FACTUR

FACTUR · SALES INTELLIGENCE REPORT

U.S. Manufacturing Quotes & Purchase Orders

A trailing-twelve-month study of U.S. B2B manufacturing opportunities — how many were quoted, for how much, how many became purchase orders and for what amount — by month, industry and state, against the year before.

1,271
OPPORTUNITIES QUOTED

$127.3M
QUOTE AMOUNT

268
PURCHASE ORDERS

$6.3M
PURCHASE-ORDER AMOUNT

Prepared November 2026 · Nov 1, 2025 – Oct 31, 2026 · Factur — facturmfg.com

ABOUT FACTUR

A growth engine built for manufacturers

Factur is a sales-and-marketing firm built exclusively for B2B manufacturers. We help suppliers, fabricators, and industrial manufacturers win more customers by building and running the outbound engine most shops don't have the time or specialists to run themselves — precision prospecting, sales development, and demand marketing, engineered around how manufacturing actually buys.

The promise is simple: **get more manufacturing customers, drive revenue growth, and thrive.** We pair a proprietary database of U.S. manufacturers with disciplined outbound execution, putting qualified, quote-ready conversations in front of our clients' sales teams — so their engineers and owners spend time closing, not prospecting.

What we do

01 · Precision Lead Generation

Fill the pipeline

Targeted outbound that surfaces qualified manufacturing buyers — the right accounts, the right decision-makers, at scale.

02 · Precision Sales Development

Work leads to the quote

Dedicated SDR execution that nurtures interest, books conversations, and hands off sales-ready, quote-stage opportunities.

03 · Precision Business Development

Grow the big accounts

Strategic account development for larger, longer-cycle deals where relationships and specification lead-time matter most.

04 · Demand Marketing

Create inbound pull

Content, campaigns, and brand presence that build a manufacturer's reputation and generate inbound demand over time.

About this report

The analysis on the pages that follow is drawn from Factur's own live prospecting engine — the same machine we run on behalf of manufacturing clients. It follows the four numbers that turn prospecting into revenue: **1,271** opportunities quoted, **$127.3M** in quote amount, **268** purchase orders and **$6.3M** in recorded purchase-order amount over the trailing twelve months.

Factur · facturmfg.com · 317-622-8970 — a growth agency for B2B manufacturers.

The year in quotes and purchase orders

Over the trailing twelve months (Nov 1, 2025 – Oct 31, 2026, by opportunity close date) Factur's prospecting engine put **1,271 U.S. opportunities in front of a quote**, worth **$127.3M** in quoted value, and **268 of them reached a purchase order**. This report reads those four numbers — quotes, quote amount, purchase orders and purchase-order amount — by month, industry and state, against the year before.

Headline metrics

OPPORTUNITIES QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	PURCHASE-ORDER AMOUNT
1,271	**$127.3M**	**268**	**$6.3M**
−30% vs 1,812 last year	−2% vs $130.1M · median $12K	+4% vs 258 last year	+86% vs $3.4M · 195 POs with an amount

First, fewer quotes, but bigger ones. Quotes fell 30% year over year and quoted value held at $127.3M (−2%): the average quote went from $91K to $137K and the median from $8K to $12K.

Second, a higher share of quotes became purchase orders. 21.1% of quoted opportunities reached a purchase order, against 14.2% last year — 268 purchase orders from 1,271 quotes, against 258 from 1,812.

Third, purchase orders concentrate where things are made. Ohio, Michigan and California lead on order count, and Machinery leads the classified industries with 27 purchase orders.

> **Read the PO amount with care.** It combines the amount on the opportunity with the Salesforce order records, which have only been synced since September 2026: they add $3.9M and 38 purchase orders this year but almost nothing last year, so the PO-amount change compares unlike data. On the opportunity field alone it is $2.3M this year against $3.3M last year. The largest single order is $3.1M; without it this year's PO amount is $3.1M.

Ten numbers from the year

The rolling twelve months in ten numbers. Each one is explained on the pages that follow.

OPPORTUNITIES QUOTED

1,271

−30% year over year

QUOTE AMOUNT

$127.3M

median quote $12K

PURCHASE ORDERS

268

21.1% of quotes

PURCHASE-ORDER AMOUNT

$6.3M

$3.1M without the largest order

BUSIEST QUARTER

Feb 2026 – Apr 2026

389 quotes, 82 POs

REGION WITH THE MOST POS

Midwest

116 POs from 408 quotes

INDUSTRY WITH THE MOST QUOTES

Machinery

121 quotes

STATE WITH THE MOST QUOTES

California

98 quotes

MEDIAN TIME FROM QUOTE TO ORDER

74 days

68 orders with a recorded time

BUYER SIZE THAT CONVERTS BEST

1,001–5,000 employees

30% of quotes became POs

What we measured, and how to read it

Every figure is a direct aggregation of Factur's live opportunity records — the working history of its outbound prospecting and sales-development engine for B2B manufacturers.

The four measures

Measure	Definition
Opportunities quoted	Client opportunity status *Quoted* or *Purchase Order*, or a quote amount above zero. An opportunity that reached a purchase order is counted as quoted too.
Quote amount	The quote total on the opportunity, summed. 926 of this year's 1,271 quoted opportunities carry an amount. A single quote above $20M is treated as a data-entry error: counted as a quote, left out of the sum (3 last year, the largest $723.9M; none this year).
Purchase orders	Client opportunity status *Purchase Order*, a purchase-order amount above zero, or a Salesforce order record linked to the opportunity.
Purchase-order amount	Per opportunity, the larger of the PO amount on the opportunity and the total of its order records; 195 of 268 purchase orders this year carry an amount. Order records exist from September 2026.

Scope

Window	This year: Nov 1, 2025 – Oct 31, 2026. Last year: Nov 1, 2024 – Oct 31, 2025. By opportunity close date, which matches the trailing-year figures in Salesforce; the CRM created date reflects a bulk import.
Population	United States accounts only. Deleted and duplicate records are excluded.
Industry	The account's primary industry. 48% of quoted opportunities are unclassified, so industry rankings describe the classified subset.
Clients	Quotes came from opportunities run for 166 Factur clients this year, and purchase orders for 97. No client is named in this report.

Recent months. Close dates on open opportunities can move, so the latest one or two months may still change as deals are updated. Year-over-year comparisons use full twelve-month windows.

How the year unfolded

Quotes and purchase orders by month of the opportunity's close date. A purchase order is counted in the month its opportunity closed, which can differ from the date of the order itself.

