

Turning Lead Funnel Blind Spots into Revenue Growth

Business Problem



- Customer journey data was fragmented across marketing, CRM, digital, contact center, and dealer ecosystems
- Conversion drop-offs were hard to explain (traffic is up, but leads/test drives/quotes/bookings don't move) due to missing end-to-end journey stitching
- Attribution is inconsistent (multiple tools and definitions), leading to biased budget allocation and "last-click" decisions
- Manual reporting processes delayed insights and reduced organizational agility
- No predictive visibility into which leads convert or which stage is likely to fail, causing wasted spend and poor sales prioritization

Solution



- Unified funnel events (impressions → sale) from marketing, product, and CRM into Delta Lake
- Stitch journeys via identity resolution (cookie/device → email/phone → CRM ID) to create a Golden Lead ID
- Built funnel KPIs & cohorts in Databricks SQL: conversion by stage, time-to-convert, drop-offs, and segmentation (channel/region/product).
- Use MLflow for lead scoring and drop-off risk prediction
- Enable next-best-action recommendations and real-time monitoring using Structured Streaming / Delta Live Tables
- Triggered anomaly alerts (conversion dips, CPL spikes, channel quality drops) and enforce PII governance with Unity Catalog (RBAC, lineage, audit)

Value Delivered



- ✓ **10–20% higher conversions** by identifying drop-off stages early and enabling teams to focus on the leads most likely to convert
- ✓ **50–70% less manual reporting** effort by automating dashboards, funnel KPIs, and performance tracking
- ✓ **15–25% lower wasted marketing spend** through better attribution and smarter channel and campaign optimization
- ✓ **20–30% higher sales productivity** with lead scoring, prioritization, and reduced effort on low-quality follow-ups
- ✓ **25–40% faster decision-making** with daily or near real-time visibility into funnel performance and campaign outcomes



10-20%

Higher Lead-to-Conversion Rates Through Better Funnel Visibility



15-20%

Lower Wasted Marketing Spend Through Smarter Attribution & Optimization



25-40%

Faster Decision-Making with Near Real-Time Funnel Performance Insights