

CMR Lens

A scored diagnostic that turns marketing from a black box into a measurable value creation lever

A Proprietary Diagnostic by

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Most PE firms know the revenue. Few know why it grows or why it won't.

Marketing is one of the least-scrutinized value drivers in a portfolio. Yet it determines pipeline velocity, brand premium, and buyer confidence at exit. CMR Lens gives you a structured, scored view of marketing maturity, not just at acquisition, but throughout the hold period and into exit readiness.



The CMR Lens Lifecycle

One instrument. Three moments that define portfolio value.



01



02



03

Screen

Is this worth the multiple?

- Diagnose marketing maturity pre-close
- Identify GTM gaps & conversion risk
- Stress-test the revenue story
- Uncover hidden brand liabilities

Grow

Where is the untapped revenue?

- Portfolio-wide scan: rank all holdings
- Prioritize marketing investment by impact
- Track maturity progression quarter-on-quarter
- Deploy GTM support where it moves the needle

Exit

What is the value creation story?

- Before/after maturity score as proof of work
- Documented pipeline contribution & growth
- Marketing infrastructure as a value driver
- A credible GTM narrative for the next buyer



The Portfolio Scan

Know which companies are marketing misfires before they show up in the numbers.

Run CMR Lens across your entire portfolio. Score every company against the same 20+ parameter framework. Instantly see which holdings are GTM-mature, which are at risk, and where a targeted marketing intervention will have the highest return.



The Exit Narrative

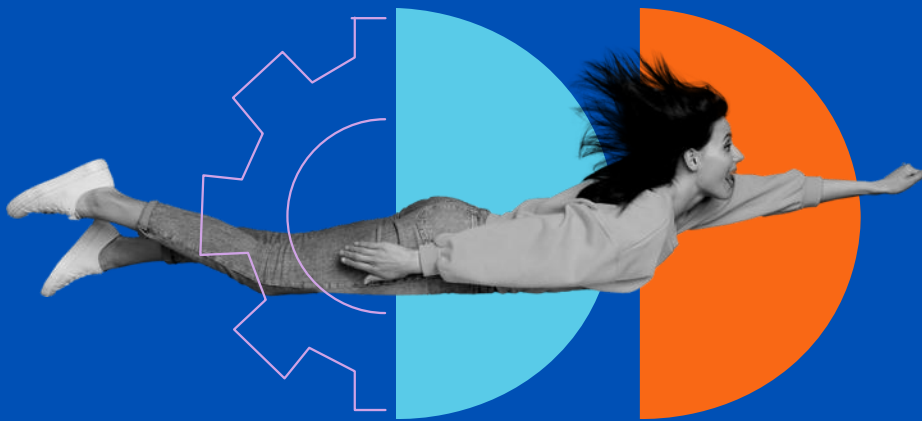
The story you tell at exit starts with the gaps you close today.

Next buyers want proof, not promises. A documented CMR Lens journey baseline score at entry, tracked improvement across the hold, measurable pipeline impact becomes a credible, scored value creation story that supports a stronger exit multiple.

The result

A portfolio marketing heatmap ranked by maturity, risk, and value creation potential.

Marketing transformation turned into a diligence-ready asset at exit.



Four Marketing Value Levers

Each quadrant is scored across Strategic, Operational & Tactical dimensions.



Brand Maturity

Is the brand a growth asset?

- Visual identity & architecture
- Messaging clarity & market visibility
- Storytelling & emotional resonance
- Growth strategy & partnerships

01



Marketing Maturity

Can marketing drive pipeline?

- ICP definition & GTM readiness
- Digital presence & SEO authority
- Asset depth across buyer journey
- Campaign maturity & conversion

02



Demand Gen Maturity

Is there a repeatable engine?

- CRM & automation stack health
- ABM program maturity
- Lead nurture & drip infrastructure
- Pipeline attribution & reporting

03



Solutions Maturity

Does the market believe in it?

- Product-market fit signals & NPS
- Thought leadership & events
- Branded IP & methodology
- Solution narrative & content

04



How CMR Lens Works

01

Discovery Sprint

2–3 stakeholder interviews + external signal audit across all channels, platforms & tools.

02

Diagnostic Scoring

20+ parameters rated across Strategic, Operational & Tactical layers. MECE-structured, benchmarked against segment peers.

03

Findings Report

Radar scorecard + prioritized gaps + 30/60/90-day value creation roadmap with engagement model.



What Every Engagement Includes



Maturity Radar

Scored benchmark across 4 quadrants vs. segment peers.



Gap Analysis

Foundational gaps vs. strategic opportunities, prioritised by impact.



Risk Register

Commercial marketing risks with severity and revenue exposure



Value Creation Roadmap

30/60/90-day action plan tied to revenue milestones.

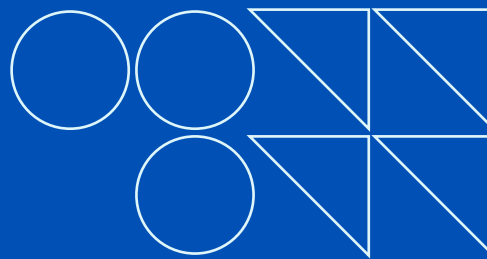


Progress Scoring

Re-run at 6 or 12 months to track maturity gains and build the exit narrative.

Run CMR Lens across your portfolio.

Know where marketing is creating value.
Know where it's destroying it.



Get in touch

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