Month	Quoted	Quote amount	Purchase orders	PO amount
Nov 2025	105	$17.9M	24	$203K
Dec 2025	101	$8.7M	19	$282K
Jan 2026	113	$15.5M	24	$365K
Feb 2026	126	$8M	24	$240K
Mar 2026	143	$4.6M	31	$612K
Apr 2026	120	$16.4M	27	$3.3M
May 2026	88	$4.8M	29	$439K
Jun 2026	97	$3.2M	15	$340K
Jul 2026	129	$31.6M	23	$139K
Aug 2026	110	$7.9M	22	$118K
Sep 2026	76	$3.5M	19	$104K
Oct 2026	63	$5M	11	$99K
Total	**1,271**	**$127.3M**	**268**	**$6.3M**

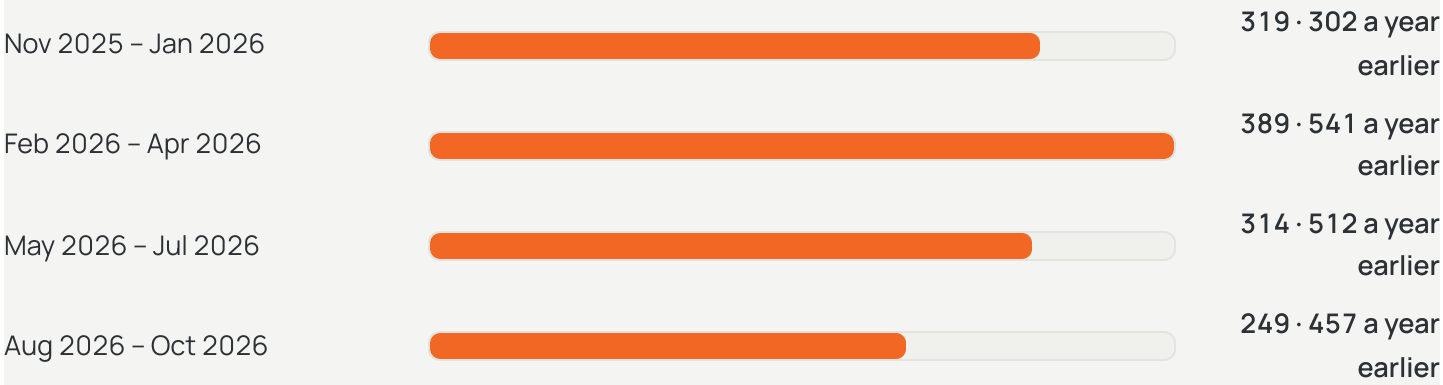
Quoting peaked in Mar 2026 (143 quotes) and purchase orders in Mar 2026 (31). Monthly quote amounts swing with a handful of large quotes — 26 quotes of $1M or more account for much of the variation — so the count is the steadier signal of demand.

Four quarters against the year before

The rolling year in four three-month blocks, each compared with the same months a year earlier.

Quarter	Quoted	vs year before	Quote amount	POs	vs year before	PO amount	Quote → PO
Nov 2025 – Jan 2026	319	+6%	$42.1M	67	+68%	$849K	21%
Feb 2026 – Apr 2026	389	−28%	$29.1M	82	+32%	$4.2M	21%
May 2026 – Jul 2026	314	−39%	$39.7M	67	−12%	$918K	21%
Aug 2026 – Oct 2026	249	−46%	$16.3M	52	−35%	$321K	21%

Quotes per quarter

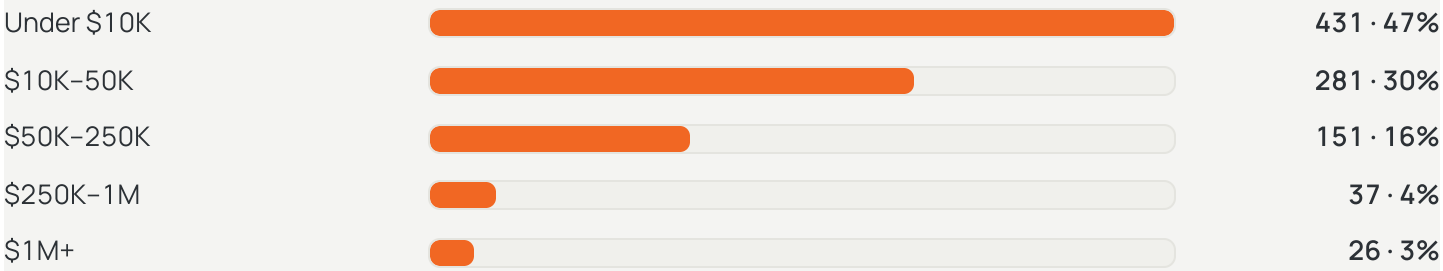


Feb 2026 – Apr 2026 was the busiest quarter, with 389 quotes and 82 purchase orders. 3 of the 4 quarters had fewer quotes than a year earlier, the steepest drop in Aug 2026 – Oct 2026. Purchase orders fell less than quotes, so the share of quotes that became orders rose.

1,271 quotes worth $127.3M

QUOTED	QUOTE AMOUNT	AVERAGE QUOTE	MEDIAN QUOTE
1,271	$127.3M	$137K	$12K
−30% year over year	926 quotes with an amount	was $91K	was $8K

Quotes by size



Most quotes, by industry

1	Machinery	121
2	Mech. & Industrial Eng.	82
3	Electrical & Electronic	50
4	Construction	37
5	Aviation & Aerospace	30
6	Automotive	27
7	Defense & Space	25
8	Building Materials	17

Highest quote amount, by industry

1	Mech. & Industrial Eng.	$35M
2	Machinery	$7.7M
3	Aviation & Aerospace	$4.8M
4	Electrical & Electronic	$4.8M
5	Health, Wellness and Fit…	$2.6M
6	Construction	$2.5M
7	Mining & Metals	$2.4M
8	Automotive	$1.2M

Machinery produces the most quotes (121); Mechanical & Industrial Engineering the most quoted value ($35M). A further $42.2M across 614 quotes sits in unclassified accounts.

Which quotes turn into orders

Quotes grouped by size: how many there are, how much of the year's quoted value they carry, and how many became a purchase order.

Quote size	Quotes	Share of quotes	Quote amount	Share of value	POs	Quote → PO
Under $10K	431	47%	$1.8M	1%	78	18%
$10K–50K	281	30%	$6.8M	5%	25	9%
$50K–250K	151	16%	$17.7M	14%	10	7%
$250K–1M	37	4%	$17.1M	13%	2	5%
$1M+	26	3%	$83.8M	66%	2	8%
No amount recorded	345	—	—	—	151	44%

Value sits in a few large quotes; orders come from the small ones. Quotes of $1M or more are 3% of quotes with an amount but 66% of quoted value. The highest conversion is in the Under $10K band. Opportunities with no quote amount show a high rate (44%) because many purchase orders are recorded without one: the size bands above are the cleaner comparison.

