



# Zero to Pipeline: Crafting a Data-Driven Growth Machine

Robyn Winner | Thu, Sep 4  
11:45am - 12:30pm PT

# Robyn Winner

Head of Marketing,  
Loop



# Agenda

- The non-negotiables
- The growth engine

Zero to pipeline

# The non-negotiables



## 01 **Know your why.**

Why do you choose to work for this company? Why does your company matter? Why do you matter within it?

## 02 **Growth is a team sport.**

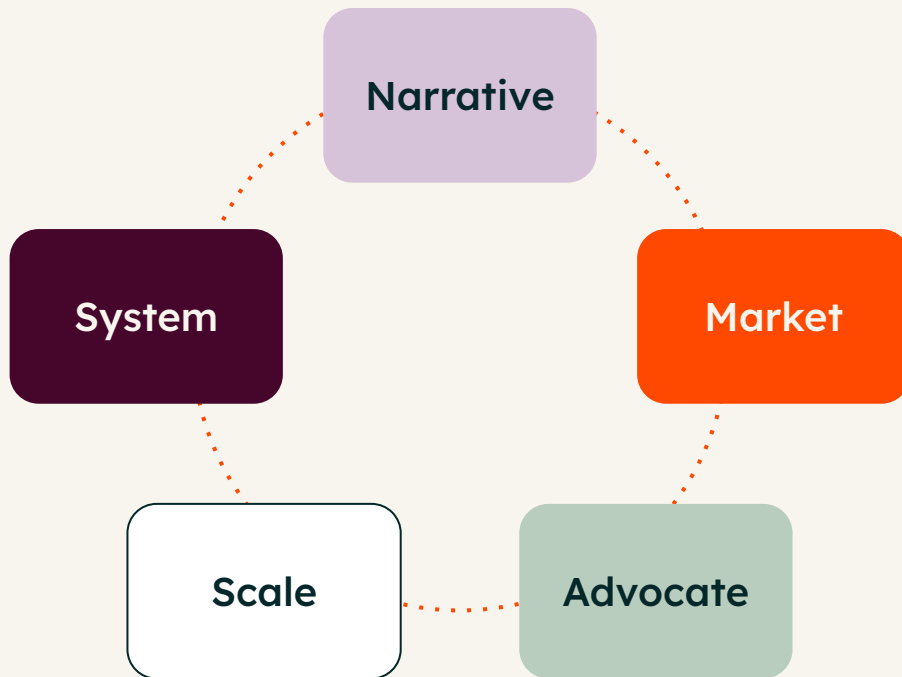
To grow efficiently, you must all be working together towards the same goals.

## 03 **We are humans selling to humans, not bots.**

Proceed thoughtfully.

Zero to pipeline

# The growth engine



# System

# The team System

Zero to pipeline | System | The team

# Growth is a team sport





# The \$\$\$ System

**B.F.F.**  
Best friends  
w. finance

You cannot build or scale without  
finance's trust or funding.

## Time for some math

Stage	CVR
Leads	30%
MQLs	
Meetings	
Opportunities	
Closed Won	
ARR	-
CAC	-

## Time for some math

Stage	CVR	# / Stage
Leads	30%	123
MQLs		37
Meetings		11
Opportunities		3
Closed Won		1
ARR	–	–
CAC	–	–

## Time for some math

Stage	CVR	# / Stage	\$/Stage
Leads	30%	123	\$270
MQLs		37	\$900
Meetings		11	\$3,000
Opportunities		3	\$10,000
Closed Won		1	\$33,333
ARR	–	–	<b>\$100k</b>
CAC	–	<b>\$0.33</b>	<b>\$33k</b>

## Time for some math

Stage	CVR	# / Stage	\$/Stage	Goal
Leads	30%	123	\$270	12,346
MQLs		37	\$900	3,704
Meetings		11	\$3,000	1111
Opportunities		3	\$10,000	333
Closed Won		1	\$33,333	100
ARR	–	–	\$100k	\$10M
CAC	–	\$0.33	\$33k	\$3.3M

