



Champify Impact Report

# The impact of relationship tracking on the sales funnel

# Executive summary

The standard B2B Sales pipeline generation strategies are hitting a breaking point.

CEOs are pushing for various AI solutions to help with top of funnel, but they are over promising and under delivering.

The thing that's becoming increasingly valuable is earned relationships.

Based on our data, we found when a former customer is involved, companies are more than 5x as likely to become a customer than those targeted with cold outbound.

After helping our customers drive over \$256m pipeline in 2024, one thing has become very clear.

## Relationships matter.

# The impact of relationship tracking

Average opp creation rate  
vs <2% cold outbound

2023	2024
6%	12%

Average win rate  
vs 19% SaaS average

2023	2024
36.8%	39%

Total pipeline driven

2023	2024
\$126M	\$256M

Total revenue driven

2023	2024
\$42M	\$101M



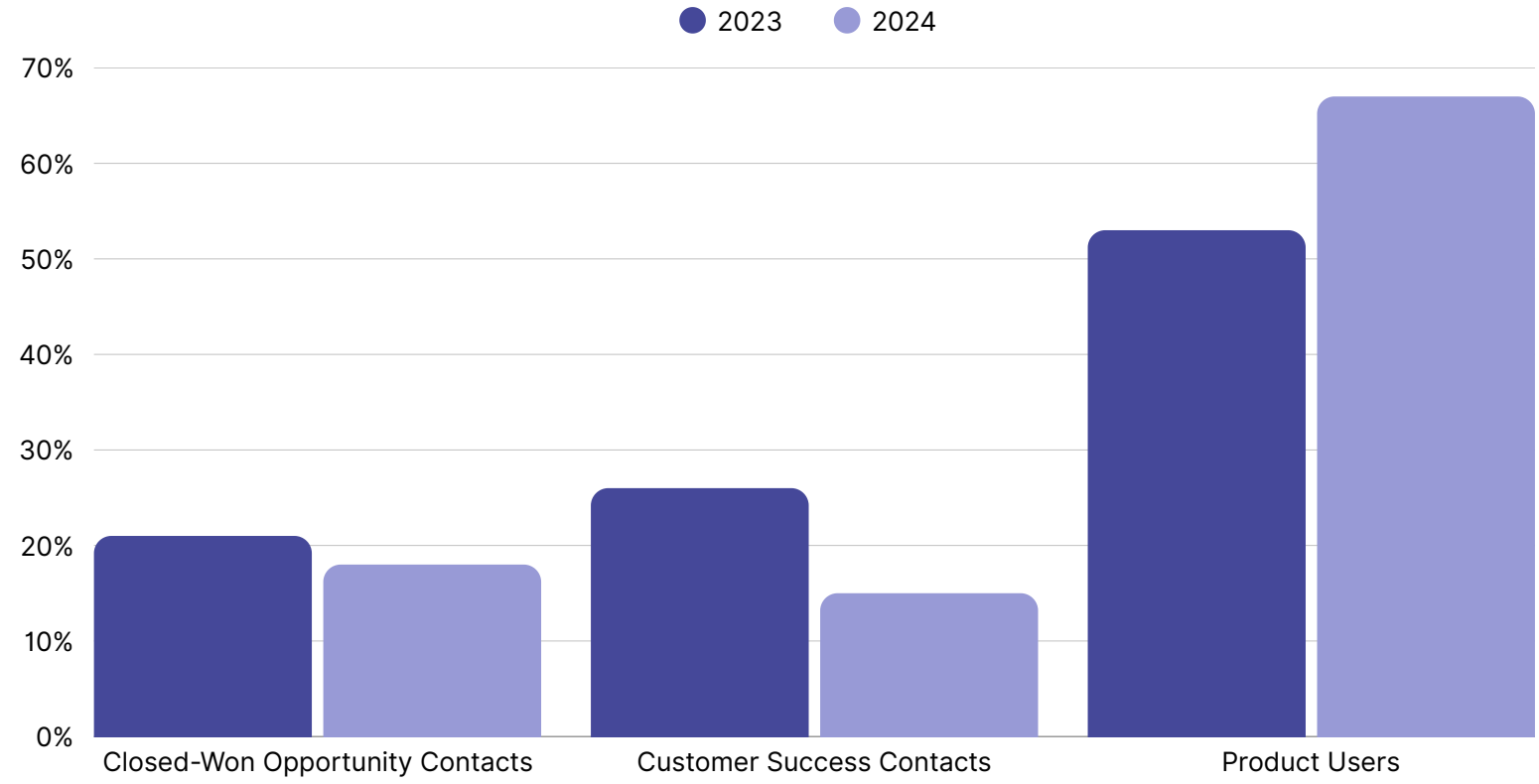
# About the data

For our 2025 report, we analyzed a much larger sample (10x more data) than in our 2024 report, with insights from 230,000 former champions and 7,000 opportunities.

