00 Setting the scene

Meetora and its comparator set are entirely fictitious — invented to demonstrate Bridge F61's Marketing System Efficiency framework without using any real client's data. Here's the brief on who's in this sample dataset before the diagnostic that follows.

THE TARGET COMPANY

Meetora

B2B SaaS — Self-Serve / PLG

Online scheduling & booking software

A fictitious self-serve software business: prospects find it through search, compare it against alternatives, and convert through a free trial or freemium sign-up with little to no sales involvement — the archetype REMI calls **Self-Serve / PLG**.

Built to a specific, deliberate profile for this sample: a genuinely strong Product and Brand foundation, sitting alongside a real, identifiable gap in Digital Marketing — the shape REMI's framework calls **Latent Leaders**, its highest-conviction growth story.

MSE data (illustrative): August 2026 · Rank 4 of 12 in its comparator set

THE COMPARATOR SET · 11 COMPANIES

Every diagnostic scores the target against a named set of comparators in the same category. Here, all eleven are invented too — spanning a realistic spread of stronger and weaker marketing systems, so the ranking and benchmarking in the pages that follow behave the way a real cohort would.

Bookwise Rank 1	**SlotHero** Rank 2	**TimeGrid** Rank 3
PlanSync Rank 5	**Loopcal** Rank 6	**Bookmint** Rank 7
Rendevo Rank 8	**Huddlefy** Rank 9	**Scheduly** Rank 10
Appointly Rank 11	**Cadenza** Rank 12	

Company names, scores and findings throughout this sample are fictitious and do not describe any real business.

03 How to read this report

The report moves from a score, to a comparison, to what it means for growth, and ends with actions.

1 Score
27 levers, 1–5 each
(sections 04–05)

→

2 Benchmark
vs 10 competitors
(sections 06–08)

→

3 Business model
Fit to the Target
Marketing Model (09)

→

4 Growth Mapping
Foundation vs Digital
Multiplier (10–11)

→

5 Actions
Path to median,
diligence (12–14)

GLOSSARY

MSE (Marketing System Efficiency)
The total of all 27 lever scores as a percentage of the maximum 135 points. It measures how well the marketing system is set up, not how much is spent or how campaigns perform.

Priority 1 / Priority 2
P1 levers are mission-critical; P2 are best practice. P1 levers are held to a higher standard when colour-coded (see scale).

Foundation
Product and Brand Marketing combined: what the business offers and how it is positioned.

Target Marketing Model
The ideal marketing set-up for the business's archetype, here B2B SaaS — Self-Serve / PLG.

Lever
One of 27 components of marketing, nine in each pillar (Product, Brand, Digital). Each lever is scored 1–5 from external evidence.

Cohort
The 11 named e-signature companies scored in this report. "Median" is the middle company (80%); "average" is the mean.

Digital Multiplier
How far Digital Marketing amplifies the Foundation, after weighting for the business model. 100% means digital is keeping pace with the foundation; above 100% means digital is running ahead of it.

Growth Mapping
A quadrant that plots Foundation against Digital Multiplier to show whether marketing-led growth is ready now, deferred, or capped.

SCORING SCALE & COLOURS

Score	Priority 1 lever	Priority 2 lever
5	green	green
4	amber	green
3	red	amber
1–2	red	red

The same score can show a different colour depending on the lever's priority. For example, a 4 is amber on a P1 lever and green on a P2 lever.

WHAT THE SCORE IS NOT

MSE is an outside-in view of the marketing system. It is not a measure of spend, revenue, conversion rates or campaign performance. A lower score shows where the system is less developed than competitors, not a percentage of budget wasted.

ILLUSTRATIVE EXAMPLE · SAMPLE DATA

MARKETING SYSTEM EFFICIENCY · GROWTH RATING

Meetora

Results based on a Marketing System Efficiency (MSE) diagnosis, scored across Product, Brand and Digital Marketing. Analysis conducted against a named competitor set, defined at input stage. Analysis is outside-in, without access to proprietary data, reflecting how the company's marketing is seen, encountered and experienced by potential customers. Marketing methodology is human-built, experience-led, and scaled using proprietary AI.

