ILLUSTRATIVE SAMPLE

Diagnostic example: a fictional B2B SaaS company

The written findings a free growth diagnostic sends after the call, shown on Quarrelane Software, a fictional company. Every name and number is made up.

DGo Digital, B2B growth consultancy
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ABOUT THIS SAMPLE

- ✓ Quarrelane Software is fictional: no client data is used
- ✓ Goal: pipeline and tracking
- ✓ A real report arrives within 2 business days of the call
- ✓ Every table holds example data, illustrative

> This illustrative sample shows what you receive after a free growth diagnostic on the pipeline goal: what we looked at, the top 3 leaks with their evidence, a 30-day fix plan in order, and what an engagement could look like. The company and every figure are fictional.

Illustrative sample

Quarrelane Software is a fictional B2B SaaS company that sells project accounting software to professional services firms in the US and UK. It does not exist, and no real account was reviewed for this page.

What we looked at

Quarrelane shared its website, its two paid channels, a rough monthly spend band and the stage names in its CRM. It chose to add read-only access to Google Ads and the CRM, removed at the end. Nothing was changed in any account.

Area	What we checked	Window
Tracking	Conversion actions in Google Ads and LinkedIn against new contacts in the CRM	Last 90 days
Paid search	The search terms report: the actual searches that triggered the ads	Last 90 days
Landing page and form	The demo page and its two-step form, step by step	Last 90 days
Reporting	How spend is compared with qualified pipeline, and how often	Current routine

Example data, illustrative.

Your top 3 leaks, with the evidence

Ranked by what each one costs in qualified pipeline, biggest first.

Leak	Evidence	Why it costs pipeline
1. Conversions counted twice between the form and the CRM	Google Ads reported 212 demo conversions; the CRM shows 118 new contacts from paid search in the same 90 days. The tag fires on the thank-you page and again on the form submit.	Bidding chases a number close to double the real one, so cost per lead looks lower than it is and budget flows to the wrong campaigns.
2. Paid search spending on job seekers and students	19 percent of paid search spend went to searches such as "project accounting jobs", "project accounting course" and "free project accounting template". None created a CRM contact.	Nearly a fifth of the search budget reaches people who will never buy.
3. The demo form loses most visitors at step 2	1,840 visitors started the form, 1,102 reached step 2 (nine company fields) and 141 sent it.	Step 2 loses 87 percent of the visitors who reach it, after the ad spend has already paid for the visit.

Example data, illustrative.

What to fix first: a 30-day plan

In order, so each fix makes the next one easier to measure. Owners are roles on Quarrelane's team; the plan works without DGo.

When	What to do	Owner	Effort
Week 1	Keep one conversion action, on the confirmed form submit, and make the page-load action secondary.	Marketing ops	2 to 3 hours
Week 1	Add the job, course and template searches as negative keywords; review new search terms every week.	Paid search manager	1 hour, then 30 minutes a week
Week 2	Send qualified opportunities from the CRM back to Google Ads as the goal to bid on.	Marketing ops with sales ops	Half a day
Weeks 2 to 3	Cut step 2 of the demo form from nine fields to four, and fill in company details in the CRM instead.	Web team	1 to 2 days
Week 4	Start a monthly review of spend against qualified pipeline by channel, with decisions written down.	Head of marketing	1 hour a month

Example data, illustrative.

What to measure each week

- Demo requests from paid search that the CRM confirms, not the count the ad platform reports.
- The share of paid search spend on searches that created no contact.
- Form completion from step 2.
- Qualified opportunities by channel, against spend by channel.

What an engagement could look like

Three ways forward. Scope, timeline and fee come in a written proposal, and only if you ask for one.

1. Your team runs the plan above with these notes. The findings are yours either way.
2. A fixed-scope tracking fix: one conversion action, the CRM import and the shorter form, with a written note of every change.
3. Monthly paid media management on one or two channels, run against qualified pipeline, month to month with 30 days' notice to stop.

How a real diagnostic differs

- It is about your accounts: a 30-minute call on the goal you pick, then findings from your own data.
- Access is read-only and only if you choose, removed at the end. NDA on request.
- Your top 3 findings and a 30-day fix plan arrive in writing within 2 business days.
- You keep them, whether or not you work with us.

An illustrative sample written under our Editorial and AI Policy. Quarrelane Software and every figure on this page are fictional.

Get your own top 3 leaks, in writing

A 30-minute call, then your top 3 findings and a 30-day fix plan in writing within 2 business days.

Book a free growth diagnostic →

No pitch and no commitment. You keep the findings.