Our goal is to understand the impact of three types of relationships on the entire sales funnel:

- Buying Committee Members (linked to closed-won opportunities)
- Customer Success Contacts
- Product Users

Breakdown of audience type



NAVANA

Quantum  
Metric

Contentsquare

zuora

JELLYFISH

S&P Global

DISCO

DataRobot

Retool

TrustRadius

LaunchDarkly

SPENDESK



“

Champify makes it easy for go to market teams to power growth from previous experience

“Champify has been a game-changer for us, opening up a whole new pipeline and revenue stream that we didn’t have access to before. In a landscape where getting demand is trickier and pricier, turning to our past champions just makes sense. Those nuggets of insight that used to live only in our sales team’s minds as their customers hopped from one company to the next are now out in the open, thanks to Champify. They have effectively enabled us to unlock and act upon these insights, significantly enhancing our approach to relationship management and revenue generation.”

Alexi Hatch  
VP Global Growth Marketing



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# Why relationship tracking matters

In 2023, Trustradius cited that 72% of technology buyers attributed their own experience as one of the strongest influences on their purchasing decision.

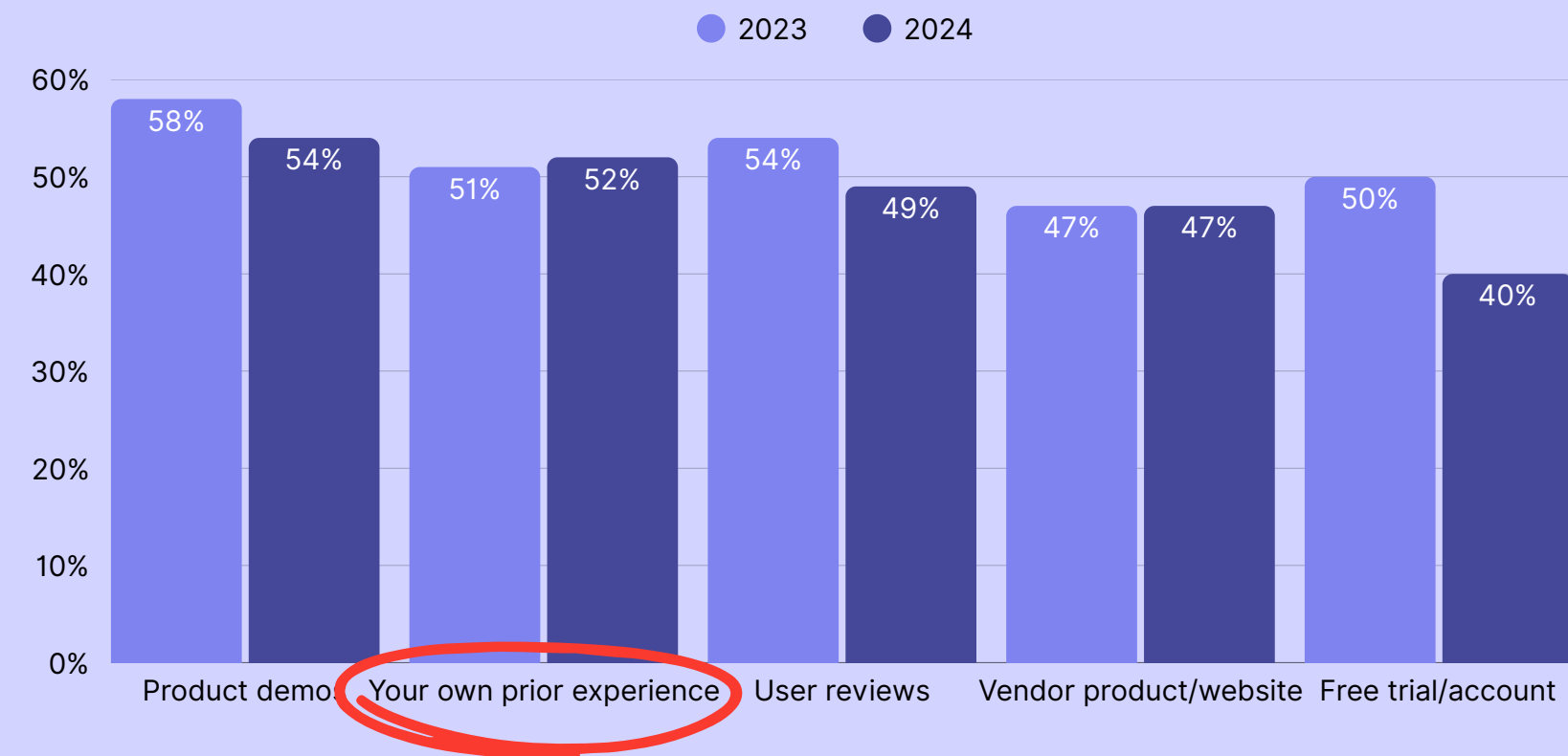
In 2024, the significance of familiarity increased.