Marketing budget

Zero to pipeline | System | The \$\$\$

**This sh\*t is complex. Spend the time.**

\$ Headcount + \$ tech + (\$ program + \$ brand)\*channels

- + A lot of assumptions & big bets
- + Time parameters between stages
- + Confirming / adjusting assumptions constantly

## Zero to pipeline | System | The \$\$\$

				In aggregate	Tied to program \$\$
	CVRs	Stage	# / Stage	\$\$ / Stage	\$\$ / Stage
Lead to MQL	30%	Leads	12346	\$267.30	\$106.92
MQL to meeting	30%	MQLs	3704	\$891.00	\$356.40
Meeting to opportunity	30%	Meetings	1111	\$2,970.00	\$1,188.00
Opportunity to CW	30%	Opportunities	333	\$3,960.00	\$1,584.00
		CW	100	\$33,000.00	\$13,200.00
Using this sheet: Adjust numbers in the green highlighted areas to see how you should (loosely) plan your marketing budget.		ARR Total	\$10,000,000.00		
		CAC	\$0.33	<< \$\$ spent / \$1 earned	
		ARR / Deal	\$100,000.00	<< ARR per deal	
		Marketing spend	\$3,300,000.00		
		Headcount spend	\$1,320,000.00	40%	
		Tech spend	\$330,000.00	10%	
		Program spend	\$1,320,000.00	40%	
		Brand spend	\$1,000,000.00	10%	
				100%	<< SHOULD = 100%

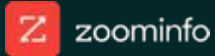
[Link to interactive calculator](#)



# The tech System

# My go-to go-to-market tech stack

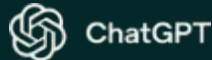
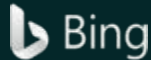
## Market Assessment



## Outbound



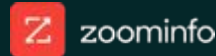
## Inbound



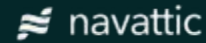
## CRM/MAP/WEB



## Enrichment



## Demos



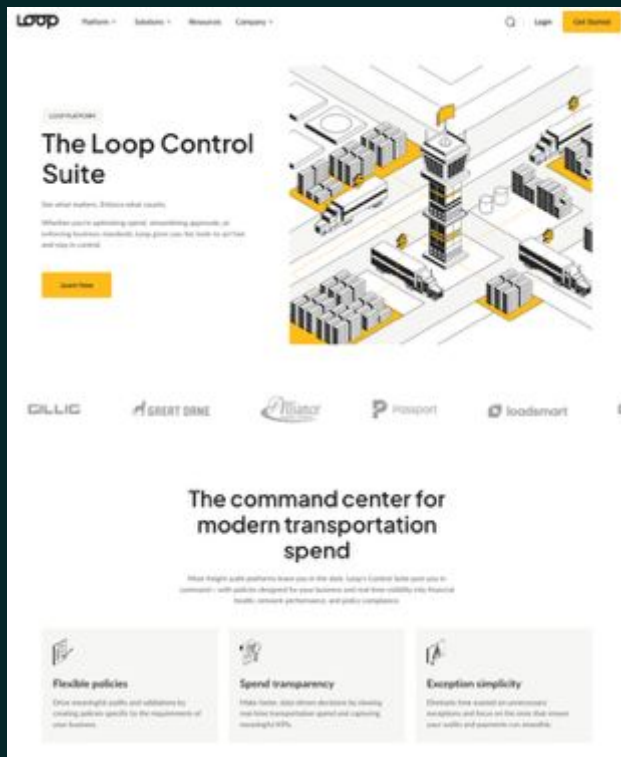
## Call analysis



## Comms



# Build your website



## Loop.com

Built from scratch in 3 months

Central to our digital scalability

Could not have been done without **team trust**

- First >45 day CW deal. (6mo - 1 YR avg)
- +50% - Total sessions (YoY)
- +75% - Organic session (YoY)