76% MSE score | Rank **4** of 12 | ● Product **84%** | ● Brand **84%** | ● Digital **58%**

01 EXECUTIVE SUMMARY · MARKETING-LED GROWTH POTENTIAL

LATENT LEADERS Highest-conviction marketing-led growth potential

Meetora scores **76%** on Bridge F61's 27-lever Marketing System Efficiency assessment — rank **4 of 12** in its comparator set, ahead of the 70% category median. This is neither a marketing system running efficiently near its ceiling, nor a business one lever away from firing: Product at **84%** (category 67%), Brand at **84%** (category 68%), Digital at **58%** (category 61%).

This is a B2B SaaS — Self-Serve / PLG business, where digital's role is “Primary acquisition & conversion engine (self-serve/PLG)” rather than a blanket marketing-spend lever. Re-weighted toward that model, Meetora lands in **Latent Leaders** on the Growth Mapping view, and ranks **4 of 12** for fit to its Target Marketing Model (broadly aligned).

For a deal team: This is the strongest marketing-led growth case in the framework: the foundation already converts, so digital investment lands on ground that is ready for it — a genuine quick-win profile for an acquirer looking to accelerate growth post-close.

02

Marketing Efficiency: Meetora

MSE diagnosis ran across 27 levers of growth, distributed across Product, Brand and Digital marketing deployment. Each lever scores 1–5 using a consistent scoring mechanism, based on data collected from external sources. MSE is the sum across all levers, expressed as a percentage, and provides a score for how efficiently a business is deploying marketing efforts into presence, differentiation and demand. It does not reflect magnitude of spend or include performance data — for example, a 100% score would be a fully optimised marketing system, while a score of 70% will reveal that 30% of marketing efforts are wasted.

Levers are grouped into Priority 1 (mission-critical levers) and Priority 2 (best-practice levers); priority status is reflected in the weighting of the scores, and all scores are marked Red, Amber, Green according to priority level. Scores are shown against the cohort and against the cohort average.

MSE SCORE

76%

102 of 135 points · Meetora



5 red · 9 amber · 13 green

Category rank	**4 of 12**
Category median	**70%**

Product Marketing — 84%

Category average 67% · 4 Priority-1, 5 Priority-2 levers

PRIORITY 1 (P1)	
Audience	4/5
Edge	4/5
Function	4/5
Promotion	5/5

PRIORITY 2 (P2)	
Events/PR	4/5
Innovation	4/5
Insights-led	4/5
Two-way	4/5
Client evidence	5/5

Brand Marketing — 84%

Category average 68% · 4 Priority-1, 5 Priority-2 levers

PRIORITY 1 (P1)	
Identity	4/5
Targeting	4/5
Uniqueness	4/5
Vision	5/5

PRIORITY 2 (P2)	
Consistency	4/5
Culture	4/5
Owned channels	4/5
Sustainability	4/5
Reputation	5/5