[TrustRadius' 2024 Buying Disconnect Report](#) found that when shortlisting solutions, 78% of buyers selected products they had heard of before even starting the research process. Among enterprise buyers, 81% selected a product they had bought or used before.

TrustRadius named 2024 as “the year of the brand crisis” as “vendors have scaled back the investments of discretionary spending in brand awareness, buyers have doubled down on the principle of know-and-try-before-you-buy, and consequently, [buyers] gravitate toward familiar names and proven products.”

Of the top five resources buyers consulted when purchasing in 2024 versus 2023, the buyer’s own prior experience is the only one that increased year-over-year.

Top five resources consulted, 2023 vs. 2024



## 2025 continues to bring more risk-averse buyers

Budgets are tight, efficiency and consolidation mandates are king, the value of AI is still obscure, and RIFs are still a frequent occurrence. No one wants to bring on a solution that could fail.

Former customers have already de-risked your solution.

- They are educated by your marketing team and aligned with your vision
- They have de-risked the implementation
- They know the ins and outs of your products
- They have had positive experiences with your sales, CS, and Support teams

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“So far this year, 20% of my entire org’s meetings have come from Champify”

**Jonathan Konsky**

Global Sales Development Leader **S&P Global**



# The impact of relationship tracking on the GTM funnel

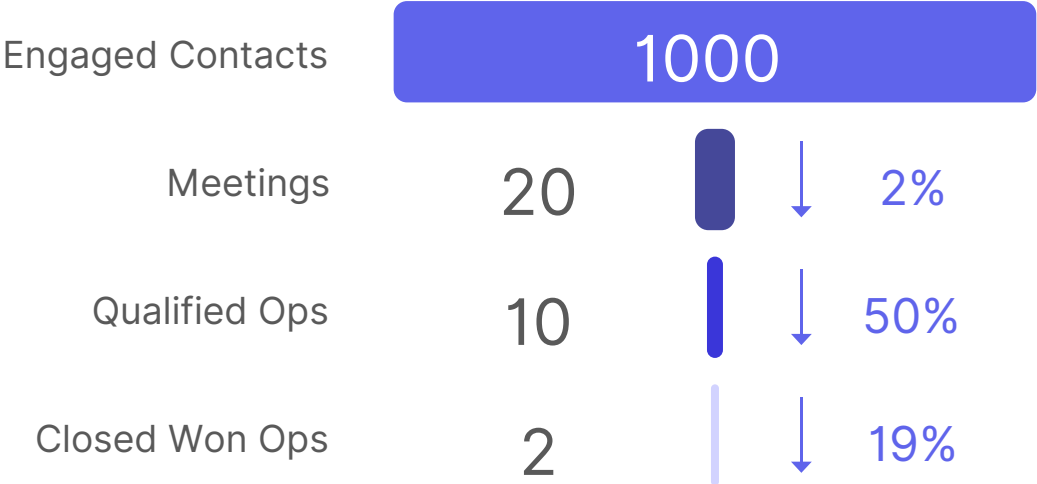
Our customers consistently achieve high conversion rates across the sales funnel. We analyzed this data to gain key insights that educate GTM leaders on how former customers can revolutionize their strategy and drive results. We found:

- The impact former customers have on outbound conversion and win rates
- The impact new arrivals with key titles have on outbound conversion and win rate regardless of a former relationship
- The staleness of contact data at target accounts

Advocate outreach converts to opportunities 3x higher than cold outbound, and win rates with former customers are 2.1x more likely to go closed-won than the average SaaS win rate.

