

Mid-Funnel Optimisation in B2B SaaS

Developing a structured mid funnel process to increase conversion

Graduate



Michel Fuchs

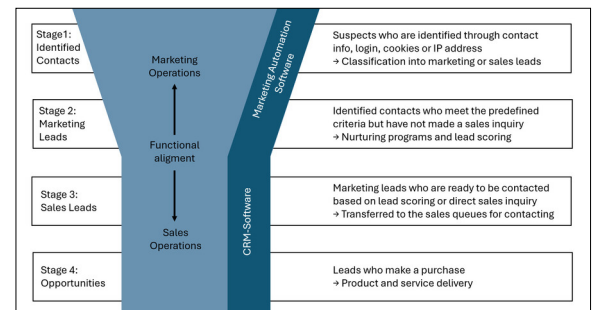
Introduction: Delivering the right content at the right time and in the right place is a key challenge for marketing and sales teams. Only organizations that understand which prospects have real purchase potential can allocate resources effectively and increase close rates. Data driven companies create transparency across the entire funnel and enable marketing and sales to make decisions based on reliable data. Marketing automation supports this approach by qualifying and prioritizing leads based on data and providing them with relevant content. As a result, better prepared contacts are handed over to sales. This leads to higher conversion rates and improved predictability.

Objective: The objective of this thesis is to develop a scalable lead management approach for *quitt.Business*. *quitt.Business* is a product of ServiceHunter AG and growing quickly. As a fully digital payroll software company, automation is firmly embedded in the DNA of *quitt.Business*. This is exactly where a modern lead management process comes into play. Through the integration of marketing automation and clear lead structures, prospects are guided in a targeted manner. Leads are managed consistently, handovers between marketing and sales are designed smoothly, and resources are used efficiently. This results in an end to end process.

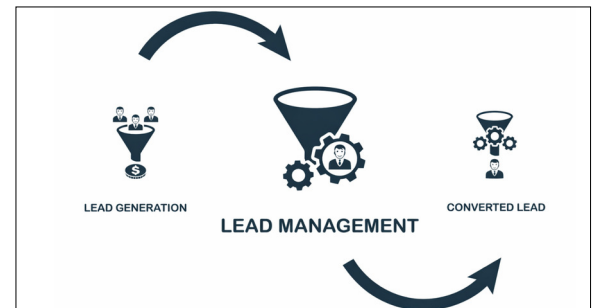
Result: As a result of the bachelor thesis, a structured approach for the implementation and use of ActiveCampaign was developed. Based on the defined criteria, the tool is particularly well suited to the requirements of *quitt.Business*. Within the scope of the thesis, concrete example emails, workflows, and qualification rules were developed. ActiveCampaign enables targeted communication

with leads across different phases using relevant content and supports their systematic development. All contacts and sales opportunities are managed centrally within a CRM, allowing transparent tracking and more efficient collaboration between marketing and sales.

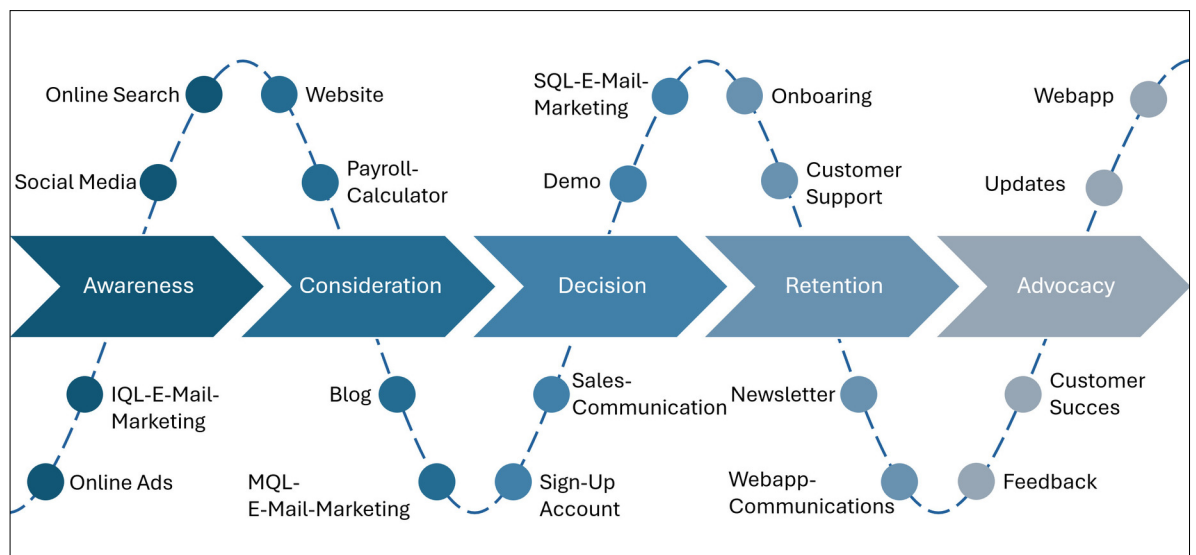
Marketing und Sales Funnel Järvinen & Taiminen, 2016



Lead Management Uhl, 2025



Customer Journey bei *quitt.Business* Own presentment



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