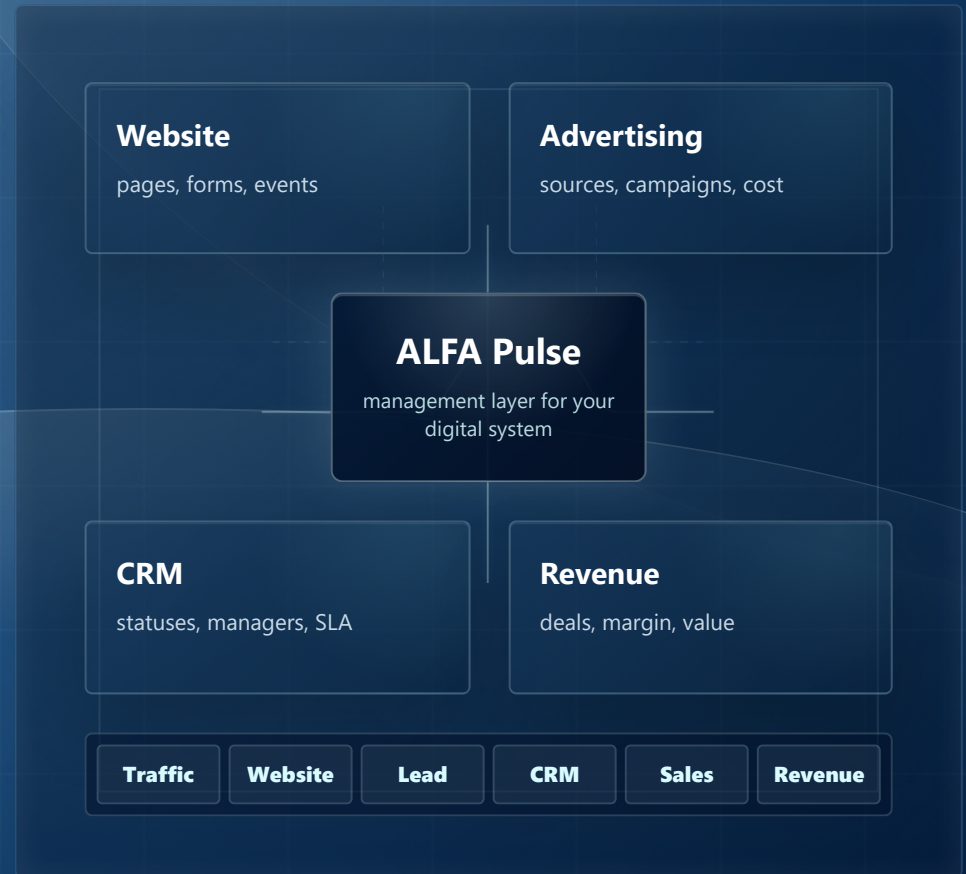




COMMERCIAL PROPOSAL / ALFA PULSE

One management contour for digital sales

AlfaRank proposes connecting ALFA Pulse as a management layer above your website, advertising, CRM and sales. We do not replace your systems - we connect them into a contour where lead source, handling quality and actual revenue become visible.

Website under control**CRM stays with you****Ads optimized by revenue**

01 / LEAKAGE POINTS

Where your digital system loses money

Budget is usually lost not inside one channel, but between channels: advertising sees a lead, the website sees an event, CRM sees a deal, yet the commercial result is not connected.

Advertising optimizes for leads

Google receives the conversion signal, but often does not know which leads became revenue.

The website leaks traffic

Forms, speed, page structure and events can waste budget before CRM sees the lead.

CRM stays isolated

Statuses, rejection reasons and deal values rarely flow back into advertising algorithms.

Sales and marketing argue

Without connected data, the discussion stays at 'bad leads' versus 'sales does not close'.

ALFA Pulse connects these data points and shows where digital creates revenue and where budget leaks.

02 / WHAT ALFA PULSE CONNECTS

ALFA Pulse connects your systems into one management layer

AlfaRank connects ALFA Pulse above your existing infrastructure: website, ad accounts, CRM and sales keep working, while one controllable operating logic appears between them.

Ads

campaign, creative, UTM

Website

page, form, event

CRM

status, manager, SLA

Sales

touch, rejection reason

Revenue

amount, margin, LTV

ALFA Pulse

One client revenue contour



03 / WEBSITE AS CONVERSION LAYER

The website becomes the controlled conversion point

Paid traffic lands on your website first. That is why AlfaRank controls not only advertising, but also landing pages, forms, events and analytics.

Landing pages

pages for specific campaigns, segments and offers

Forms & events

forms, events, thank-you pages, micro-conversions

Tracking hygiene

UTM, sources, call tracking, clean analytics

Speed & trust

speed, structure, trust signals, basic SEO logic

CRM connection

every important website signal is tied to source and client

Web Layer upgrade

website migration or upgrade may be included in the starting package



04 / FIRST 90 DAYS

We create order and give management control

At the start we do not expand the task list. We identify current losses, connect data and build a decision contour based on facts.

0-15 days**01**

audit website, advertising, CRM, forms, events and current losses

16-45 days**02**

set up tracking, dashboard, handling SLA and feedback to advertising

46-90 days**03**

optimize pages and budget, send sales value back into advertising

Target effect - 20-30% improvement in digital sales efficiency without proportional budget growth.



05 / OFFER BOUNDARIES

Clear boundaries: contour management, not unlimited tasks

AlfaRank takes responsibility for managing the digital revenue contour. Additional directions are connected separately so the contract stays transparent.

Core contour

- website control as conversion layer
- ads, forms, CRM and sales connection
- lead quality and loss reasons
- executive dashboard
- budget recommendations by actual revenue

Connected separately

- social media and content plan
- product content, cards and descriptions
- image and video generation
- complex portals, e-commerce and ERP integrations
- daily administration of every channel

Social media, content, product cards, images and video can be connected as separate modules.



06 / COMMERCIAL MODEL

The commercial model is built around results

Instead of paying for a fragmented digital department, your company pays for a management contour that shows the link between budget and revenue.

Retainer

monthly fee for the agreed management contour

12 months

term for data, implementation, optimization and effect evaluation

Web Layer

website migration or upgrade may be included in the starting package

Add-ons

social media, content, product content, visual/AI production and integrations are connected separately

AlfaRank proposal: connect ALFA Pulse as the upper management layer for your digital field. The website becomes the conversion point, CRM becomes the feedback source, and advertising is optimized by real money.