## Analyzing the average outbound funnel

- 1. Average outbound response rates hover around 2% ([Lavender](#))
- 2. Average response to opportunity rate ranges from 25-50%. The average win rate is 19% ([ebsta](#))



Champify impacts every metric from open rate to win rate

Engaging former customers has resulted in a 30% increase in open rate and a 100% increase in response rate to their outreach, influencing over 7 figures of pipeline. Deals with former champions have a 17% higher win rate.



# Select your accounts

## Advocates and propensity to buy

The two key metrics we’ve anchored our analysis around are effectiveness of targeting an account to creating an opportunity (Account Activity to Opportunity) and win rate.

Brand champions convert to opportunities [6x higher than cold outbound](#) and [outperform the average SaaS winrate by 1.7x](#).

Our customers typically identify 1-2 former advocates in a single target account. Mature businesses, which often include former product users, see even higher numbers.

*Pro tip: Use advocate swarms as a factor in your Account Scoring models. Our customers have found that the number of former advocates increases the likelihood of multithreading and propensity to buy. It is a strong data source that Sales and Marketing can align on.*

22.6%

of accounts have 2 or more former advocates

4.3%

of accounts have 3 or more former advocates

10.5%

of accounts have 5 or more former advocates

1.4%

of accounts have 10 or more former advocates

“

“The previous contacts are powerful for us because marketing leaders regularly use the same MarTech stack at their new companies. Confident the same principle applies for other persona's. For close lost, it increases the odds that the contact is at least familiar with your company and can potentially bypass the education phase.”

Benjamin H  
Senior Account Executive





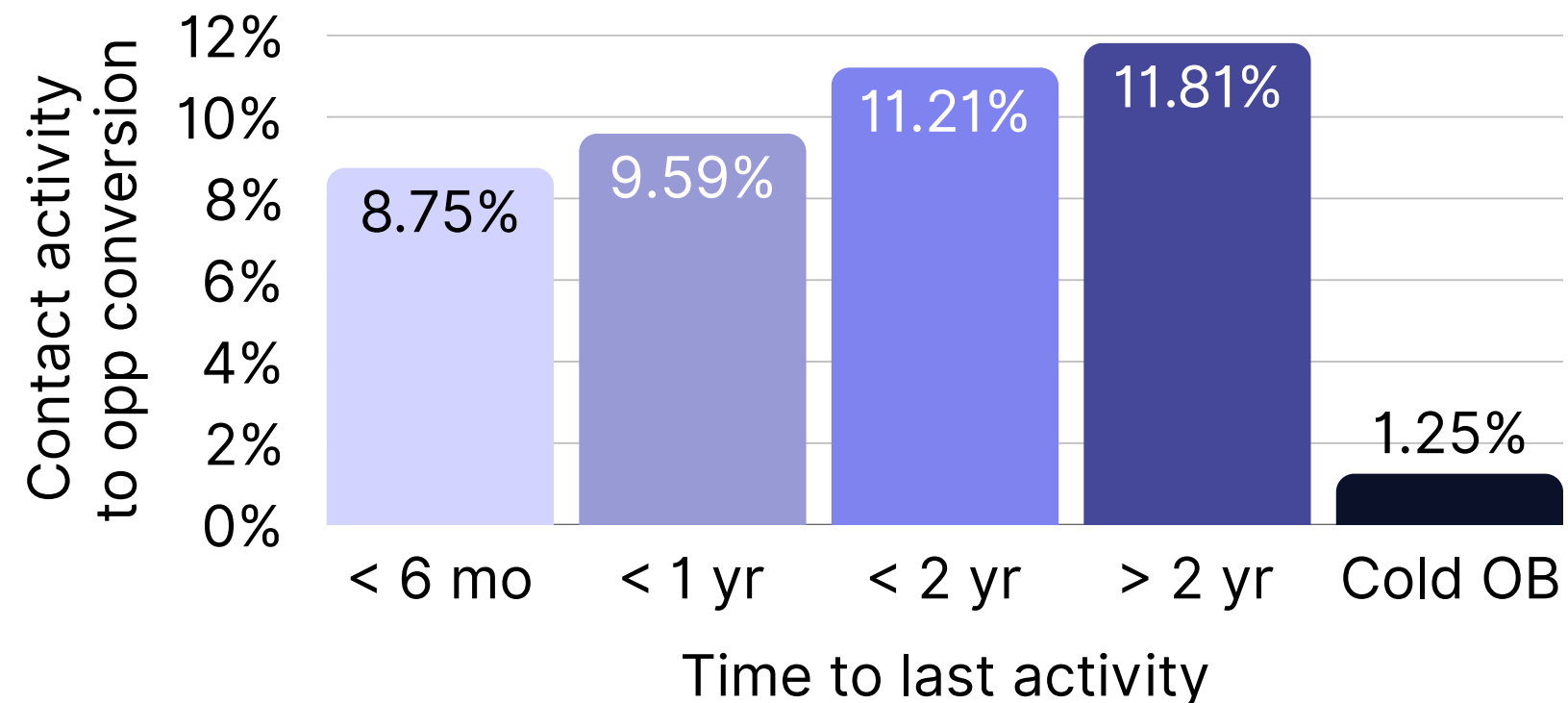
# The impact of time since job change on outreach