Digital Marketing — 58%

Category average 61% · 4 Priority-1, 5 Priority-2 levers

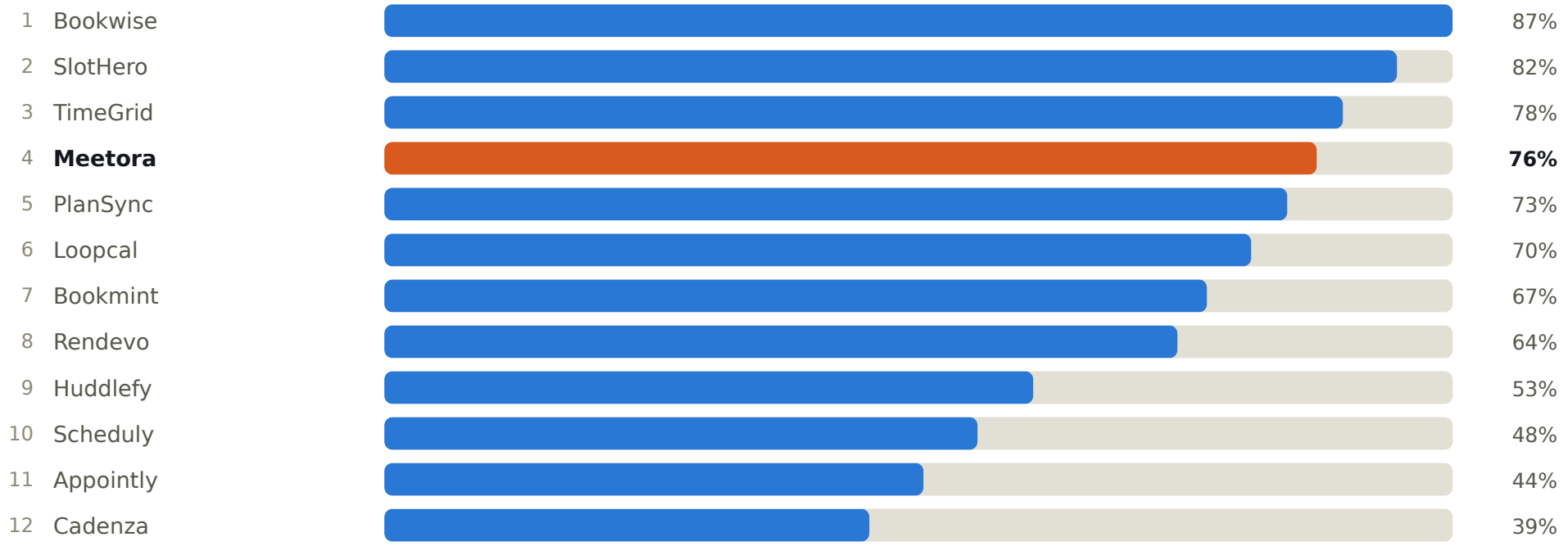
PRIORITY 1 (P1)	
ACI	2/5
GTM	3/5
Storytelling	3/5
Tracking	5/5

PRIORITY 2 (P2)	
AI search	2/5
Paid social media	2/5
Landing pages	3/5
Paid search	3/5
Video	3/5

03

Marketing Efficiency: category benchmarking

MSE scores for each business shown as a comparable ranking, with the average for the group shown below. This provides benchmarking for Meetora versus the defined competitor set, and shows efficiency across the cohort as a whole.



Category median: 70% (95 of 135 points)

04 Marketing Efficiency: category scores

MSE scores for each business, presented with source data for all 27 levers, scored 1–5 and annotated Red, Amber, Green. This allows for greater insight into Meetora's performance by growth lever, while also revealing the blind spots across the category as a whole.

27-LEVER MATRIX

REMI

	PRODUCT									BRAND									DIGITAL								
	Function •	Promotion •	Edge •	Audience •	Two-way	Client evidence	Events/PR	Insights-led	Innovation	Vision •	Identity •	Uniqueness •	Targeting •	Culture	Reputation	Consistency	Owned channels	Sustainability	Storytelling •	Tracking •	ACI •	GTM •	Landing pages	AI search	Paid search	Paid social media	Video
Bookwise	5	5	4	4	4	5	5	4	4	5	5	4	4	4	4	5	4	4	4	5	4	4	4	4	4	5	4
SlotHero	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	5	4	4	4	3	4	4	4	5	4	4
TimeGrid	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4
Meetora	4	5	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4	3	5	2	3	3	2	3	2	3
PlanSync	4	3	3	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	3	4	3	3	4	3	4	4	4
Loopcal	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	3	2	3	3	2	3	2	3
Bookmint	3	3	3	3	4	4	4	3	3	3	4	3	3	4	3	4	4	3	3	3	3	3	4	3	3	4	3
Rendevo	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4	4	4	4	3	4
Huddlefy	3	3	2	2	3	3	3	2	3	3	3	2	3	3	3	2	3	3	2	3	2	2	3	2	3	2	3
Scheduly	2	2	2	3	3	2	3	2	3	2	3	2	2	3	3	2	3	3	2	2	2	2	2	2	3	2	3
Appointly	2	2	2	2	2	3	2	2	3	2	2	2	2	3	2	3	2	3	2	2	1	2	2	2	2	2	3
Cadenza	2	2	1	2	2	2	2	2	3	2	2	2	1	2	3	2	2	3	2	1	1	2	2	2	2	2	2

2.45/5

the lowest lever average anywhere in this cohort

Across this 12-company comparator set, **ACI** (Q021) is the single weakest lever in the entire 27-lever matrix — a category average of just 2.45/5, lower than any other lever. Meetora sits right on that line, scoring 2/5 — not an outlier, but a direct match for the cohort's shared blind spot.

