Pavilion Pulse
Benchmarking Survey
August 2022

Full data available exclusively for Pavilion Executive Members

In partnership with Benchmark Research Partners
68% of participants reporting missing their monthly target for July (as compared to 56% who said the same for June)

Nearly half of respondents have adjusted their revenue targets for the year.
  - 3 in 4 now believe they will hit their revised target.

Hiring has continued to slow, with 62% of executives reported they have paused or stopped hiring vs 58% last month

Layoffs held steady compared to June, with 19% of executives reported they have gone through layoffs
Additional performance and functional data are available exclusively to Pavilion Executive Members. To access full survey insights and raw data, join Pavilion at the link below.

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Demographics
Where are you based?

Answered: 200  Skipped: 0

- US
- Europe
- Canada
- UK
- Asia
- Middle East/Africa
What is your company’s funding stage?

Answered: 196  Skipped: 4
What is your company’s ARR range?
What is your company’s industry/category?

Answered: 198  Skipped: 2

- Other (please specify)
- Marketing technology
- HR tech and human capita...
- Sales technology
- Financial services
- Cybersecurity
- B2C & Ecommerce
- Healthcare
- Education
- Manufacturing and...
- Energy & Utilities
What is your company’s primary sales focus?

Answered: 199  Skipped: 1

- Mid-market
- Enterprise
- Small business
- N/A
What is your primary function?

Answered: 200  Skipped: 0
Revenue Performance
Was new revenue higher/lower than your July 2022 target?

- Much lower: 16
- Lower: 45
- Somewhat lower: 41
- Somewhat higher: 25
- Higher: 17
- Much higher: 6
Have you adjusted your revenue targets for the year?

Answered: 200   Skipped: 0
How likely are you to hit your revised 2022 revenue target?
Hiring and Planning Performance
Have you stopped or paused hiring to prepare for uncertain market conditions?

Answered: 200     Skipped: 0

- Yes, for some functions
- No
- Yes, for all functions
Have you laid off any employees to prepare for uncertain market conditions?

Answered: 199   Skipped: 1