These numbers flip the narrative you'd expect.

When someone changes jobs, they are more likely to respond. That's what you'd expect.

What you didn't expect is this.

We found that the longer a former customer has been in their new role, the more likely they are to create an opportunity.



## Does it matter if the job change is old?

The data says not as much as you may think, but try and keep that relationship strong if you find a recent job change.





# Win rates by advocate type

The average win-rates in SaaS have experienced a decline across 2023-2024 with the average win rate hovering around 19% which is down 10% (relatively from the previous year).

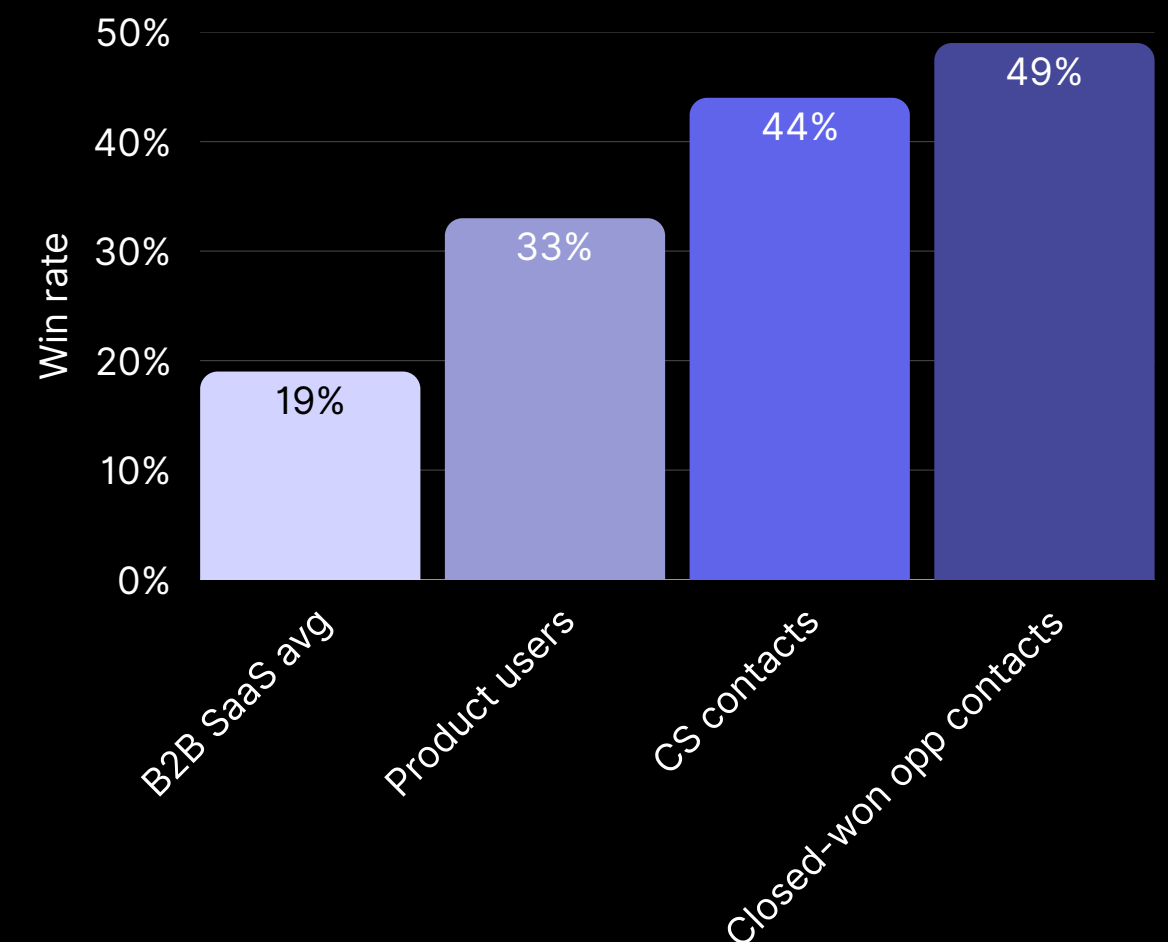
However, If a person has been on a previous buying committee, they are almost 3x more likely to buy again with 49% win rate, followed by CS Contacts (44%) and Product Users (33%).



