



# Pulse Benchmarking Survey

## June 2022

*Full data available exclusively for  
Pavilion Executive Members*



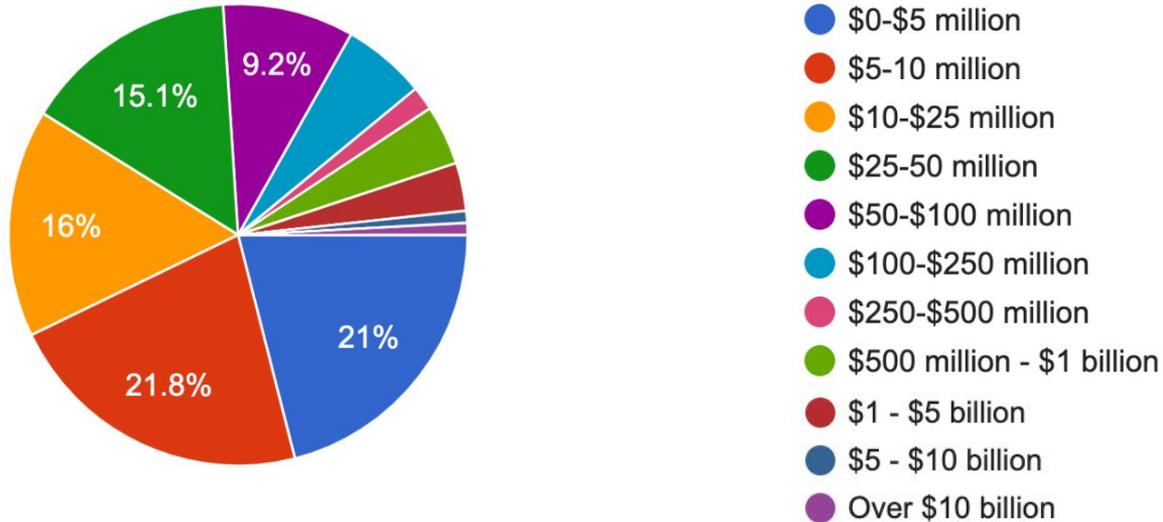
# June Trends and Insights

We are beginning to see the impact of uncertain markets with slowing sales and marketing performance, but we have yet to see a significant effect on churn and customer retention.

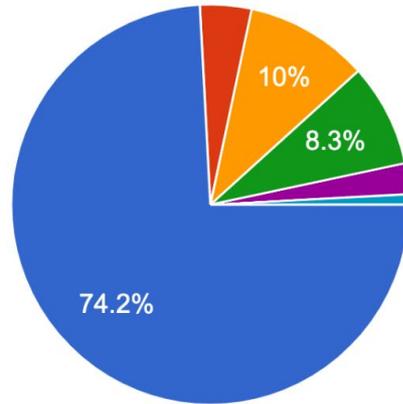
- 43% of Executives reported their new revenue was lower than their May 2022 target
- Just 38% of Executives feel they are likely or very likely to hit their 2022 revenue targets
- Additional hiring, recession planning, and functional data is available only to Pavilion Executive Members. [Join here.](#)

