



# Pavilion Pulse Benchmarking Survey July 2022

*Full data available exclusively for  
Pavilion Executive Members*



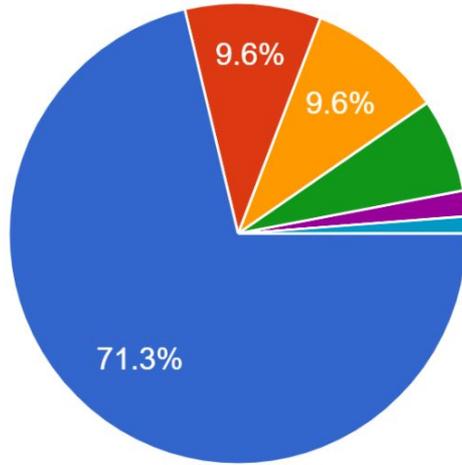
# Trends and Insights

Despite an increase in positive performance and sentiment reported by Pavilion Executives, 40% missed June 2022 revenue targets. This coupled with market uncertainty has led to an increase in hiring freezes, layoffs, and reduced spending across our membership.

- 58% of executives reported they have paused or stopped hiring vs 43% last month
- 20% of executives reported they have gone through layoffs, up from 12% last month

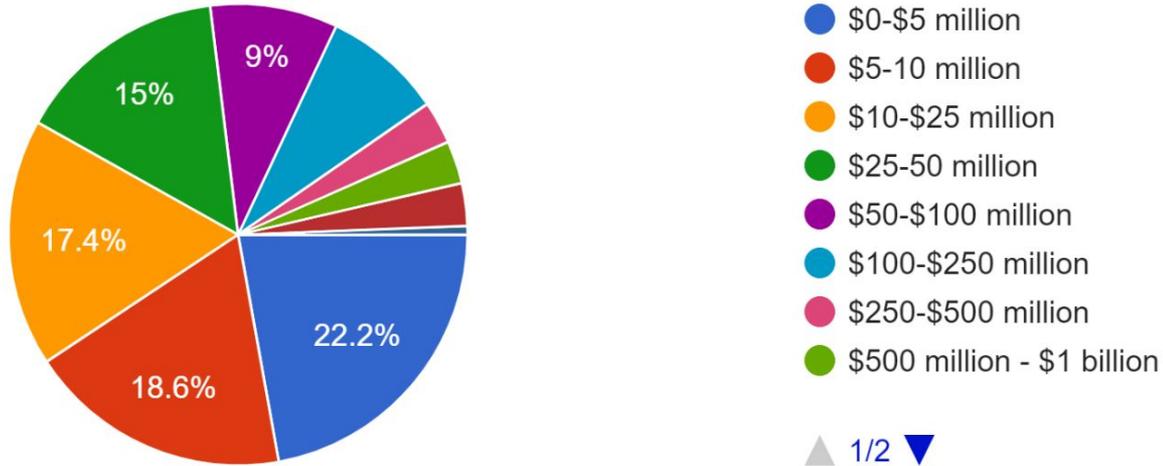
# Demographics

# Where are you based? N=167

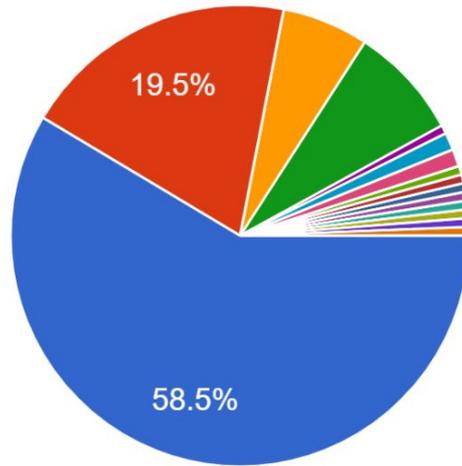


- US
- Canada
- UK
- Europe
- APAC
- Middle East/Africa

# What is your company's ARR range?



# What is your primary function?



- Sales
- Marketing
- Customer Success
- Revenue Operations
- Finance
- Executive
- CEO
- Sales and Marketing

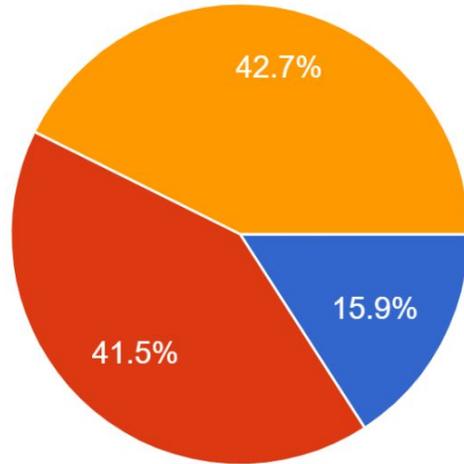
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# Hiring and Planning Performance