Source: Ebsta and Pavilion, 2025 GTM Benchmarks Report

Compared to the average win rate, opportunities where contacts have had previous experience outperform opportunities where there is none on average 37% to 19% .

## Champions have 2.8x the close rate



Previous relationships



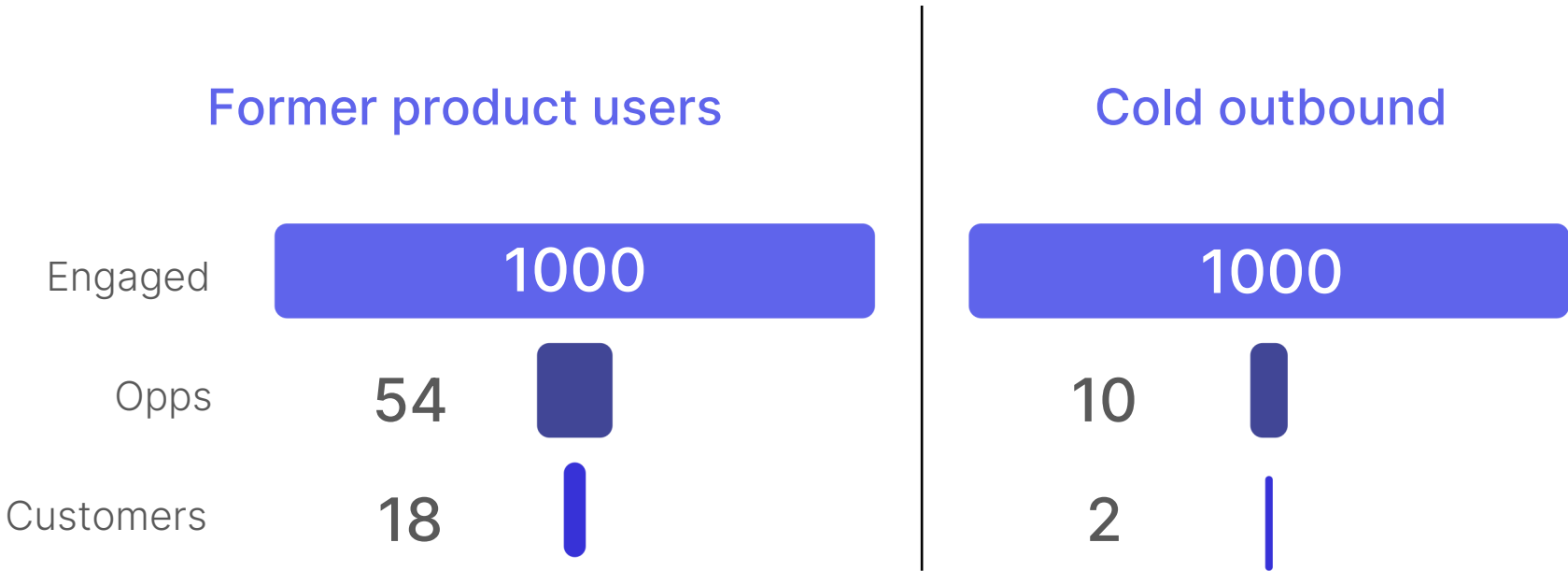


# Are product users worth tracking?

The data says yes. For every 1000 product users engaged companies sign ~18 new logos compared to the 3 logos they would sign relying on cold outbound.