268 purchase orders

PURCHASE ORDERS	PO AMOUNT	MEDIAN PO	QUOTE → PO
268	$6.3M	$5K	21.1%
+4% year over year	195 with an amount	was $4K	was 14.2%

Purchase orders by industry

1	Machinery	27 · $155K
2	Mech. & Industrial Eng.	17 · $308K
3	Construction	10 · $66K
4	Electrical & Electronic	9 · $75K
5	Defense & Space	7 · $162K
6	Food Production	6 · $76K
7	Plastics	5 · $11K
8	Automotive	5 · $2K

Purchase orders by state

1	Ohio	31 · $535K
2	Michigan	28 · $151K
3	California	18 · $145K
4	Illinois	14 · $3.4M
5	Texas	13 · $101K
6	Indiana	11 · $177K
7	Pennsylvania	10 · $90K
8	Florida	9 · $41K

Highest PO amount, by industry

1	Mining & Metals	$316K · 4 POs
2	Mech. & Industrial Eng.	$308K · 17 POs
3	Defense & Space	$162K · 7 POs
4	Machinery	$155K · 27 POs
5	Food Production	$76K · 6 POs
6	Electrical & Electronic	$75K · 9 POs

Ohio leads on purchase orders (31), and Illinois leads on PO amount ($3.4M, mostly one $3.1M order).

How big the orders are, and how long they take

Purchase orders by amount

PO amount	POs	Share	Total
Under $5K	97	50%	$197K
$5K–25K	66	34%	$760K
$25K–100K	24	12%	$1.1M
$100K–500K	7	4%	$1.1M
$500K+	1	1%	$3.1M

195 of 268 purchase orders carry an amount; the median is $5K, and 84% are under $25K. The single order above $500K is 50% of all PO value.

Time from quote to order

Time to order	Orders	Share
Under 30 days	20	29%
30–89 days	20	29%
90–179 days	17	25%
180–364 days	11	16%
A year or more	0	0%

The median order arrives 74 days after the quote. Recorded on Salesforce order records only (68 orders), which have been synced since September 2026.

Order records by month placed

Month	Orders
Apr 2026	1
May 2026	5
Jun 2026	2
Jul 2026	4
Aug 2026	5
Sep 2026	23
Oct 2026	27
Nov 2026	4

21.1% of quotes became orders

The step from quote to purchase order, by industry and by state, where at least 20 quotes give the rate some weight.

By industry

Industry	Quoted	POs	Rate
Defense & Space	25	7	28%
Construction	37	10	27%
Machinery	121	27	22%
Mech. & Industrial Eng.	82	17	21%
Automotive	27	5	19%
Electrical & Electronic	50	9	18%
Aviation & Aerospace	30	4	13%

By state

State	Quoted	POs	Rate
Ohio	89	31	35%
Michigan	81	28	35%
Missouri	29	9	31%
Indiana	36	11	31%
Colorado	21	5	24%
Pennsylvania	44	10	23%
Massachusetts	32	7	22%
Minnesota	32	7	22%
Wisconsin	30	6	20%
Illinois	74	14	19%

Ohio converts best among states with enough quotes: 35% of its quotes became purchase orders. Across all states the rate is 21.1%, up from 14.2% last year.

Who buys: the size of the prospect company

Quotes and orders by the size of the prospect company, from the account's employee count and annual revenue.

By employees

Employees	Quotes	Quote amount	Median quote	POs	Quote → PO
1–50	606	$65M	$13K	136	22%
51–200	242	$29M	$10K	51	21%
201–1,000	98	$5.2M	$14K	25	26%
1,001–5,000	27	$3.7M	$29K	8	30%
5,001+	18	$5.1M	$42K	0	0%
Unknown	280	$19.2M	$11K	48	17%

By annual revenue

Revenue	Quotes	Quote amount	Median quote	POs	Quote → PO
Under $10M	379	$32.1M	$12K	80	21%
$10M–50M	221	$17.7M	$11K	53	24%
$50M–250M	81	$4.8M	$10K	20	25%
$250M–1B	14	$8.9M	$91K	5	36%
$1B+	9	$2.1M	$6K	1	11%
Unknown	567	$61.7M	$13K	109	19%

Mid-sized manufacturers (51–1,000 employees) produced 340 quotes and converted 22% of them; companies with more than 1,000 employees produced 45 quotes at 18%; small shops (1–50) 606 at 22%.

Where the quotes came from

Every opportunity records the channel that produced it (the CRM's prospecting lead source). Grouped into channels, rolling twelve months: how many opportunities each channel had actively worked, how many reached a quote and a purchase order.

Channel	Worked	Quoted	vs year before	Quote amount	POs	PO amount	Worked → quote	Quote → PO
Email sequences	23,743	1,046	−23%	$112.1M	221	$5.8M	4.4%	21%
Calls	1,328	28	−76%	$1.9M	1	$130K	2.1%	4%
Website (inbound)	629	48	−62%	$5.1M	11	$38K	7.6%	23%
LinkedIn	122	0	—	$0	0	$0	0.0%	—
In-person meetings	14	0	−100%	$0	0	$0	0.0%	—
Other	121	20	−73%	$774K	5	$76K	16.5%	25%
Not recorded	4,872	129	−6%	$7.3M	30	$194K	2.6%	23%

Quotes per channel, quarter by quarter

Channel	Nov '25–Jan '26	Feb '26–Apr '26	May '26–Jul '26	Aug '26–Oct '26	Year
Email sequences	264	344	293	145	1,046
Calls	12	13	3	0	28
Website (inbound)	15	14	6	13	48
Other	12	6	1	1	20

Email sequences produced 82% of all quotes (1,046 of 1,271) and 221 of the 268 purchase orders. Calls produced 28 quotes, against 119 the year before. Inbound website enquiries produced 48 quotes worth $5.1M. Among channels with at least 20 quotes, Website (inbound) converts best (23% of quotes became orders). 129 quotes (10%) have no lead source recorded.

Channels by tool and team

The lead-source values behind each channel: the email-sequence tool or the calling team that produced the opportunity. Quotes and purchase orders for the rolling twelve months and the twelve before.

Channel	Lead source	Worked	Quoted	Quoted before	Quote amount	POs	POs before	Worked → quote
Email sequences	Fixtur app	22,014	968	1,138	$107.5M	207	190	4.4%
	Mixmax	336	38	59	$3.9M	7	4	11.3%
	Fixtur	1,234	20	0	$276K	3	0	1.6%
	Apollo	155	18	43	$427K	4	4	11.6%
	Smartlead	4	2	115	$9K	0	15	50.0%
Calls	Orum SDR Columbia	1,012	12	50	$1.5M	0	13	1.2%
	Call	124	11	26	$303K	0	0	8.9%
	Orum US team	172	4	38	$75K	1	8	2.3%
	Dialpad	20	1	5	$8K	0	1	5.0%
Website (inbound)	Client Website	188	31	30	$4.9M	11	3	16.5%
	Contact form	441	17	95	$200K	0	0	3.9%
LinkedIn	Linkedin outreach	122	0	0	$0	0	0	0.0%
In-person meetings	In-person meeting	14	0	2	$0	0	0	0.0%
Other	Other	110	20	74	$774K	5	10	18.2%

Of the opportunities worked, 4.4% of email-sequence leads reached a quote against 2.1% of calling leads.

