

01

**2 Things Julia**  
**Did To Reduce**  
**PubNub's SQL**  
**Cost By 22%**

**#PUBNUB**

1

# Cutting out the friction

**The first thing Julia did was cutting out the friction from the paid advertising "funnel" -**

**Before the traffic was being directed through an "automated funnel" & was causing a lot friction in the sales process.**

**So, Julia changed that process & routed the traffic directly to the sales team.**

## 2

## Re-thinking "lead score"

**Before Julia joined PubNub, the current "lead-scoring" system in place made it difficult for the marketing team to determine what an "SQL" was - meaning sales were getting drowned in really poor quality leads & was becoming a serious strain.**

**Since joining, Julia has worked on creating a "lead score" that helps paint a much better picture of where the leads are at in the sales cycle.**