# Hiring and Planning Trends

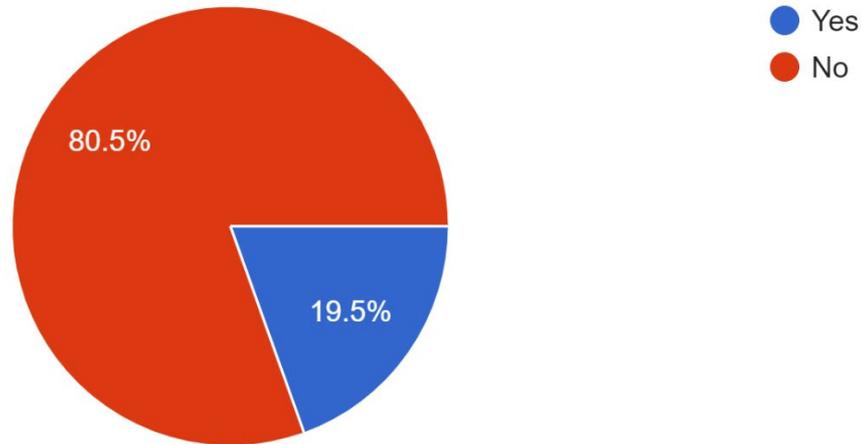
- 58% of executives reported they have paused or stopped hiring, an increase from 43% in May
- 20% of executives reported they have gone through layoffs, an increase from 12% in May

# Have you stopped or paused hiring to prepare for uncertain market conditions?

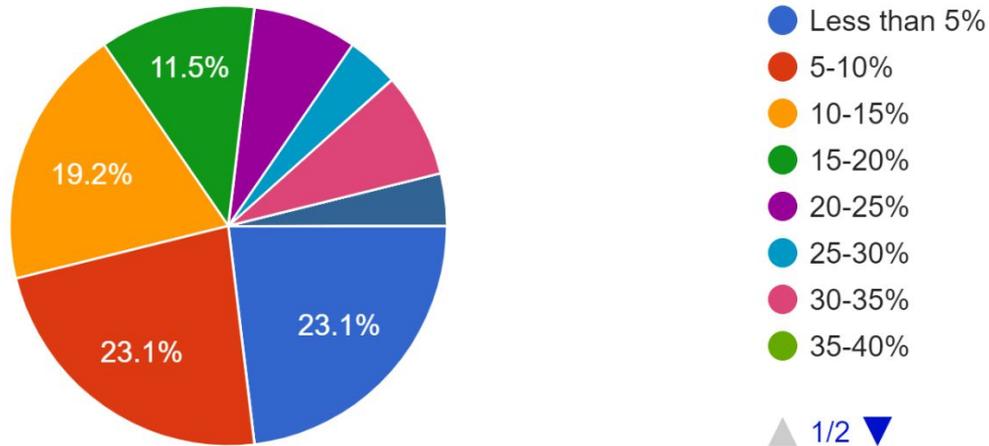


- Yes, for all functions
- Yes, but only for certain functions
- No, we're continuing to hire

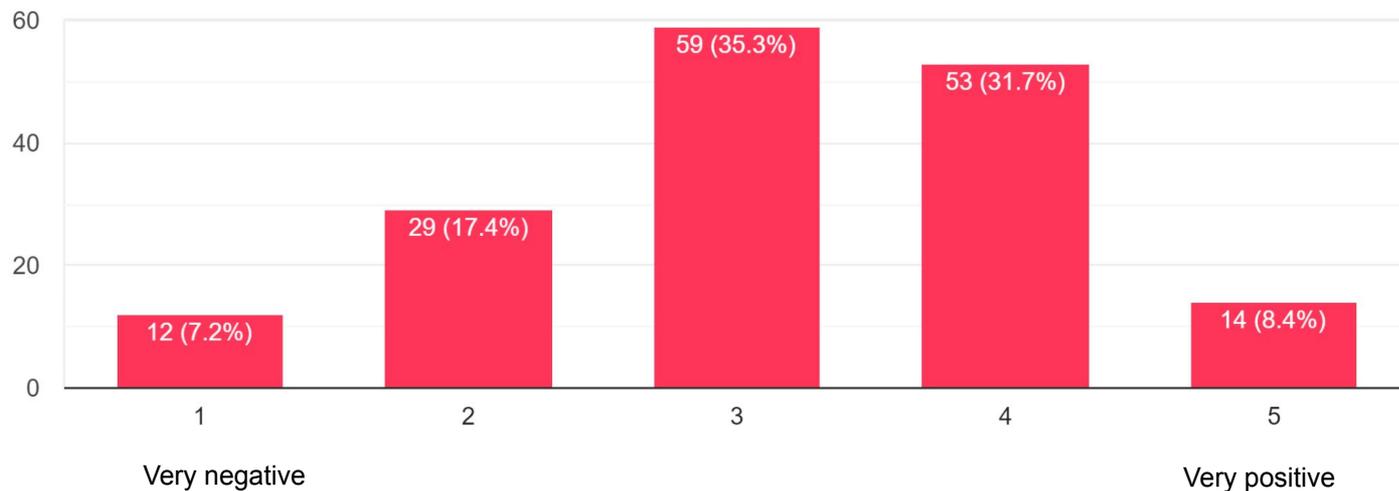
# Have you laid off any employees to prepare for uncertain market conditions?



# If you've gone through layoffs, what percentage of your employees were laid off?



# How are you feeling about your company's performance in June?



**Revenue performance and functional data are available exclusively to Pavilion Executive Members. To access all survey insights and raw data, join Pavilion at the link below.**



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