Calls, voicemails and emails

Every prospecting touch the team logs in the CRM: calls and how they ended, voicemails left, emails sent and received, and meetings. Compared over the same months a year apart (Nov 2025 – Oct 2026 against Nov 2024 – Oct 2025), across all prospecting, not only U.S. accounts.

CALLS MADE
439,358
−9% vs a year earlier

VOICEMAILS LEFT
154,389
35% of calls

CALLS ANSWERED
7.7%
33,856 conversations

TOUCHES PER QUOTE
834
calls and emails, 1,271 quotes

Activity, change on a year earlier

Activity	Nov 2025 – Oct 2026	Change
Calls made	439,358	−9%
Calls answered	33,856	−31%
Voicemails left	154,389	−14%
No answer	182,001	−13%
Wrong or bad number	18,241	−59%
Emails sent	621,119	−19%
Emails received	400,913	+48%
Emails bounced	15,842	−72%
LinkedIn touches	168	+22%
Meetings logged	74,765	+22%

How calls ended

Outcome	Calls	Share
Answered	33,856	8%
Voicemail left	154,389	35%
No answer	182,001	41%
Wrong or bad number	18,241	4%
No result recorded	50,871	12%

77% of calls reach a voicemail or no one; 7.7% are answered.

Month by month, and SMS from the app

Logged activity per month of the rolling year (— where the CRM has no records), and the text messages and calls handled by the app's own phone numbers (CallRail and Dialpad).

Month	Calls	Voicemails left	Emails sent	Emails received	Meetings
Nov 2025	39,039	16,045	44,355	36,830	6,416
Dec 2025	44,861	18,923	40,277	34,104	6,166
Jan 2026	67,679	26,390	38,987	31,076	5,843
Feb 2026	74,229	30,231	60,743	31,581	5,786
Mar 2026	85,160	31,668	38,766	33,058	6,673
Apr 2026	13,306	3,337	36,943	34,448	6,229
May 2026	16,244	5,100	47,948	33,121	5,697
Jun 2026	19,667	7,268	77,355	35,602	6,694
Jul 2026	22,278	8,607	73,975	37,880	6,805
Aug 2026	19,127	1,932	63,768	32,921	6,203
Sep 2026	18,445	2,366	63,236	35,072	6,296
Oct 2026	19,323	2,522	34,766	25,220	5,957

SMS and the app's phone numbers

Month	SMS sent	Delivered	SMS received	Inbound calls	Voicemails received
Sep 2026	571	0	646	420	103
Oct 2026	8,504	6,155	1,158	1,669	213

SMS prospecting went live in Oct 2026: 8,504 texts sent, 72% delivered, and 1,158 messages received back. Every earlier send in the log failed (set-up before launch). Voicemails received are messages prospects left on the app's numbers; voicemails left (previous page) are the team's own.

Quotes and orders by state

The fifteen states with the most quotes. The top three — California, Ohio and Michigan — hold 21% of all quotes.

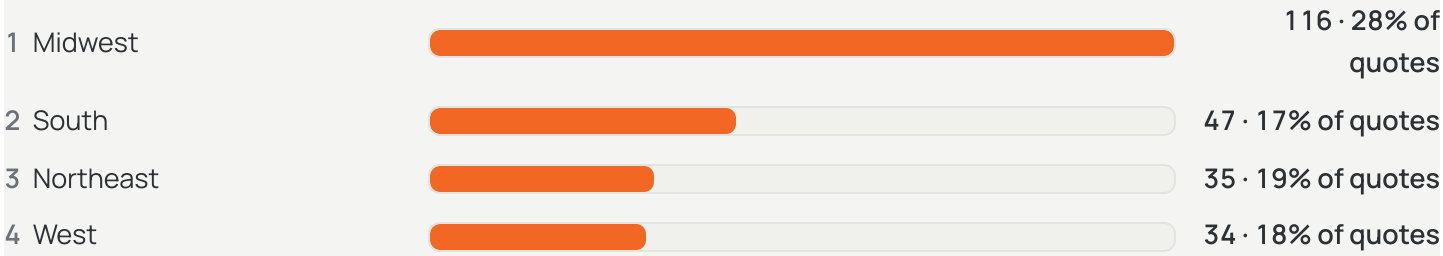
State	Quoted	Quote amount	Purchase orders	PO amount
California	98	$14.7M	18	$145K
Ohio	89	$1.2M	31	$535K
Michigan	81	$4.7M	28	$151K
Texas	76	$23.7M	13	$101K
Illinois	74	$11.8M	14	$3.4M
Florida	54	$10.7M	9	$41K
New York	53	$5M	8	$114K
Pennsylvania	44	$1.6M	10	$90K
Indiana	36	$3.1M	11	$177K
Massachusetts	32	$961K	7	$41K
Minnesota	32	$307K	7	$53K
Wisconsin	30	$957K	6	$23K
Missouri	29	$962K	9	$32K
New Jersey	25	$3.1M	4	$10K
North Carolina	23	$2.4M	1	$2K

215 quotes have no state on the account and are not in the table.

The four U.S. regions

States grouped into the four U.S. Census regions.

Region	Quoted	vs year before	Quote amount	POs	vs year before	PO amount	Quote → PO
Northeast	181	−35%	$11.3M	35	−19%	$289K	19%
Midwest	408	−31%	$24.3M	116	+32%	$4.4M	28%
South	271	−42%	$52.1M	47	−33%	$498K	17%
West	192	−22%	$29.7M	34	+13%	$444K	18%



Leading states in each region

Region	Top states by quotes	Their POs
Northeast	New York, Pennsylvania and Massachusetts	25
Midwest	Ohio, Michigan and Illinois	73
South	Texas, Florida and North Carolina	23
West	California, Colorado and Arizona	25

The Midwest produces the most purchase orders (116), converting 28% of its quotes against 21% nationally.

Quotes against each state's business base

How many quotes each state produced for the size of its business base: quotes per 100,000 business records, and per 1,000 records of companies with 500+ employees (from Factur's Insights data). States with at least 15 quotes.