# Set up the tracking

Attribution Lead Source

Marketing: Other

Attribution Lead Sub-Source

Other Campaigns;noram-fy25-q2-white-paper

Attribution MQL Source

Marketing: Other

Attribution MQL Sub-Source

Live Web

Attribution Meeting Source

Marketing: Social

Attribution Meeting Sub-Source

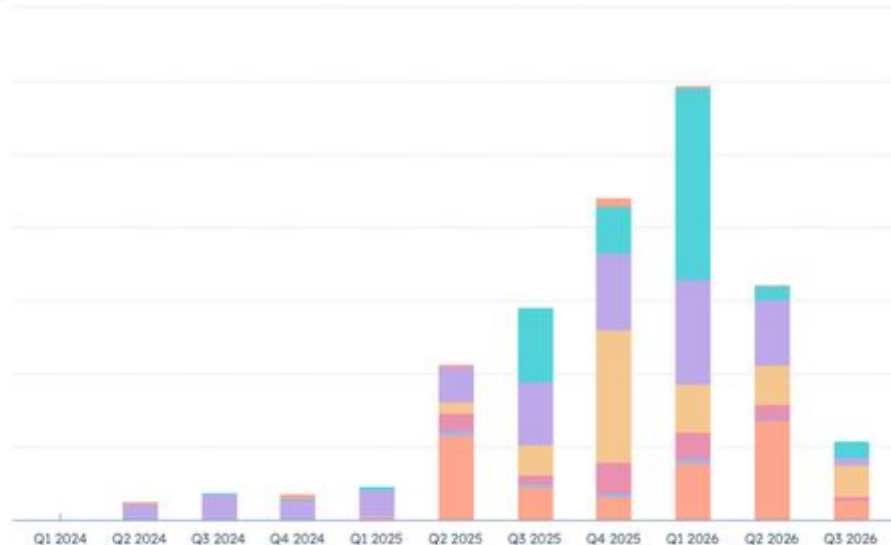
Live Web

## ALL | MKTG | ICP MQLs Created ⓘ

marketing: email marketing: field marketing: organic/direct/referral marketing: other marketing: paid

▲ 1/2 ▼

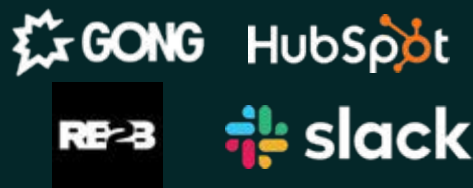
(Distinct count) Record ID - Contacts




Date entered "Marketing Qualified Lead (Lifecycle Stage Pipeline)" - Quarterly

Zero to pipeline | System | The Tech




# Set up the automated comms









**HubSpot** APP 6:52 AM

**NEW FIRST TIME MEETING ALERT!!!**

Contact Owner: Kaylin Roberts  
SDR Owner: Kaylin Roberts

 7  3 




     **8 replies** Last reply 2


**HubSpot** APP 1:05 PM



New Asset Engagement


**form-submission-name:** TOFU | Case Study | Clemens | Download | Asset Engagement  
[Show more](#)

[View contact in HubSpot](#) [Summarize contact with Copilot](#)

 2  1 

**Gong** APP 2:01 PM

 [Call with](#) 



[Loop.com:](#) Lucas Zender

---

10:28

*we'll talk a lot more about this, but it's because we believe that with modern technology, you can automate the audit portion as well as the payments, things like **GL coding** and accruals and cost allocations much better than the incumbent traditional freight audit providers that are doing this with humans and services in the*

Zero to pipeline | System | The Tech

# Core systems check

✓ Team

✓ \$\$\$

✓ Tech

# Narrative

# The founder's perspective

Anchor your growth engine in the **initial truth** of why the company exists and the problem it set out to solve.

## Three key questions to answer

- Why **this solution**?
- **Why now** vs another time?
- **Why us** vs someone else?



# Learn your consumer's world

- Talk to customers (if available)
- Talk to internal SMEs
- Ask for intros / send messages
- Observe buyer behaviors
- Never assume - validate!

# Market entry type

## Category creation

Introducing something completely new.

**Focus:** Category definition, problem education, language creation, trust building

## Disruptive innovation

Existing category but changing the game.

