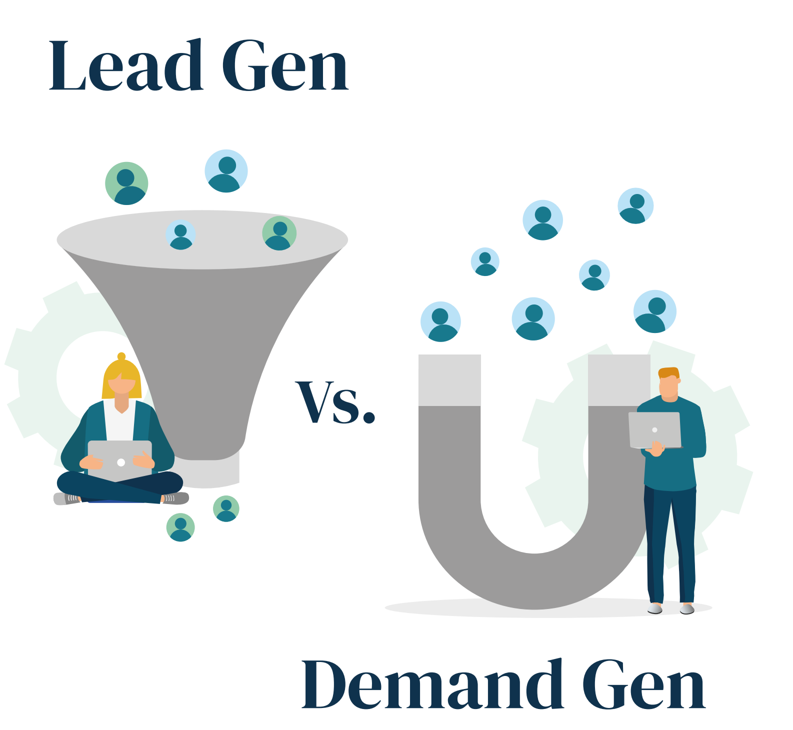
Machintel



A Side-by-side Comparison of Pipeline Impact

Most B2B leaders can define lead gen and demand gen on a slide. The leak shows up one level deeper, in how budget, attribution, and reporting blur the two. Marketing books gated content as demand and reports MQL volume. Sales pushes back with "these leads are not ready." Finance flags rising CAC and a softer payback curve.

The mix-up is rarely the strategy on paper, it is the operating model underneath. Same brief, same dashboard, same KPI sheet, two motions answering to different goals. That is why pipeline numbers look healthy in the deck while revenue keeps falling short of plan.

So, what does the data actually say? Take a look.

PIPELINE BY THE NUMBERS

Three benchmarks the typical board deck rarely surfaces, and why each deserves a place in the next pipeline review:

13%
Average MQL to SQL conversion in B2B

$198
Average B2B cost per lead, no intent guarantee

6 - 10
Stakeholders in a typical B2B buying group

> Demand generation is not about getting more leads. It is about creating conditions where the right buyers come to you already knowing what you do.
>
> **Chris Walker, Founder and Executive Chairman, Refine Labs (B2B demand gen pioneer)**

THE 95-5 REALITY OF B2B BUYING

Pipeline targets quietly assume the addressable market is already in-market. Ehrenberg-Bass and the LinkedIn B2B Institute say otherwise, and the gap is where most demand programs leak budget:

Why volume misses the buyer:

Treating the full TAM as in-market inflates lead targets and crashes conversion downstream. A demand strategy aimed at the 95% builds the brand the buying committee remembers when the next vendor cycle opens. Lead programs aimed at the 5% should be measured on conversion, not volume.

5 CORE DIFFERENCES

Same word, different game. Here are the five places where these strategies actually split:

	Lead Generation		Demand Generation
1	Capture existing demand from people already searching.	Goal	Create new demand by educating the full market.
2	Targets the 5% of buyers in-market right now.	Buyer Mindset	Speaks to the 95% who will buy later.
3	Gated content, form fills, paid lists, cold outreach.	Tactics	Thought leadership, podcasts, owned media, community.
4	Volume of MQLs and form submissions.	Success Metric	Pipeline quality, win rate, and inbound demo requests.
5	Sales chases unqualified contacts. CPL keeps climbing.	Outcome	Buyers arrive informed, ready to buy, and trust the brand.