State	Business records	500+ employee records	Quotes	POs	Quotes per 100K records	Quotes per 1K large
Ohio	1,487,393	3,511	89	31	6.0	25
Wisconsin	651,680	1,523	30	6	4.6	20
Michigan	1,839,787	3,062	81	28	4.4	26
Illinois	1,843,395	4,148	74	14	4.0	18
Indiana	962,481	2,260	36	11	3.7	16
Iowa	453,687	765	15	5	3.3	20
Kentucky	515,024	998	17	5	3.3	17
Minnesota	1,186,201	1,874	32	7	2.7	17
Massachusetts	1,441,867	2,674	32	7	2.2	12
Missouri	1,320,369	1,823	29	9	2.2	16
Colorado	1,051,696	1,751	21	5	2.0	12
New Jersey	1,254,715	2,678	25	4	2.0	9
Tennessee	933,475	1,948	17	6	1.8	9
Pennsylvania	2,658,130	3,489	44	10	1.7	13
Texas	5,697,306	7,856	76	13	1.3	10
California	7,660,543	11,624	98	18	1.3	8
North Carolina	1,948,277	2,382	23	1	1.2	10
Arizona	1,846,881	1,767	20	2	1.1	11
New York	5,245,681	6,989	53	8	1.0	8
Florida	6,776,256	5,159	54	9	0.8	10
Georgia	2,911,226	2,827	17	3	0.6	6

Ohio produces the most quotes for its size (6.0 per 100,000 records). At the other end, Florida and Georgia produce 0.6–0.8: the largest business bases in the country, reached least often for their size. That is where more prospecting would find the most untouched companies.

Quotes and orders by industry

The fifteen classified industries with the most quotes, with the change in quote count from last year.

Industry	Quoted	vs last year	Quote amount	Purchase orders	PO amount
Machinery	121	−46%	$7.7M	27	$155K
Mech. & Industrial Eng.	82	−25%	$35M	17	$308K
Electrical & Electronic	50	−28%	$4.8M	9	$75K
Construction	37	no change	$2.5M	10	$66K
Aviation & Aerospace	30	−55%	$4.8M	4	$52K
Automotive	27	−51%	$1.2M	5	$2K
Defense & Space	25	−60%	$868K	7	$162K
Building Materials	17	−35%	$544K	4	$25K
Plastics	17	−37%	$427K	5	$11K
Oil & Energy	16	−27%	$156K	3	$16K
Packaging & Containers	13	no change	$693K	4	$16K
Mining & Metals	12	−64%	$2.4M	4	$316K
Medical Devices	9	−62%	$442K	2	$0
Manufacturing	9	+125%	$103K	2	$14K
Environmental Services	9	−10%	$528K	0	$0

Machinery

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
121	$7.7M	27	22%
−46% vs 225	median $11K	−13% vs 31	21% nationally

Machinery accounts for 9.5% of all quotes and 6.1% of quoted value. Its conversion is close to the national rate, and its median quote is $11K against $12K overall. PO amount recorded: $155K on 18 orders.

Top states

State	Quotes	Amount	POs
Illinois	16	$590K	2
Ohio	14	$218K	7
Michigan	12	$303K	3
Pennsylvania	8	$54K	2
Wisconsin	8	$132K	1

Quote sizes

Quote size	Quotes
Under $10K	42
$10K–50K	32
$50K–250K	13
$250K–1M	1
$1M+	1

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	35	7
Feb 2026 – Apr 2026	36	6
May 2026 – Jul 2026	31	10
Aug 2026 – Oct 2026	19	4
Rolling 12 months	**121**	**27**

Buyer size (employees)

Employees	Quotes
1–50	83
51–200	27
201–1,000	8
1,001–5,000	0
5,001+	1

Mechanical & Industrial Engineering

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
82	$35M	17	21%
−25% vs 109	median $17K	+6% vs 16	21% nationally

Mechanical & Industrial Engineering accounts for 6.5% of all quotes and 27.5% of quoted value. Its conversion is close to the national rate, and its median quote is $17K against $12K overall. PO amount recorded: $308K on 12 orders.

Top states

State	Quotes	Amount	POs
Texas	10	$20.9M	2
Indiana	7	$583K	2
Minnesota	6	$17K	2
Illinois	6	$305K	0
California	6	$310K	0

Quote sizes

Quote size	Quotes
Under $10K	25
$10K–50K	19
$50K–250K	9
$250K–1M	3
$1M+	5

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	27	5
Feb 2026 – Apr 2026	24	3
May 2026 – Jul 2026	18	6
Aug 2026 – Oct 2026	13	3
Rolling 12 months	**82**	**17**

Buyer size (employees)

Employees	Quotes
1–50	35
51–200	9
201–1,000	5
1,001–5,000	2
5,001+	0

Electrical & Electronic Manufacturing

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
50	$4.8M	9	18%
−28% vs 69	median $45K	−10% vs 10	21% nationally

Electrical & Electronic Manufacturing accounts for 3.9% of all quotes and 3.8% of quoted value. Its conversion is below the national rate, and its median quote is $45K against $12K overall. PO amount recorded: $75K on 6 orders.

Top states

State	Quotes	Amount	POs
Texas	5	$183K	1
Arizona	5	$56K	0
Florida	4	$6K	0
Georgia	4	$221K	3
Ohio	4	$228K	1

Quote sizes

Quote size	Quotes
Under $10K	12
$10K–50K	10
$50K–250K	14
$250K–1M	0
$1M+	2

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	11	0
Feb 2026 – Apr 2026	8	4
May 2026 – Jul 2026	18	2
Aug 2026 – Oct 2026	13	3
Rolling 12 months	**50**	**9**

Buyer size (employees)

Employees	Quotes
1–50	33
51–200	9
201–1,000	2
1,001–5,000	2
5,001+	1

Construction

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
37	$2.5M	10	27%
no change vs 37	median $10K	no change vs 10	21% nationally

Construction accounts for 2.9% of all quotes and 1.9% of quoted value. Its conversion is above the national rate, and its median quote is $10K against $12K overall. PO amount recorded: $66K on 8 orders.

Top states

State	Quotes	Amount	POs
Ohio	6	$11K	3
Missouri	2	$205K	1
Florida	2	$5K	1
North Carolina	2	$9K	0
Oregon	2	$47K	0

Quote sizes

Quote size	Quotes
Under $10K	13
$10K–50K	4
$50K–250K	5
$250K–1M	3
$1M+	0

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	10	2
Feb 2026 – Apr 2026	7	2
May 2026 – Jul 2026	9	3
Aug 2026 – Oct 2026	11	3
Rolling 12 months	**37**	**10**

Buyer size (employees)

Employees	Quotes
1–50	23
51–200	9
201–1,000	2
1,001–5,000	1
5,001+	0

Aviation & Aerospace

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
30	$4.8M	4	13%
−55% vs 66	median $17K	−20% vs 5	21% nationally

Aviation & Aerospace accounts for 2.4% of all quotes and 3.8% of quoted value. Its conversion is below the national rate, and its median quote is $17K against $12K overall. PO amount recorded: $52K on 4 orders, $33K of it a single order.