**Focus:** Differentiation narrative, category contrast, proof over promise

# Core narrative check

✓ Story

✓ Market entry

✓ Buyer's world

# Market

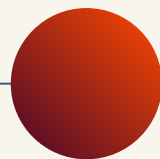
# MVP assets



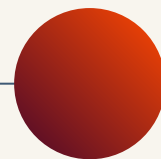
Core  
messaging



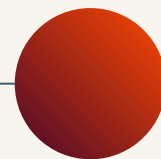
Website &  
digital



Sales  
collateral



Demo  
experience



Cute  
swag

# Invest thoughtfully

- Know what you're optimizing for
- Have a kill switch / alternate plan
- Investments should multitask



“The only unitasker in my kitchen is the fire extinguisher.”

- Alton Brown, Chef

# The best multi-tasking channels

**01**

## **Live events**

Market, persona, product, and pitch  
feedback - live and immediate.

*And build pipeline.*



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**01**

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Market, persona, product, and pitch feedback - live and immediate.

*And build pipeline.*

**02**

## **SDRs**

Land persona, pitch, messaging, market research and key value drivers.

*And build pipeline.*

# The best multi-tasking channels

**01**

## **Live events**

Market, persona, product, and pitch feedback - live and immediate.

*And build pipeline.*

**02**

## **SDRs**

Land persona, pitch, messaging, market research and key value drivers.

*And build pipeline.*

**03**

## **Paid media** Proceed with caution

Brand awareness, market research, demand capture, meeting booking.

*And build pipeline.*

Zero to pipeline | Market

# Quick tips: Events

Smallest \$\$ for lead list

Invest in ancillary event activations

Speaking spot if affordable

NEGOTIATE

TV, banner, table, assets - that's it.

Goal \$/Opp - \$10,000

**Actual \$/Opp - \$7,500**



Zero to pipeline | Market

## Quick tips: SDRs

Reports to marketing

Start with 1, generalist, self starter

Invest in a power dialer

Let them test / iterate

Goal \$/Meeting - \$3,000

**Actual \$/Meeting - \$1,400**

Goal \$/Opp - \$10,000

**Actual \$/Opp - \$7,750**



Zero to pipeline | Market

# Quick tips: Paid media

Meeting booking from search

Use conversational ads for market research

CPL is meaningless without movement

Watch spend like a hawk

Goal \$/Meeting - \$3,000

**Actual \$/Meeting - \$900**

Goal \$/Opp - \$10,000

**Actual \$/Opp - \$5,700**

The screenshot displays the Loop software interface for freight bill audit and pay automation. At the top, the Loop logo is on the left and a 'Get Started' button is on the right. The main heading is 'Freight bill audit and pay automation software', with a subtext: 'Stop leaving money on the road. Say goodbye to manual workflows and inaccurate data that hurt profits.' Below this is another 'Get Started' button. To the right, a 'Fuel surcharge' section shows '477 instances' and a table with columns 'INVOICED', 'EXPECTED', and 'VARIANCE'. The table data is: INVOICED: \$127.96, EXPECTED: \$106.77, VARIANCE: +\$19.19. Below the table, a note states 'UPS did not apply 15% discount for fuel surcharge' with a UPS logo icon. A button labeled 'Email UPS for adjustment' is positioned below the note. A row of logos for 'Passport', 'loadsmart', 'GILLIG', 'GREAT DANE', and 'Alliance' is shown. The 'Audit automation' section follows, with the subtext: 'Seamlessly understand how your carriers comply with contracts to prevent overcharges, identify root causes, and collaboratively resolve exceptions.' Below this are four cards: 'Document digitization and audit', 'Rate and compliance audit', 'Improve carrier relations & margin', and 'Unlock margin insights'. At the bottom, there is a 'Payment optimization' section with a subtext: 'Payment orchestration. Automate workflows to approve or hold payments and leverage Loop's dynamic discounting. Quickpay. Automate online and EFT remittance.' To the left of this text is a 'Spend history' and 'Spend forecast' chart showing two overlapping line graphs with yellow highlights.