## Comparing efficacy across former product users and cold outbound

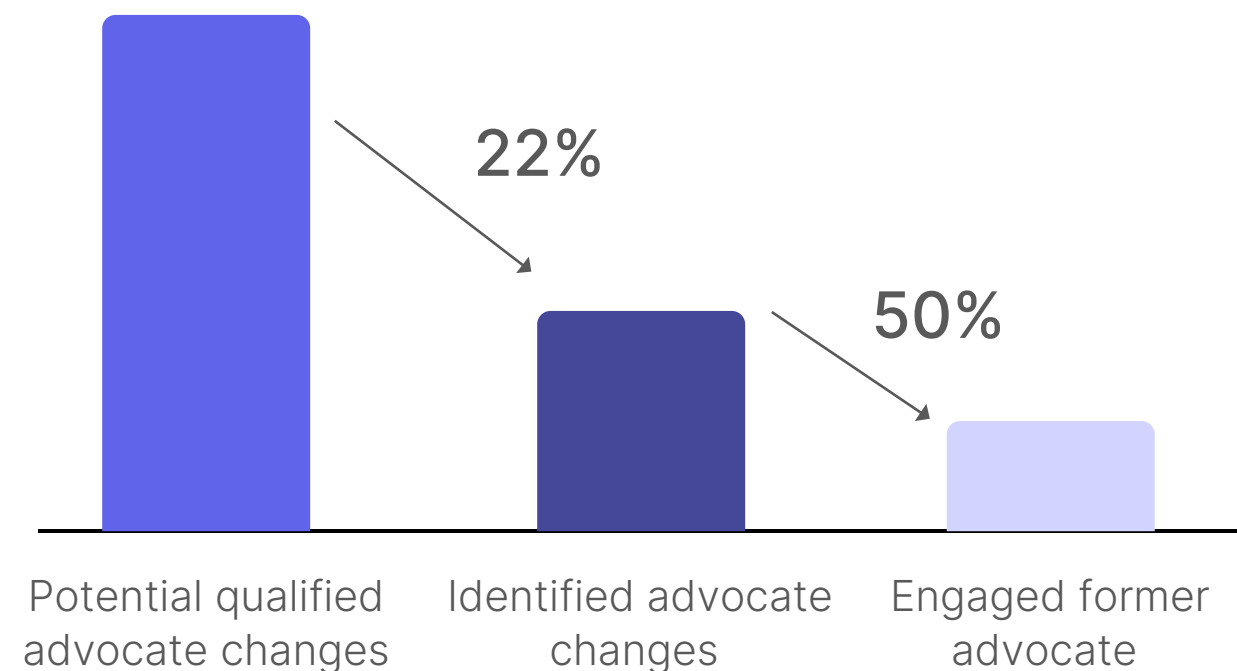
	Former product users	Cold outbound	Boost in cconversion
Outreach → Opp	5.40%	2%	2.7x
Opp → Closed won	33%	19%	1.9x
Overall conversion	1.78%	0.34%	5.6x



# Finding advocates without a dedicated solution

Most teams have at least one rep using tools like LinkedIn SalesNav. So what are you leaving on the table by incorporating a manual process? On average we have found that CRMs are missing 78% of former customers with qualified job changes\*. Of the advocates within the CRM, only 50% of them have been engaged.

Only 11% of qualified advocate changes are engaged



\*Qualified definitions vary but the job changes all include seniority, title, company size, and industry requirements.

Without a dedicated solution in place companies are missing between 85-95% of the opportunity.

“

Champify turns a good idea into a sustainable strategy

“We were bending over backwards to get all these different means of finding [our champions]...None of those solutions were comprehensive enough for us to capture all of the folks that were moving jobs, moving roles, moving companies. We’ve gotten over 10,000 new contacts from our current customers that are now at new companies, and it’s all automated inside of our CRM, so the process is super smooth.”

Kyle Coleman | CMO



# Champify provides immediate impact

Based on our averages, here’s what our customers are accomplishing within the first 90 days of launching Champify.