It isn't the only one. **Storytelling** (Q019) and **AI search** (Q024) sit in the same bottom cluster (category averages 2.91 each) — and all three are Digital Marketing levers, not Product or Brand. Two other levers score just as low on average — Edge (Q003) and Uniqueness (Q012) — but Meetora scores a strong 4/5 on both, comfortably ahead of the category. The weakness here is specific, not general.

That's the real shape of Meetora's Digital Multiplier gap: a strong Product and Brand foundation sitting alongside a small, identifiable cluster of underused Digital levers — not a company-wide execution problem, and not one lever alone either.

REMI

TARGET MODEL FOR

B2B SaaS — Self-Serve / PLG

New business is won with little to no human sales involvement in most cases: a prospect searches for a solution to an immediate need, compares options via review sites and comparison content, and self-serves into a free trial or freemium account that a well-designed onboarding and lifecycle-messaging flow converts to paid — typically days to a few weeks, not months. Marketing's job is to win the high-intent search moment (paid and organic), make the comparison-shopping decision easy (clear differentiation, transparent pricing, visible reviews), and get a trial user to their first successful outcome fast enough that the product effectively sells itself.

MOST IMPORTANT CHANNELS

- Paid search
- SEO / organic search
- Review platforms (G2, Capterra, Trustpilot)
- Landing pages & trial/freemium conversion flow

LEAST IMPORTANT CHANNELS

- Events & conference sponsorship
- Broadcast advertising
- Account-based / ABM campaigns
- Cold outbound sales prospecting

AT A GLANCE · FIT TO THE TARGET MODEL

This ranking arranges the cohort according to how closely their marketing models match the Target Marketing Model for the marketing archetype. Poor alignment will either be a sign of an inefficient marketing model or may reflect a convention-breaking marketing strategy, designed to be at odds with the rest of the cohort.

1	Bookwise	●●●●	**Closely aligned**
2	SlotHero	●●●●	**Closely aligned**
3	TimeGrid	●●●●	**Closely aligned**
4	**Meetora**	●●●○	**Broadly aligned**
5	PlanSync	●●●○	**Broadly aligned**
6	Loopcal	●●●○	**Broadly aligned**
7	Bookmint	●●○○	**Partially aligned**
8	Rendevo	●●○○	**Partially aligned**
9	Huddlefy	●●○○	**Partially aligned**
10	Scheduly	●○○○	**Structurally misaligned**
11	Appointly	●○○○	**Structurally misaligned**
12	Cadenza	●○○○	**Structurally misaligned**