Top states

State	Quotes	Amount	POs
California	6	$1.1M	1
Florida	4	$40K	0
Texas	4	$230K	1
New York	3	$254K	0
Wisconsin	3	$26K	2

Quote sizes

Quote size	Quotes
Under $10K	9
$10K–50K	7
$50K–250K	9
$250K–1M	1
$1M+	1

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	5	0
Feb 2026 – Apr 2026	6	1
May 2026 – Jul 2026	8	0
Aug 2026 – Oct 2026	11	3
Rolling 12 months	**30**	**4**

Buyer size (employees)

Employees	Quotes
1–50	24
51–200	3
201–1,000	1
1,001–5,000	0
5,001+	1

Automotive

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
27	$1.2M	5	19%
−51% vs 55	median $22K	−44% vs 9	21% nationally

Automotive accounts for 2.1% of all quotes and 1.0% of quoted value. Its conversion is below the national rate, and its median quote is $22K against $12K overall. PO amount recorded: $2K on 3 orders.

Top states

State	Quotes	Amount	POs
Michigan	8	$332K	4
Indiana	5	$87K	1
Florida	3	$186K	0
Ohio	2	$22K	0
California	1	$5K	0

Quote sizes

Quote size	Quotes
Under $10K	9
$10K–50K	4
$50K–250K	6
$250K–1M	1
$1M+	0

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	8	1
Feb 2026 – Apr 2026	8	2
May 2026 – Jul 2026	5	2
Aug 2026 – Oct 2026	6	0
Rolling 12 months	**27**	**5**

Buyer size (employees)

Employees	Quotes
1–50	10
51–200	5
201–1,000	3
1,001–5,000	5
5,001+	1

Defense & Space

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
25	$868K	7	28%
−60% vs 62	median $12K	−42% vs 12	21% nationally

Defense & Space accounts for 2.0% of all quotes and 0.7% of quoted value. Its conversion is above the national rate, and its median quote is $12K against $12K overall. PO amount recorded: $162K on 4 orders, $140K of it a single order.

Top states

State	Quotes	Amount	POs
California	7	$282K	3
Florida	3	$361K	2
District Of Columbia	2	$0	2
New York	2	$43K	0
Colorado	1	$8K	0

Quote sizes

Quote size	Quotes
Under $10K	9
$10K–50K	8
$50K–250K	2
$250K–1M	1
$1M+	0

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	12	3
Feb 2026 – Apr 2026	4	3
May 2026 – Jul 2026	7	1
Aug 2026 – Oct 2026	2	0
Rolling 12 months	**25**	**7**

Buyer size (employees)

Employees	Quotes
1–50	10
51–200	9
201–1,000	1
1,001–5,000	0
5,001+	1

Plastics

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
17	$427K	5	29%
−37% vs 27	median $5K	+67% vs 3	21% nationally

Plastics accounts for 1.3% of all quotes and 0.3% of quoted value. Its conversion is above the national rate, and its median quote is $5K against $12K overall. PO amount recorded: $11K on 4 orders, $8K of it a single order.

Top states

State	Quotes	Amount	POs
Missouri	3	$16K	0
Massachusetts	2	$38K	0
New Jersey	2	$352K	0
New York	1	$0	1
Indiana	1	$4K	0

Quote sizes

Quote size	Quotes
Under $10K	7
$10K–50K	2
$50K–250K	2
$250K–1M	0
$1M+	0

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	6	3
Feb 2026 – Apr 2026	6	1
May 2026 – Jul 2026	3	1
Aug 2026 – Oct 2026	2	0
Rolling 12 months	**17**	**5**

Buyer size (employees)

Employees	Quotes
1–50	9
51–200	5
201–1,000	2
1,001–5,000	0
5,001+	0

California

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
98	$14.7M	18	18%
−39% vs 160	median $16K	+20% vs 15	21% nationally

California accounts for 7.7% of all quotes and 11.5% of quoted value. Its conversion is below the national rate, and its median quote is $16K against $12K overall. PO amount recorded: $145K on 13 orders. California has 7,660,543 business records in Factur's directory, 11,624 of them for companies with 500+ employees; its data study has the full breakdown.

Top industries

Industry	Quotes	Amount	POs
Defense & Space	7	$282K	3
Mech. & Industrial Eng.	6	$310K	0
Aviation & Aerospace	6	$1.1M	1
Machinery	5	$49K	1
Real Estate	4	$0	2

Quote sizes

Quote size	Quotes
Under $10K	32
$10K–50K	19
$50K–250K	17
$250K–1M	4
$1M+	1

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	19	4
Feb 2026 – Apr 2026	34	7
May 2026 – Jul 2026	23	2
Aug 2026 – Oct 2026	22	5
Rolling 12 months	**98**	**18**

Buyer size (employees)

Employees	Quotes
1–50	51
51–200	32
201–1,000	8
1,001–5,000	0
5,001+	1

Ohio

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
89	$1.2M	31	35%
−40% vs 148	median $5K	+63% vs 19	21% nationally

Ohio accounts for 7.0% of all quotes and 0.9% of quoted value. Its conversion is above the national rate, and its median quote is $5K against $12K overall. PO amount recorded: $535K on 28 orders. Ohio has 1,487,393 business records in Factur's directory, 3,511 of them for companies with 500+ employees; its data study has the full breakdown.

Top industries

Industry	Quotes	Amount	POs
Machinery	14	$218K	7
Construction	6	$11K	3
Manufacturing	5	$42K	1
Electrical & Electronic	4	$228K	1
Mech. & Industrial Eng.	3	$14K	0

Quote sizes

Quote size	Quotes
Under $10K	40
$10K–50K	13
$50K–250K	8
$250K–1M	0
$1M+	0

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	31	11
Feb 2026 – Apr 2026	33	13
May 2026 – Jul 2026	15	3
Aug 2026 – Oct 2026	10	4
Rolling 12 months	**89**	**31**

Buyer size (employees)

Employees	Quotes
1–50	46
51–200	30
201–1,000	8
1,001–5,000	3
5,001+	2

Michigan

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
81	$4.7M	28	35%
−35% vs 125	median $14K	+47% vs 19	21% nationally

Michigan accounts for 6.4% of all quotes and 3.7% of quoted value. Its conversion is above the national rate, and its median quote is $14K against $12K overall. PO amount recorded: $151K on 12 orders, $90K of it a single order. Michigan has 1,839,787 business records in Factur's directory, 3,062 of them for companies with 500+ employees; its data study has the full breakdown.

Top industries

Industry	Quotes	Amount	POs
Machinery	12	$303K	3
Automotive	8	$332K	4
Mech. & Industrial Eng.	4	$370K	2
Packaging & Containers	2	$7K	1
Building Materials	1	$0	1

Quote sizes

Quote size	Quotes
Under $10K	21
$10K–50K	10
$50K–250K	9
$250K–1M	4
$1M+	1

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	21	5
Feb 2026 – Apr 2026	26	8
May 2026 – Jul 2026	25	13
Aug 2026 – Oct 2026	9	2
Rolling 12 months	**81**	**28**

Buyer size (employees)

Employees	Quotes
1–50	50
51–200	10
201–1,000	11
1,001–5,000	3
5,001+	0

Texas

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
76	$23.7M	13	17%
−49% vs 148	median $19K	−41% vs 22	21% nationally

Texas accounts for 6.0% of all quotes and 18.7% of quoted value. Its conversion is below the national rate, and its median quote is $19K against $12K overall. PO amount recorded: $101K on 12 orders. Texas has 5,697,306 business records in Factur's directory, 7,856 of them for companies with 500+ employees; its data study has the full breakdown.

