

# Are you **leaving money** on the table?

If you're like the majority of the revenue management executives surveyed for the Model N 2020 State of Revenue Report, you **are** and it's impacting your business.



**65% of executives are LESS confident in the accuracy of their revenue reports today** than they were just five years ago, despite recent advances in technology, data, and analytics.

## Executives universally struggle to effectively manage revenue

**95%**

face issues with **revenue leakage**



**82%**

say revenue management has become **increasingly difficult**



## Revenue issues cause substantial losses

**81%**

estimate the impact to their industry is in the **trillions of dollars**

**63%**

expect that closing all revenue leakage would **increase revenues by 4% or more**

## Revenue management affects the top line and customer satisfaction

**98%**

say their customers are exposed to **conflicting pricing**



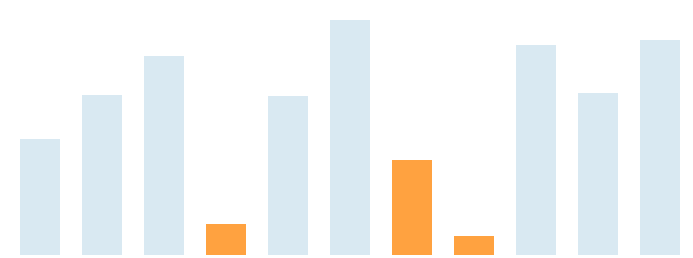
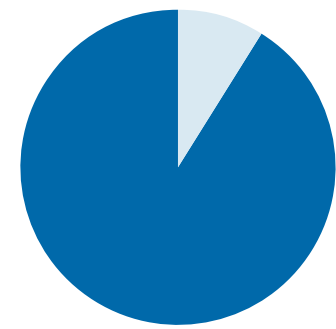
## Executives believe technology could stop the leak

**73%**

acknowledge their pricing decisions **leave money on the table**

**61%**

think that better technology would **add millions of dollars to their company's top line**



Learn more about maximizing every revenue moment. **Download the 2020 State of Revenue Report today at [ModelN.com/StateOfRevenue2020](https://ModelN.com/StateOfRevenue2020).**