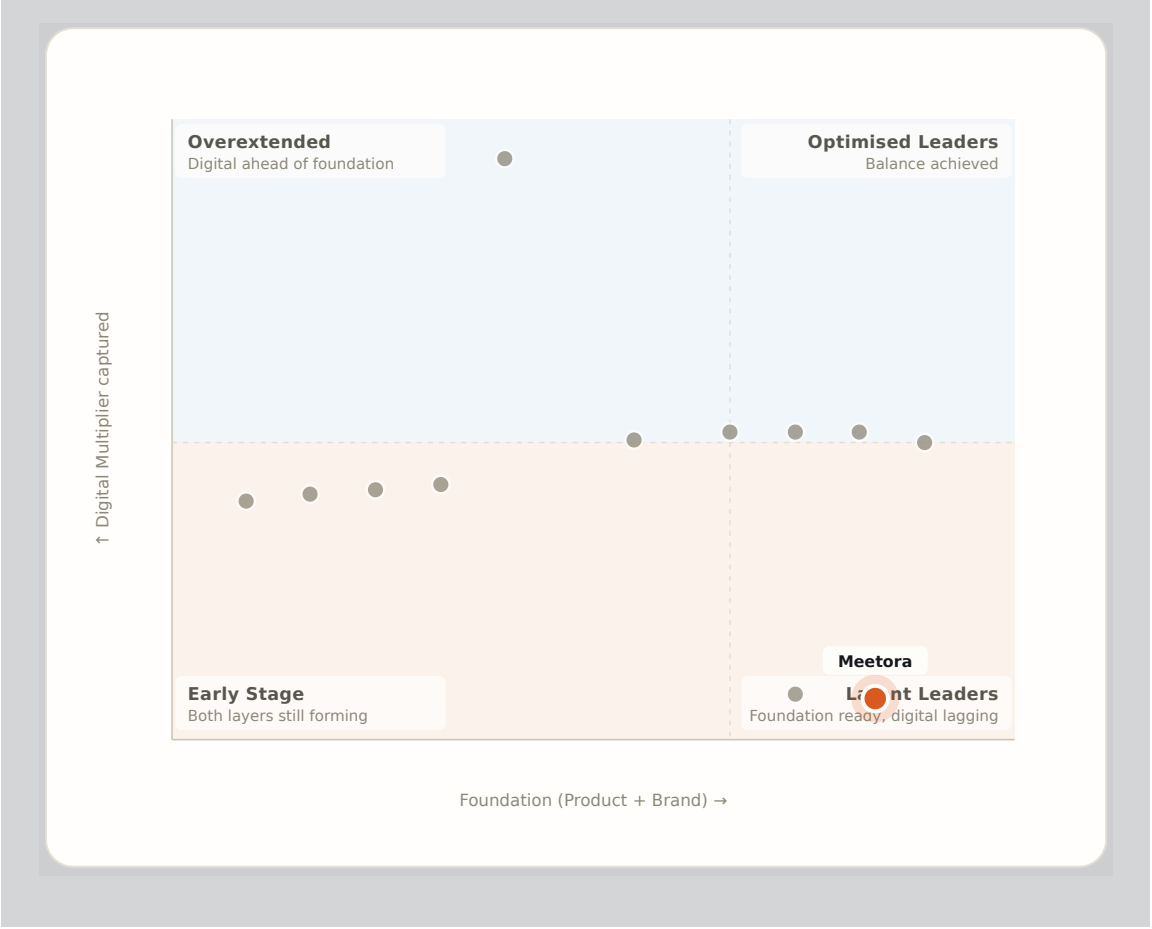
06 Growth Mapping

While the MSE scores for Product, Brand and Digital Marketing are all measured in the same way, the impact that they have on business growth is not the same. Product and Brand Marketing are foundation layers that provide the bedrock of marketing, whereas Digital Marketing acts as a multiplier that projects product and brand to a wider audience. Our data shows that a business with a highly efficient digital marketing structure, but poor product and brand foundations, will suffer real-world performance issues. These will manifest in issues like bounce rates, incomplete purchases, drop-off in engagement levels, sub-par earned social media performance, and will affect every stage of the conversion funnel.

These factors clearly affect growth prospects in any business, and therefore this section ranks each business by how balanced the marketing for the foundation layers is (Product and Brand Marketing) compared to the digital multiplier (Digital Marketing).

These results also reflect the archetype from the previous section; the effect and importance of a digital multiplier is obviously bigger in a D2C example than a B2B Partnership model.

The result is a Growth Mapping quadrant which allows calibration between how well the business is presently performing (outside the scope of this report) and the potential it has for marketing-led growth, when compared to the cohort.



Latent Leaders — Meetora is here

Foundation is ready — digital hasn't caught up to it yet.

Highest-conviction potential. The foundation already converts well but its Digital Multiplier is barely captured — the biggest opportunity here.

Meetora, Loopcal

Optimised Leaders

Foundation and digital both mature — the balance is right.

Efficiency ceiling within reach. Most of the Digital Multiplier is already captured — further growth must come from outside the marketing system.

Bookwise, SlotHero, TimeGrid, PlanSync

Early Stage

Both layers still forming — the multiplier isn't available yet.

Real, but deferred. Digital won't pay back efficiently until the foundation is built — the near-term lever is Product and Brand, not digital spend.