Loop

Get Started

## Freight bill audit and pay automation software

Stop leaving money on the road. Say goodbye to manual workflows and inaccurate data that hurt profits.

Get Started

INVOICED	EXPECTED	VARIANCE
\$127.96	\$106.77	+\$19.19

UPS did not apply 15% discount for fuel surcharge

Email UPS for adjustment

Passport loadsmart GILLIG GREAT DANE Alliance

## Audit automation

Seamlessly understand how your carriers comply with contracts to prevent overcharges, identify root causes, and collaboratively resolve exceptions.

- Document digitization and audit
- Rate and compliance audit
- Improve carrier relations & margin
- Unlock margin insights

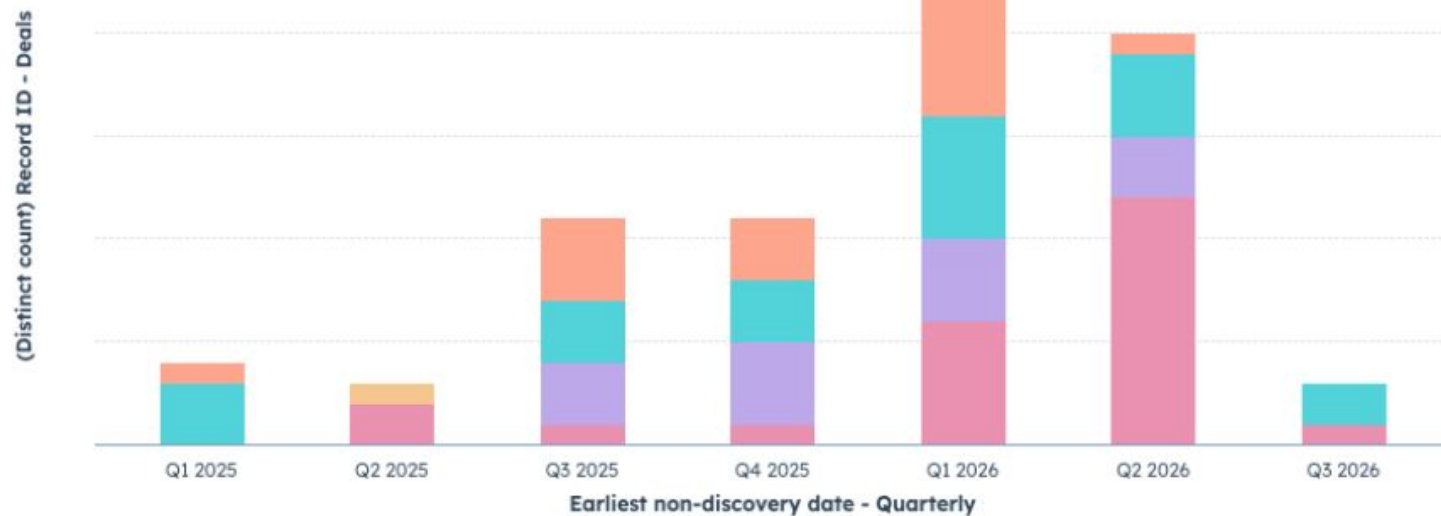
## Payment optimization

Payment orchestration. Automate workflows to approve or hold payments and leverage Loop's dynamic discounting. Quickpay. Automate online and EFT remittance.

Spend history Spend forecast

## Zero to pipeline | Market

Marketing: Field Marketing: Organic/Direct/Referral Marketing: Paid Marketing: Social Outbound: BDR