Company size	Average # of Ops in first 90 day
1001-5000	42
201-1000	25
51-200	8



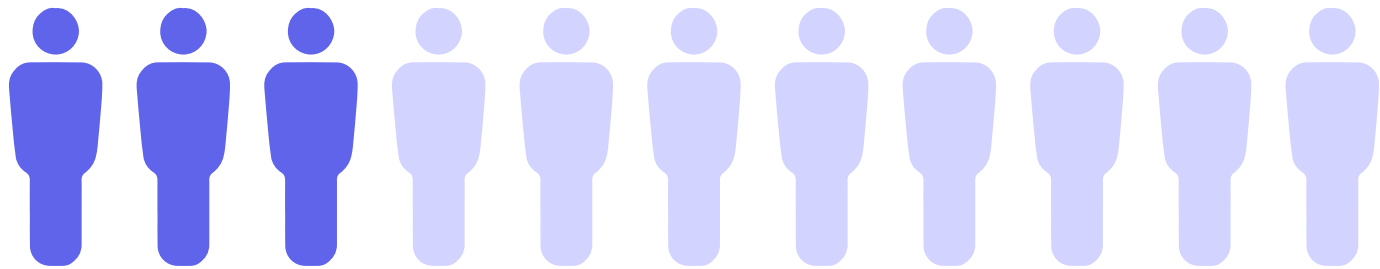
\$2m+ closed-won via Champify since launch

**\$10bn+ security company**

Created 8 figures in pipeline within 4 months after rolling out

# The opportunity cost of waiting

According to the [Pew Research Center](#) 2.5% of people change jobs every month. Annually this translates to 30% of Americans changing jobs each year. This means 3 out of 10 customers will change jobs this year (we found that 23% of our tracked advocate changed jobs, slightly below the predicted average across industries). Each month the number of untouched advocates continues to grow. Implementing new strategies and tactics often takes time, but relationship tracking works within your existing systems making it easy for reps to adopt.



# How you handle closed-lost opps is a big opportunity

Across our customers, 1 in 4 new closed-won accounts had a previously closed-lost opportunity.

These contacts already know your product, your team, and your pitch.

You are building advocates even across closed-lost accounts, whether you recognize it or not.

Reactivating these “rebound” buyers isn’t just efficient, our customers prove it works.

These opportunities don’t just convert. They convert at a higher rate in shorter cycles.

**36%**

of new accounts had previously closed-lost opps

**16 Months**

Average rebound time between closed lost and closed won

**15%**

faster deal velocity for rebound opportunities

**20%**

Increase in win rate when targeting previously closed-lost opps





30% of accounts with lost opportunities are **left untouched** 18 months later

# The Problem Isn't the People, It's the Lost Context

So why don't more teams tap into this high-leverage source of pipeline?

Because the context behind closed-lost deals, why they fell apart, who was involved, and what mattered are all locked.

It's inside call transcripts, CRM notes, call notes, miscategorized lost reasons, rep memory, and email threads.



Nurture is the new “pipeline growth.”

“The average new business win happened after three closed lost opportunities. Just because there's nothing for you right now doesn't mean that there won't be something in a year from now.”

Zach May | Global SDR Director




# How Champify Insider AI Works

At its core, Insider AI listens to what your buyers are telling you, then connects the dots.

It surfaces insights like:

 **Buying committee identification:** Detects new stakeholders mentioned in calls to help build multi-threaded deals and ensure you know who impacts decisions (regardless of titles).

 **Timing signals:** Flags phrases like “locked in a contract with X competitor until Q3” or “circle back in 90 days when we finish X project” so nothing falls off the radar.

 **Stall reasons:** Captures objections or blockers in a structured way, surfacing up recommended re-engagement dates with insights into all first party insights you’ve previously uncovered.

 **Contextual personalization:** Suggests messaging based on specific deal history, past concerns, and buyer goals.

Why it matters:

Closed lost re-engagement is a massive opportunity. AI has unlocked the ability to improve this process. Champify makes it possible to unlock data across multiple systems and operationalize re-engagement at scale.



# Why leave repeat customers up to chance?

At the end of the day, we know your company is not an average. You have unique customers, conversion rates, deal-cycles, team structure, and goals. Data suggests this is one of the most efficient strategies, yet only 33% of vendors surveyed listed it as a marketing tactic they've used (TrustRadius). Your company has worked so hard and poured a lot of money to educate, acquire, onboard, and satisfy customers. Why leave the boomerang customers up to chance?

**The best way to estimate the impact to your business is to get a data test.**

[Get a data test](#)