Huddlefy, Scheduly, Appointly, Cadenza

Overextended

Digital is running ahead of a foundation that can't fully support it yet.

Capped until rebalanced. Digital execution is outrunning a foundation that cannot fully support it yet —

> the higher-return move is strengthening Product and Brand first.
>
> Bookmint, Rendevo

07 Growth Appraisal

Data for each business, together with the MSE scores and the top 3 priority actions, to provide a marketing-led Growth Appraisal for each business in the cohort. Scoring continues to reflect the relevant marketing archetype.

COMPANY	FOUNDATION	DIGITAL MULTIPLIER	POSITION	MARKETING-LED GROWTH APPRAISAL	TOP 3 PRIORITY ACTIONS
LATENT LEADERS · HIGHEST-CONVICTION POTENTIAL					
Meetora	84%	67%	Latent Leaders	**Highest-conviction potential.** The foundation already converts well but its Digital Multiplier is barely captured — the biggest opportunity here.	PUSH THE MULTIPLIER 1 P1 **ACI** · Digital (2/5) 2 P1 **Storytelling** · Digital (3/5) 3 P1 **GTM** · Digital (3/5)
Loopcal	79%	67%	Latent Leaders	**Highest-conviction potential.** The foundation already converts well but its Digital Multiplier is barely captured — the biggest opportunity here.	PUSH THE MULTIPLIER 1 P1 **ACI** · Digital (2/5) 2 P1 **Storytelling** · Digital (3/5) 3 P1 **Tracking** · Digital (3/5)
OPTIMISED LEADERS · EFFICIENCY CEILING WITHIN REACH					
Bookwise	88%	96%	Optimised Leaders	**Efficiency ceiling within reach.** Most of the Digital Multiplier is already captured — further growth must come from outside the marketing system.	FINE-TUNE 1 P1 **Edge** · Product (4/5) 2 P1 **Audience** · Product (4/5) 3 P1 **Uniqueness** · Brand (4/5)

