form fill, every qualified chat conversation, every product-and-services submission flows through one Salesforce-mapped intake that hands off to sales with context (and a Marketing Response owner accountable for it).
- Make the motion provable to the CFO. show closed-won contract value attributable to the inbound motion, broken out by source, so the next quarter's investment decision is defensible.

#### The Outcomes

- **Meeting volume** 22 qualified intro meetings held across Q1 (10) and Q2 (12).
- **Opportunity creation** 14 Salesforce opportunities created (8 Q1, 6 Q2); 10 Net New Stage-2 conversions; 5 deals closed-won in the period.
- **Closed-won, by source** \$205,062 in closed-won contract value attributable to inbound web sources in two quarters.
- **Defensible attribution** The inbound channel earned its line item in the next quarter's plan; with a defensible CFO-facing dollar-per-meeting and dollar-per-opportunity ratio.

#### Why This Matters for CEOs and Sales Leaders Who Inherit Marketing

If you are a CEO, founder, or sales leader who ended up owning marketing by default, the most expensive failure mode is the one where the website is generating intent signals you cannot price. Web traffic that does not convert isn't a top-of-funnel problem; it's a hand-off problem. The fix is rarely a campaign; it is a named owner, a Salesforce-mapped intake, and an attribution model the CFO will defend in the next board meeting.