# Demographics

# What is your company's ARR range? N=124

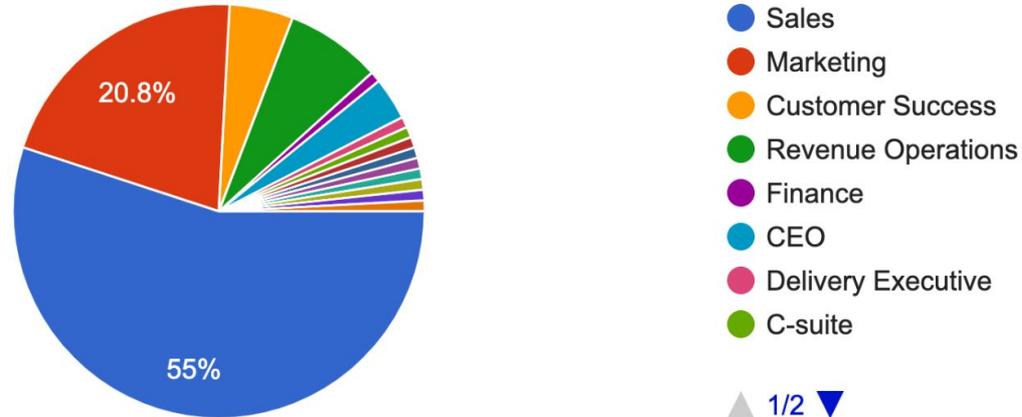


# Where are you based?



- US
- Canada
- UK
- Europe
- APAC
- Middle East/Africa

# What is your primary function?

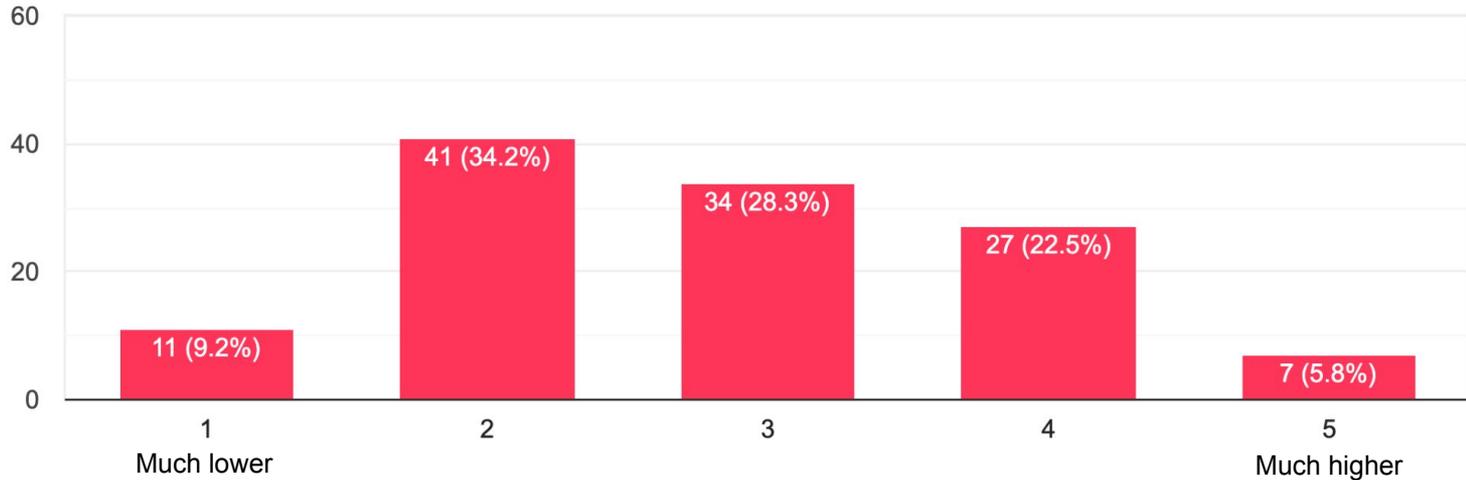


# Revenue Performance

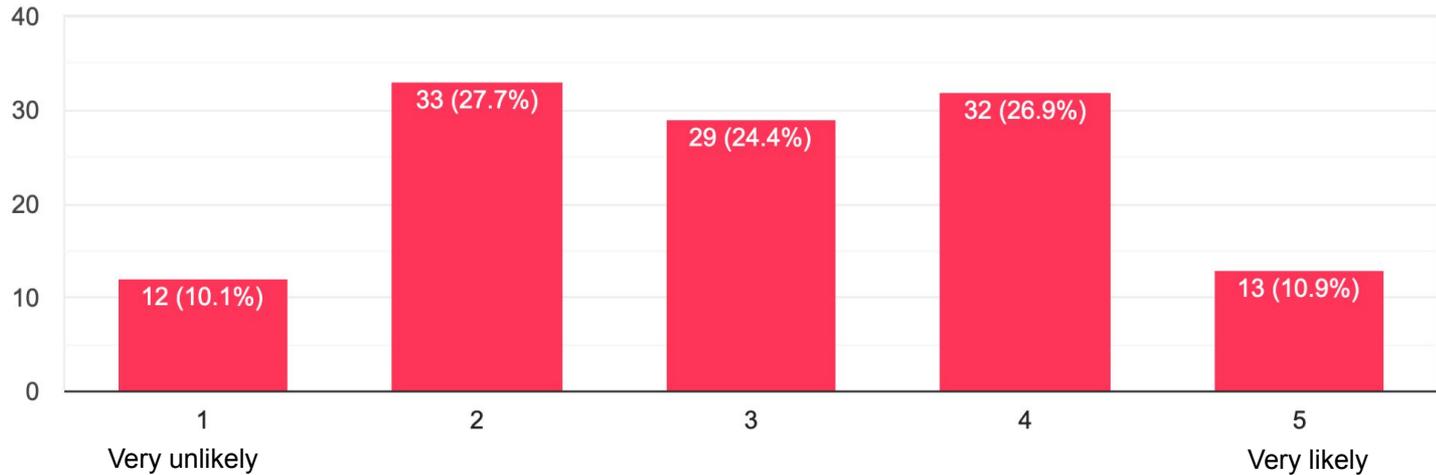
# Revenue Performance Trends

- 43% reported May revenue as *lower or much lower* than their May target
- 38% reported they are *unlikely or very unlikely* to hit EOY revenue targets
- Company performance sentiment is relatively evenly split between feeling good, neutral, and negative about performance in May

# Was new revenue higher/lower than May 2022 target?



# How likely are you to hit your 2022 revenue target?



Planning and functional data available exclusively to Pavilion Executive Members. To access all insights, including raw survey data, join Pavilion at the link below.



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