REMI

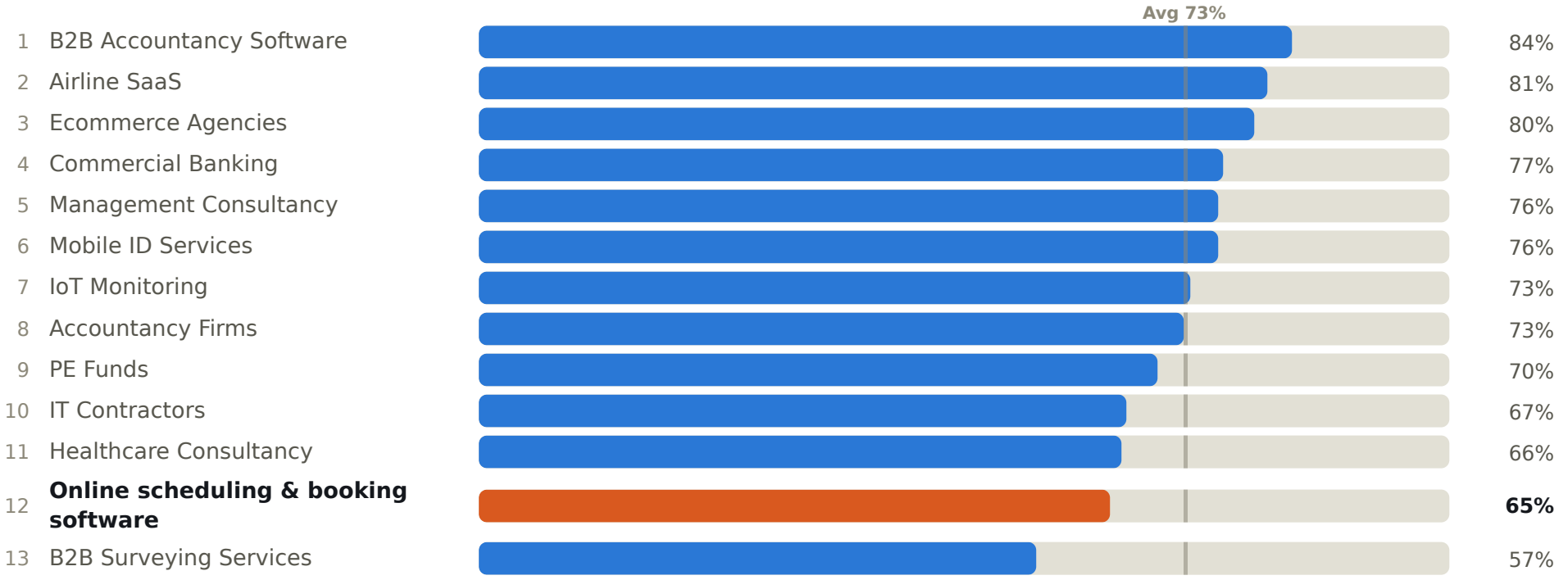
COMPANY	FOUNDATION	DIGITAL MULTIPLIER	POSITION	MARKETING-LED GROWTH APPRAISAL	TOP 3 PRIORITY ACTIONS
SlotHero	83%	97%	Optimised Leaders	**Efficiency ceiling within reach.** Most of the Digital Multiplier is already captured — further growth must come from outside the marketing system.	FINE-TUNE 1 P1 **ACI** · Digital (3/5) 2 P1 **Function** · Product (4/5) 3 P1 **Promotion** · Product (4/5)
TimeGrid	79%	97%	Optimised Leaders	**Efficiency ceiling within reach.** Most of the Digital Multiplier is already captured — further growth must come from outside the marketing system.	FINE-TUNE 1 P1 **Edge** · Product (3/5) 2 P1 **Storytelling** · Digital (3/5) 3 P1 **ACI** · Digital (3/5)
PlanSync	74%	97%	Optimised Leaders	**Efficiency ceiling within reach.** Most of the Digital Multiplier is already captured — further growth must come from outside the marketing system.	FINE-TUNE 1 P1 **Promotion** · Product (3/5) 2 P1 **Edge** · Product (3/5) 3 P1 **Uniqueness** · Brand (3/5)
EARLY STAGE · REAL, BUT DEFERRED					
Huddlefy	55%	91%	Early Stage	**Real, but deferred.** Digital won't pay back efficiently until the foundation is built — the near-term lever is Product and Brand, not digital spend.	FOUNDATION FIRST 1 P1 **Edge** · Product (2/5) 2 P1 **Audience** · Product (2/5) 3 P1 **Uniqueness** · Brand (2/5)
Scheduly	50%	91%	Early Stage	**Real, but deferred.** Digital won't pay back efficiently until the foundation is built — the near-term lever is Product and Brand, not digital spend.	FOUNDATION FIRST 1 P1 **Function** · Product (2/5) 2 P1 **Promotion** · Product (2/5) 3 P1 **Edge** · Product (2/5)
Appointly	46%	90%	Early Stage	**Real, but deferred.** Digital won't pay back efficiently until the foundation is built — the near-term lever is Product and Brand, not digital spend.	FOUNDATION FIRST 1 P1 **ACI** · Digital (1/5) 2 P1 **Function** · Product (2/5) 3 P1 **Promotion** · Product (2/5)

REMI

COMPANY	FOUNDATION	DIGITAL MULTIPLIER	POSITION	MARKETING-LED GROWTH APPRAISAL	TOP 3 PRIORITY ACTIONS
Cadenza	41%	89%	Early Stage	**Real, but deferred.** Digital won't pay back efficiently until the foundation is built — the near-term lever is Product and Brand, not digital spend.	FOUNDATION FIRST 1 P1 **Edge** · Product (1/5) 2 P1 **Targeting** · Brand (1/5) 3 P1 **Tracking** · Digital (1/5)
OVEREXTENDED · CAPPED UNTIL REBALANCED					
Bookmint	68%	96%	Overextended	**Capped until rebalanced.** Digital execution is outrunning a foundation that cannot fully support it yet — the higher-return move is strengthening Product and Brand first.	FOUNDATION FIRST 1 P1 **Function** · Product (3/5) 2 P1 **Promotion** · Product (3/5) 3 P1 **Edge** · Product (3/5)
Rendevo	59%	129%	Overextended	**Capped until rebalanced.** Digital execution is outrunning a foundation that cannot fully support it yet — the higher-return move is strengthening Product and Brand first.	FOUNDATION FIRST 1 P1 **Edge** · Product (2/5) 2 P1 **Function** · Product (3/5) 3 P1 **Promotion** · Product (3/5)