Top industries

Industry	Quotes	Amount	POs
Mech. & Industrial Eng.	10	$20.9M	2
Machinery	6	$194K	1
Electrical & Electronic	5	$183K	1
Oil & Energy	5	$67K	0
Aviation & Aerospace	4	$230K	1

Quote sizes

Quote size	Quotes
Under $10K	25
$10K–50K	20
$50K–250K	13
$250K–1M	2
$1M+	2

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	15	1
Feb 2026 – Apr 2026	21	7
May 2026 – Jul 2026	22	3
Aug 2026 – Oct 2026	18	2
Rolling 12 months	**76**	**13**

Buyer size (employees)

Employees	Quotes
1–50	39
51–200	14
201–1,000	11
1,001–5,000	4
5,001+	0

Illinois

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
74	$11.8M	14	19%
−15% vs 87	median $14K	+17% vs 12	21% nationally

Illinois accounts for 5.8% of all quotes and 9.3% of quoted value. Its conversion is below the national rate, and its median quote is $14K against $12K overall. PO amount recorded: $3.4M on 11 orders, $3.1M of it a single order. Illinois has 1,843,395 business records in Factur's directory, 4,148 of them for companies with 500+ employees; its data study has the full breakdown.

Top industries

Industry	Quotes	Amount	POs
Machinery	16	$590K	2
Mech. & Industrial Eng.	6	$305K	0
Food Production	3	$10K	1
Environmental Services	3	$2K	0
Building Materials	2	$30K	0

Quote sizes

Quote size	Quotes
Under $10K	22
$10K–50K	20
$50K–250K	9
$250K–1M	0
$1M+	3

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	26	5
Feb 2026 – Apr 2026	20	7
May 2026 – Jul 2026	19	0
Aug 2026 – Oct 2026	9	2
Rolling 12 months	**74**	**14**

Buyer size (employees)

Employees	Quotes
1–50	38
51–200	19
201–1,000	4
1,001–5,000	3
5,001+	2

Florida

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
54	$10.7M	9	17%
−27% vs 74	median $10K	−31% vs 13	21% nationally

Florida accounts for 4.2% of all quotes and 8.4% of quoted value. Its conversion is below the national rate, and its median quote is $10K against $12K overall. PO amount recorded: $41K on 7 orders. Florida has 6,776,256 business records in Factur's directory, 5,159 of them for companies with 500+ employees; its data study has the full breakdown.

Top industries

Industry	Quotes	Amount	POs
Machinery	5	$45K	1
Electrical & Electronic	4	$6K	0
Aviation & Aerospace	4	$40K	0
Defense & Space	3	$361K	2
Automotive	3	$186K	0

Quote sizes

Quote size	Quotes
Under $10K	20
$10K–50K	7
$50K–250K	7
$250K–1M	2
$1M+	2

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	16	4
Feb 2026 – Apr 2026	15	2
May 2026 – Jul 2026	14	2
Aug 2026 – Oct 2026	9	1
Rolling 12 months	**54**	**9**

Buyer size (employees)

Employees	Quotes
1–50	38
51–200	12
201–1,000	1
1,001–5,000	0
5,001+	0

New York

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
53	$5M	8	15%
−27% vs 73	median $17K	−38% vs 13	21% nationally

New York accounts for 4.2% of all quotes and 3.9% of quoted value. Its conversion is below the national rate, and its median quote is $17K against $12K overall. PO amount recorded: $114K on 6 orders, $93K of it a single order. New York has 5,245,681 business records in Factur's directory, 6,989 of them for companies with 500+ employees; its data study has the full breakdown.

Top industries

Industry	Quotes	Amount	POs
Machinery	7	$346K	1
Electrical & Electronic	3	$1.4M	0
Aviation & Aerospace	3	$254K	0
Mech. & Industrial Eng.	2	$8K	1
Defense & Space	2	$43K	0

Quote sizes

Quote size	Quotes
Under $10K	19
$10K–50K	11
$50K–250K	11
$250K–1M	2
$1M+	2

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	17	3
Feb 2026 – Apr 2026	14	3
May 2026 – Jul 2026	13	1
Aug 2026 – Oct 2026	9	1
Rolling 12 months	**53**	**8**

Buyer size (employees)

Employees	Quotes
1–50	37
51–200	7
201–1,000	4
1,001–5,000	0
5,001+	0

Pennsylvania

QUOTED	QUOTE AMOUNT	PURCHASE ORDERS	QUOTE → PO
44	$1.6M	10	23%
−44% vs 78	median $9K	+11% vs 9	21% nationally

Pennsylvania accounts for 3.5% of all quotes and 1.2% of quoted value. Its conversion is close to the national rate, and its median quote is $9K against $12K overall. PO amount recorded: $90K on 6 orders. Pennsylvania has 2,658,130 business records in Factur's directory, 3,489 of them for companies with 500+ employees; its data study has the full breakdown.

Top industries

Industry	Quotes	Amount	POs
Machinery	8	$54K	2
Research	2	$38K	0
Retail	2	$0	2
Mech. & Industrial Eng.	2	$67K	0
Environmental Services	2	$5K	0

Quote sizes

Quote size	Quotes
Under $10K	18
$10K–50K	10
$50K–250K	3
$250K–1M	0
$1M+	1

By quarter

Quarter	Quotes	POs
Nov 2025 – Jan 2026	10	2
Feb 2026 – Apr 2026	15	2
May 2026 – Jul 2026	14	6
Aug 2026 – Oct 2026	5	0
Rolling 12 months	**44**	**10**

Buyer size (employees)

Employees	Quotes
1–50	29
51–200	6
201–1,000	3
1,001–5,000	0
5,001+	1

This year against last year

Measure	Last year	This year	Change
Opportunities quoted	1,812	1,271	−30%
Quote amount	$130.1M	$127.3M	−2%
Average quote	$91K	$137K	+51%
Median quote	$8K	$12K	+47%
Purchase orders	258	268	+4%
Purchase-order amount	$3.4M	$6.3M	+86%
Quote → PO rate	14.2%	21.1%	+6.8 pts
Clients with a quote	196	166	−15%
Clients with a PO	106	97	−8%

In one line: 1,271 quotes (−30%), $127.3M quoted (−2%), 268 purchase orders (+4%) and $6.3M in recorded PO value (+86%), with 21.1% of quotes converting.

Four levers on quotes and orders

1 · Win back quote volume

Quote count is down 30% while value per quote is up. More quotes at today's size and conversion would lift every other number in this report; it is the first lever to pull.

