

# Better Forecasts with Revenue Intelligence

The sales world is changing. Traditional, bottom-up sales forecasting are not enough to create accurate forecasts for different revenue streams.

We commissioned a study to learn more about how teams are leveraging data and analytics to build successful forecasts that hit their targets.

## Only 20%

of participants were satisfied with their forecasting.



Forecasts can feel cloudy, lack accuracy and minimal data integration.



## What forecasting tools are being used?

**Only 20%**  
use revenue  
intelligence  
solutions.



When it comes to revenue forecasting, quality, accuracy, and data integration are aligned with higher satisfaction.

The most popular  
forecasting tools are:

**Spreadsheets**



**CRM's**



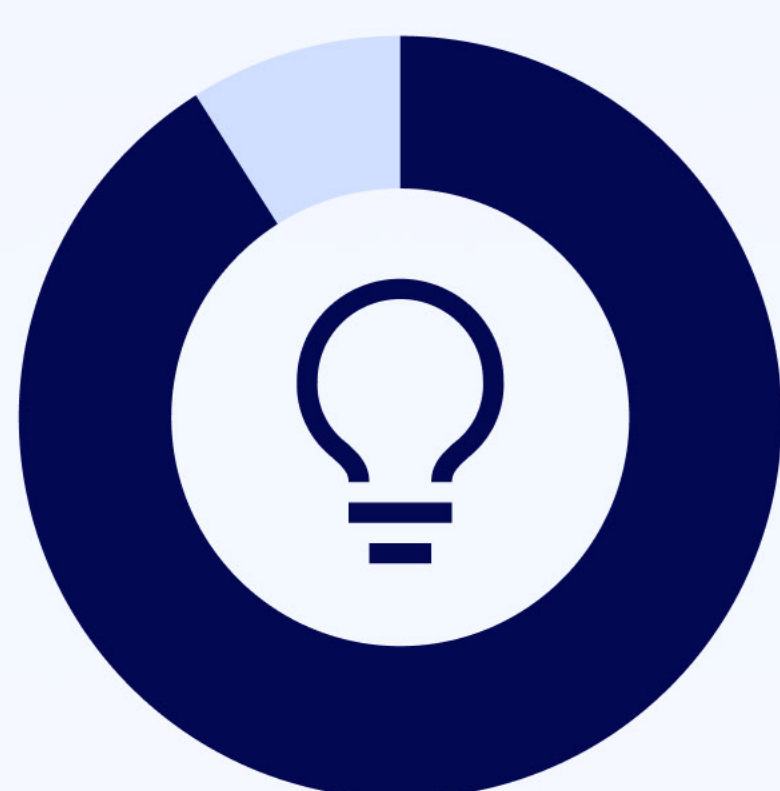
**BI Tools**



Those who use  
Revenue Intelligence are

## 2x more likely to be satisfied

## What do people want when it comes to forecasting?



**91%** want some  
understanding of their  
predictive analytics.

## Types of Forecasters

High Satisfaction	<b>The Minimalists</b> 4% of respondents  These leaders can produce accurate, quality forecasts with minimal analytics requirements.	<b>The Innovators</b> 17% of respondents  Have above average forecast accuracy and quality.
	<b>The Dissatisfied Majority</b> 58% of respondents  Sales are non-transactional and are not primary small deals. Customers are largely B2B.	<b>The Idealists</b> 21% of respondents  With high analytic skills, sales, forecasting remains challenging, partly due to data aggregation and limited analytics and automation tools.
Low Satisfaction		
Low Analytic Skill		High Analytic Skill

## What can a revenue intelligence solution do for you?



Capture  
unused data



More reliable  
forecasts



Save time  
and resources

Plan for **brighter days ahead**  
by becoming more confident in your  
data, analytics, and forecasts.

Interested in reading the full report?  
Download **The State of Revenue Forecasting 2022 Report**  
to access the results, see how you compare to your peers,  
and learn how to improve your sales forecasting.

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