08 Marketing Efficiency benchmarking by category: REMI dataset

While every section thus far has been run against only the existing cohort, this section benchmarks MSE scores for this analysis against other sector cohorts in the wider REMI dataset, spanning a range of marketing archetypes and business models rather than just this one. It provides a benchmark on norms in Marketing Efficiency across categories, and how this cohort performs in that wider context.



Glossary

Key terms used in REMI Marketing System Efficiency diagnostic reports.

SCORING

MSE (Marketing System Efficiency)
The total of all lever scores as a percentage of the points available. It shows how efficiently marketing is set up to create presence, differentiation and demand. It does not measure spend, revenue or campaign performance.

Lever
One of 27 components of marketing, each scored 1–5 from external evidence.

Pillar
The three groups of levers: Product Marketing, Brand Marketing and Digital Marketing.

Priority 1 / Priority 2 (P1 / P2)
P1 levers are mission-critical; P2 levers are best practice. Priority affects how scores are rated and how actions are ranked.

Red / Amber / Green
The colour rating for each lever score. Priority 1 levers are held to a higher standard than Priority 2.

Cohort, median and average
The cohort is the named competitor set scored in each report, defined at input stage. The median is the middle company; the average is the mean of all companies.

GROWTH VIEW

Foundation
Product and Brand Marketing combined: what the business offers and how it is positioned.

Digital Multiplier
How far Digital Marketing amplifies the Foundation, adjusted for the business model. 100% means digital is keeping pace with the foundation; above 100% means it is running ahead.

Growth Mapping
A quadrant that plots Foundation against Digital Multiplier, relative to the rest of the cohort.

Optimised Leaders
Foundation and digital both strong. Further growth must come mainly from outside the marketing system.

Latent Leaders
Strong foundation, with digital not yet amplifying it. Growth comes from pushing digital harder.

Early Stage
Both layers still forming. Digital won’t pay back efficiently until Product and Brand are built.

Overextended
Digital running ahead of a foundation that cannot yet support it. Strengthening Product and Brand is the higher-return move.

BUSINESS MODEL & ACTIONS

Archetype
The REMI business-model type assigned to the target company (for example DTC, B2B Professional Services or B2B SaaS — Self-Serve / PLG). It sets which channels and levers matter most.

Target Marketing Model
The ideal marketing set-up for the archetype: the most and least important channels, and marketing’s job in winning new business.

Target Model fit
How closely a company’s marketing matches its Target Model, relative to the cohort: closely, broadly, partially or structurally misaligned.

Growth Appraisal
Each company’s Foundation, Digital Multiplier, quadrant position and top three priority actions.

Outside-in
Assessed from public evidence only, without access to proprietary data, to reflect the marketing a prospective customer sees and experiences.

SCALE

Each of 27 levers is scored 1–5, nine per pillar (Product, Brand, Digital Marketing). RAG bands are set harder for Priority-1 levers than Priority-2, per Bridge F61's scoring methodology: Priority 1 — red 1–3, amber 4, green 5; Priority 2 — red 1–2, amber 3, green 4–5.

COMPARATOR SET

Bookwise, SlotHero, TimeGrid, PlanSync, Loopcal, Bookmint, Rendevo, Huddlefy, Scheduly, Appointly, Cadenza

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REMI · Bridge F61 — Sample report, illustrative purposes only. The company, comparator set and scores shown are fictitious and do not describe any real business.

This is a sample output from Bridge F61's Marketing System Efficiency (MSE) diagnostic framework, built with invented data to demonstrate the report format. The company name, comparator set, scores and findings are fictitious; no inference should be drawn about any real business from them. The MSE diagnostic framework and report design remain the intellectual property of Bridge F61 Ltd.