2 · Lean into the industries that order

Machinery, Mechanical & Industrial Engineering and Construction produce the most purchase orders. Weighting campaigns toward them turns quotes into orders faster than chasing the largest quote amounts.

3 · Concentrate on the states that convert

Ohio, Michigan and Missouri turn the highest share of quotes into purchase orders among states with at least 20 quotes. Territory and campaign spend there yields more orders per quote.

4 · Record every order, with its amount

73 of 268 purchase orders still carry no amount, order records only start in September 2026, and 48% of quotes have no industry. Capturing all three would make the PO-amount and industry figures as reliable as the counts.

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APPENDIX A · ALL STATES

Every state, part 1

Every state with at least one quote in the rolling twelve months, by number of quotes.

State	Quoted	vs year before	Quote amount	POs	PO amount	Quote → PO
California	98	−39%	$14.7M	18	$145K	18%
Ohio	89	−40%	$1.2M	31	$535K	35%
Michigan	81	−35%	$4.7M	28	$151K	35%
Texas	76	−49%	$23.7M	13	$101K	17%
Illinois	74	−15%	$11.8M	14	$3.4M	19%
Florida	54	−27%	$10.7M	9	$41K	17%
New York	53	−27%	$5M	8	$114K	15%
Pennsylvania	44	−44%	$1.6M	10	$90K	23%
Indiana	36	−53%	$3.1M	11	$177K	31%
Massachusetts	32	−32%	$961K	7	$41K	22%
Minnesota	32	−16%	$307K	7	$53K	22%
Wisconsin	30	−17%	$957K	6	$23K	20%
Missouri	29	−31%	$962K	9	$32K	31%
New Jersey	25	−36%	$3.1M	4	$10K	16%
North Carolina	23	−28%	$2.4M	1	$2K	4%
Colorado	21	−12%	$2M	5	$75K	24%
Arizona	20	+25%	$606K	2	$37K	10%
Georgia	17	−55%	$1.1M	3	$36K	18%
Kentucky	17	−19%	$209K	5	$200K	29%
Tennessee	17	−47%	$641K	6	$51K	35%
Iowa	15	+67%	$967K	5	$25K	33%
Oklahoma	14	−12%	$433K	3	$3K	21%
Oregon	14	+100%	$237K	2	$14K	14%
Kansas	12	−20%	$116K	4	$39K	33%
Washington	11	−15%	$4.9M	1	$152K	9%

Every state, part 2

State	Quoted	vs year before	Quote amount	POs	PO amount	Quote → PO
Alabama	10	−58%	$1.2M	0	$0	0%
Connecticut	10	−29%	$223K	3	$11K	30%
Virginia	10	−62%	$4.1M	2	$24K	20%
South Carolina	9	−50%	$2.1M	1	$1K	11%
Maryland	8	−64%	$247K	3	$37K	38%
Nebraska	8	+60%	$221K	1	$44K	12%
New Hampshire	8	−56%	$167K	1	$23K	12%
Utah	7	−30%	$1.6M	1	$4K	14%
Nevada	6	+100%	$169K	2	$12K	33%
Idaho	5	+150%	$5M	0	$0	0%
Louisiana	5	−29%	$4.2M	0	$0	0%
Arkansas	4	−33%	$318K	0	$0	0%
Montana	4	+100%	$27K	1	$2K	25%
Delaware	3	no change	$184K	0	$0	0%
Maine	3	no change	$157K	1	$0	33%
Mississippi	3	+50%	$991	1	$3K	33%
New Mexico	3	−25%	$339K	1	$586	33%
Rhode Island	3	no change	$73K	1	$0	33%
Vermont	3	no change	$24K	0	$0	0%
Wyoming	3	−40%	$5K	1	$3K	33%
District Of Columbia	2	−33%	$0	2	$140K	100%
North Dakota	2	−50%	$6K	0	$0	0%
Ontario	1	—	$48K	0	$0	0%
Puerto Rico	1	—	$17K	0	$0	0%
West Virginia	1	−50%	$410K	0	$0	0%

215 quotes have no state on the account and are not listed.

APPENDIX B · ALL INDUSTRIES

Every industry with three or more quotes

Industry	Quoted	vs year before	Quote amount	POs	PO amount	Quote → PO
Machinery	121	−46%	$7.7M	27	$155K	22%
Mech. & Industrial Eng.	82	−25%	$35M	17	$308K	21%
Electrical & Electronic	50	−28%	$4.8M	9	$75K	18%
Construction	37	no change	$2.5M	10	$66K	27%
Aviation & Aerospace	30	−55%	$4.8M	4	$52K	13%
Automotive	27	−51%	$1.2M	5	$2K	19%
Defense & Space	25	−60%	$868K	7	$162K	28%
Building Materials	17	−35%	$544K	4	$25K	24%
Plastics	17	−37%	$427K	5	$11K	29%
Oil & Energy	16	−27%	$156K	3	$16K	19%
Packaging & Containers	13	no change	$693K	4	$16K	31%
Mining & Metals	12	−64%	$2.4M	4	$316K	33%
Environmental Services	9	−10%	$528K	0	$0	0%
Food Production	9	−25%	$50K	6	$76K	67%
Manufacturing	9	+125%	$103K	2	$14K	22%
Medical Devices	9	−62%	$442K	2	$0	22%
Design	8	no change	$512K	1	$49K	12%
Real Estate	8	+60%	$4K	3	$36K	38%
Research	8	+300%	$978K	1	$3K	12%
Architecture & Planning	7	+40%	$113K	0	$0	0%
Food & Beverages	6	−60%	$437K	4	$1K	67%
Furniture	6	−67%	$77K	0	$0	0%
Health, Wellness and Fitness	6	+50%	$2.6M	1	$35K	17%
Industrial Automation	6	−25%	$34K	2	$25K	33%

614 quotes have no industry on the account. Listed: the 24 industries with the most quotes (at least three each).

How complete the data is, and what the terms mean

Field coverage, rolling twelve months

Field	Coverage
Quoted opportunities with a quote amount	73%
Purchase orders with an amount	73%
Quotes with an industry	52%
Quotes with a state	83%
Quotes with the prospect's employee count	78%
Quotes with the prospect's annual revenue	55%
Purchase orders with a Salesforce order record	26%

Glossary

Term	Meaning
Quoted	An opportunity with client status Quoted or Purchase Order, or a quote amount above zero.
Quote amount	The quote total on the opportunity. A single quote above $20M is counted but not summed.
Purchase order (PO)	Client status Purchase Order, a PO amount above zero, or a linked Salesforce order record.
PO amount	Per opportunity, the larger of its PO amount and the total of its order records.
Quote → PO	Purchase orders divided by quoted opportunities in the same group and window.
Rolling twelve months	The twelve whole calendar months ending with last month, by opportunity close date.
Business records	Records in Factur's U.S. directory (Insights). One company can have several.

Figures come from one extract of Factur's opportunity and order records. The methodology page and Insights describe the sources in full.