Zero to pipeline | Market

# Market check

✓ **Market  
response**

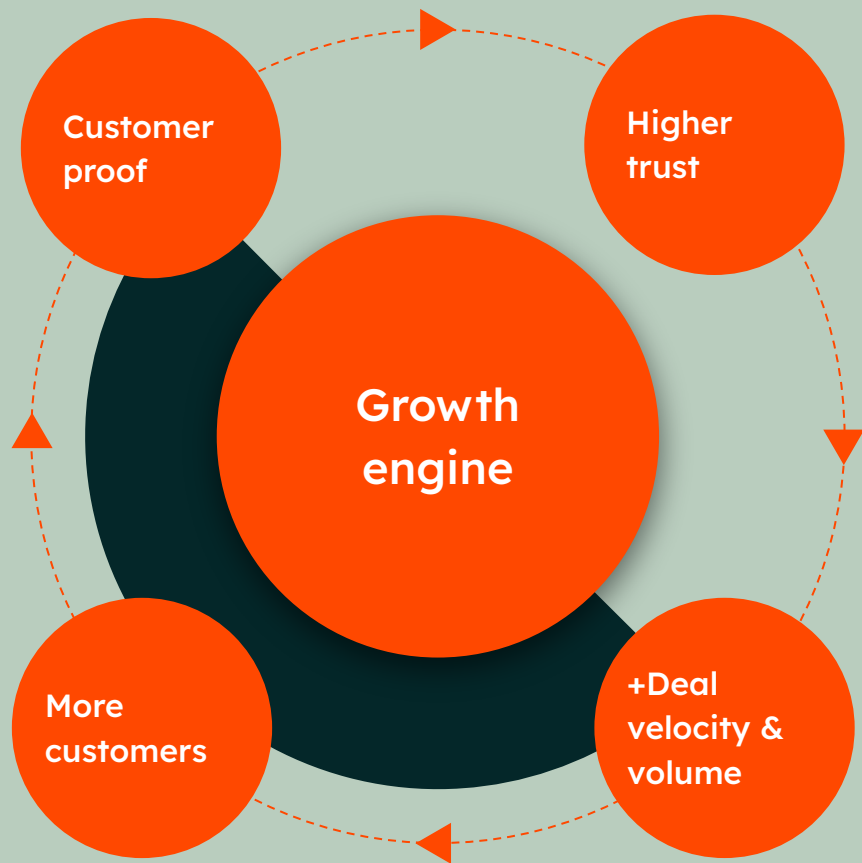
✓ **Performance  
against goals**

✓ **Movement  
between stages**

# Advocate



Customer  
advocacy fuels  
the engine.



Zero to pipeline | Advocate

# 3 crucial starting points

**01**

## **Offer pricing incentives**

Customer logo usage and case study creation for lower price.

**02**

## **Deliver value - FAST**

Ensure the onboarding is seamless, and value is found quickly.

**03**

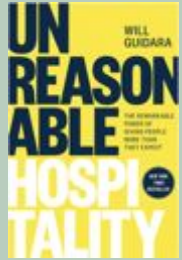
## **Build champions**

Dedicate \$\$, time, resources to customer appreciation.

Zero to pipeline | Advocate

# Take care of your customers and they will take care of you.

Great read



**Supply Chain Now**  
70,073 followers  
3mo · Edited · 🌐

Legacy supply chain software is dead. AI-powered digital twins are taking over—and they're not just for Fortune 500s anymore. ...more

**Previously live**

**Democratizing Digital Twins for the Supply Chain**  
📅 Thursday, 1st May ⌚ 12 noon ET

With Supply Chain Now host Scott W. Luton



**Event ended**  
**Democratizing Digital Twins for the Supply Chain**  
📺 LinkedIn Live

👥 You and 27 others 38 comments · 2 reposts

Donated \$200 to a reef restoration fund as a thank you.

OH my! I am so honored and your donation is amazing!! Thank you so much for your thoughtfulness.

And thank you for the kind words. I am glad I was able to do well for Loop and Supply Chain Now.

# Take care of your customers and they will take care of you.

**503 CASE STUDY: Loop + Kendra Scott: Optimizing Parcel Spend through AI, Data & Partnership** x


September 9, 2025 11:00 AM-11:50 AM CT


AI INNOVATION


Seven percent of parcel spend quietly disappears due to data chaos, hidden fees and outdated audit methods. In this tactical session, we'll show how AI-powered visibility and workflow automation can turn fragmented parcel data into actionable insights and real savings. Attendees will hear a real-world example of how one company unlocked millions in savings by solving their supply chain data puzzle.