> B2B marketers spend too much time chasing the 5% who are in-market and ignoring the 95% who will buy later. That is a pipeline problem hiding in plain sight.
>
> **Prof. John Dawes, Marketing Science Researcher, Ehrenberg-Bass Institute**

METRIC BY METRIC BREAKDOWN

A diagnostic lens for the next QBR, where the two motions should diverge in budget, KPI, and the conversation Sales is already having about lead quality

Cost Trajectory

LEAD GENERATION
CPL rises as lists fatigue

DEMAND GENERATION
CAC declines as brand compounds

Buyer Stage

LEAD GENERATION
Top of funnel, often unaware

DEMAND GENERATION
Mid to bottom funnel, intent driven

Data Signal

LEAD GENERATION
Form fill, list purchase

DEMAND GENERATION
Intent data, content engagement, dark social

Sales Reaction

LEAD GENERATION
These leads are not ready

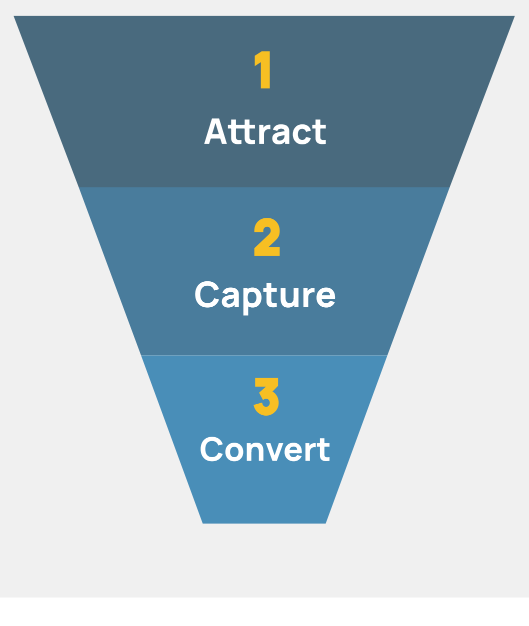
DEMAND GENERATION
This prospect already knows us

Primary KPI

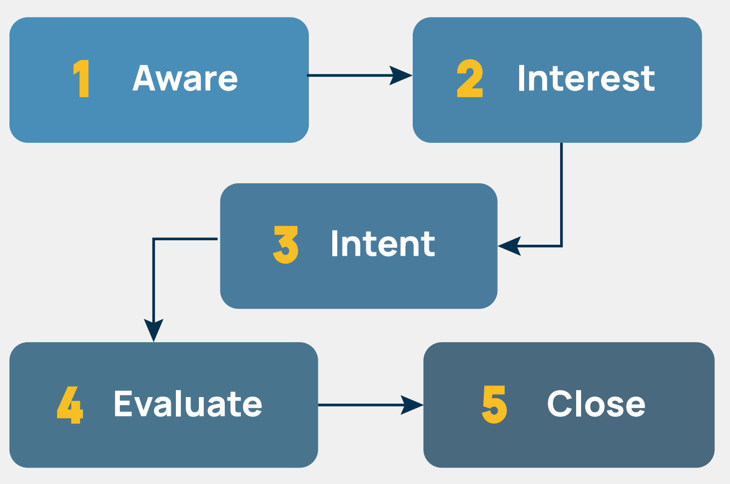
LEAD GENERATION
Volume of MQLs

DEMAND GENERATION
Pipeline velocity and revenue

Lead Gen Fills the Top of the Funnel



Demand Gen Fills the Pipeline



> 90% of customers start their buying process in a domain owned by marketing, the website, social, and email. Sales joins much later than most teams admit.
>
> **Mark Roberge, Managing Director, Stage 2 Capital and Former CRO, HubSpot**

About Machintel

Machintel is a B2B demand generation company combining proprietary audience data, AI-powered media, and full-funnel execution to help marketing and revenue teams build pipeline that converts. With 25 years of experience, 33 owned publications, and over 4,000 campaigns a year, Machintel operates at the scale that makes a measurable difference. Learn more at machintel.com.

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