(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
21 November 2013 (21.11.2013)

WIPO | PCT

(10) International Publication Number
WO 2013/173545 A1

(51) **International Patent Classification**:
G06Q 30/02 (2012.01)

(21) **International Application Number**:
PCT/US2013/041283

(22) **International Filing Date**:
16 May 2013 (16.05.2013)

(25) **Filing Language**: English

(26) **Publication Language**: English

(30) **Priority Data**:
61/648,220 17 May 2012 (17.05.2012) US
13/894,701 15 May 2013 (15.05.2013) US

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(81) **Designated States** *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) **Designated States** *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM,

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(54) **Title**: METHOD AND SYSTEM FOR ASSESSING BUSINESS-TO-BUSINESS SALES AND MARKETING PERFORMANCE DATA

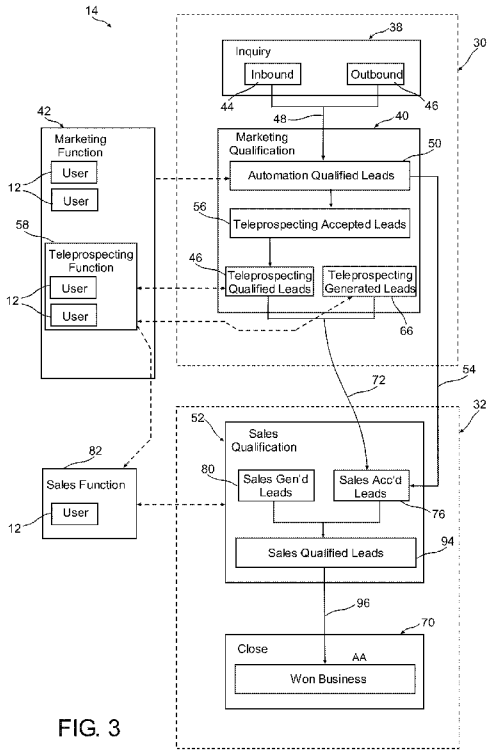


FIG. 3

(57) **Abstract**: A computer-implemented system for assessing performance data is configured to execute software instructions for generating graphical user interfaces that relate to measurement indicators. The measurement indicators pertain to a demand creation model comprising a marketing automation platform and a sales force automation platform. A method for assessing performance data using such a system includes the steps of defining a marketing automation platform and a sales force automation platform; qualifying a plurality of leads from the marketing automation platform; transferring the qualified leads from the marketing automation platform to the sales force automation platform; qualifying at least a portion of the qualified leads transferred from the marketing automation platform to the sales force automation platform; and calculating a rate of conversion based on the qualified leads from the marketing automation platform and the qualified leads from the sales force automation platform.

WO 2013/173545 A1

TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*