**Learning Objectives:**

- Understand how disorganized parcel data can result in hidden margin loss
- How AI can identify hidden savings opportunities in parcel spend
- Key steps to automate cost recovery and improve parcel program performance

**Kevin Chen**  
Outbound Supply Chain Manager  
Kendra Scott

**Matt McKinney**  
CEO, Co-Founder  
Loop

**Rose Hernandez**  
Supply Chain Analyst  
Kendra Scott

*"In the short time we've been working with Loop, I've personally experienced more meaningful contributions from you and the team than I ever did with our previous partner."*

*We really appreciate your diligent partnership and are thankful to have you on our team!!"*

*Kendra Scott*

# Advocacy check

✓ Partner with your  
CSM team

✓ LISTEN to your  
customers

✓ Advocate for them,  
they will advocate  
for you

# Scale

You're ready  
to scale when

01

You've identified the channels, personas, and plays that consistently drive pipeline and closed-won revenue.

You're ready  
to scale when

01

You've identified the channels, personas, and plays that consistently drive pipeline and closed-won revenue.

02

You know what stories are resonating, what should be expanded on, and what should be shelved.



# You're ready to scale when

**01**

You've identified the channels, personas, and plays that consistently drive pipeline and closed-won revenue.

**02**

You know what stories are resonating, what should be expanded on, and what should be shelved.

**03**

You have happy customers willing to share their wins on your behalf.

Zero to pipeline | Scale

# Scale the playbook

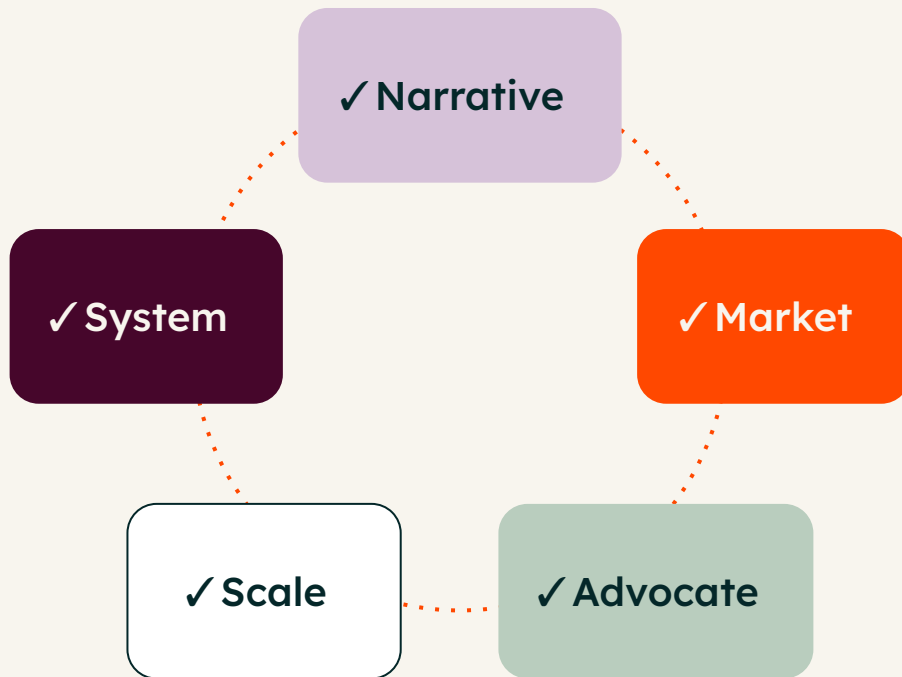
✓ Ask for more \$\$

✓ Double down

✓ Expand team/tech

Zero to pipeline

# Do a full engine check



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We hope you enjoyed today's session.  
Please head to the INBOUND mobile  
app to provide your feedback.  
Thank you!

**INBOUND**

**Thank You!**



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to provide your feedback.  
Thank you!