



COMPANY NAME \_\_\_\_\_ B2B ☐ B2C ☐

VISION \_\_\_\_\_  
 \_\_\_\_\_

TARGET REVENUE \_\_\_\_\_ SALES PER MONTH \_\_\_\_\_

MONTHLY REVENUE \_\_\_\_\_ ARPC \_\_\_\_\_

### SQL:

What is the problem you solve?

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### SQL

What's the path from conversion event?

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### LEAD

What qualifies as a lead?

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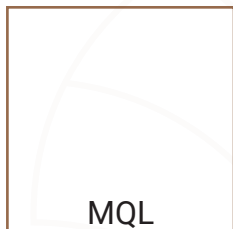
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Lead



MQL



SQL



Sale

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