

## Pre-Awareness

- ▶ Total available market
- ▶ Total targeted accounts and total targeted individuals in those accounts
- ▶ Connect rate on targeted individuals
- ▶ Engagement rate on targeted individuals
- ▶ Conversion rate of engaged to sales opportunities

## Awareness

- ▶ Website visitors
- ▶ Site-wide conversion rate
- ▶ Net new contacts added to the database
- ▶ Social reach  
*(followers, connections, friends)*
- ▶ Conversion rate of visitors to sales opportunities
- ▶ Visitors from organic search
- ▶ Sales-qualified leads from organic search

## Education

- ▶ Landing page conversion rates
- ▶ CTA button conversion rates
- ▶ Views on video assets
- ▶ Subscribers to the blog, podcast or video content
- ▶ Sales-qualified leads from educational content
- ▶ Webinar attendees and webinar registrants

## Consideration

- ▶ Percentage of highly qualified leads vs. total leads based on lead score
- ▶ Number of sales-qualified leads
- ▶ Conversion rate on marketing-qualified leads to sales-qualified leads
- ▶ Email click-through and email open rates
- ▶ Lead nurturing click-through and open rates

## Evaluation

- ▶ Conversion rate of sales-qualified leads to sales opportunities
- ▶ Open and click-through rates on sales-sent emails
- ▶ Conversion rates on sales opportunities to proposals/agreements submitted
- ▶ Downloads of Evaluation Stage content
- ▶ Conversion rate of prospects from Evaluation Stage to Rationalization Stage

## Rationalization

- ▶ Days from verbal agreement to signed contract
- ▶ Percentage of submitted proposals that ask for references
- ▶ Conversion rate of prospects in rationalization to final decision ("yes" or "no")
- ▶ Proposal views, time viewing proposals and number of people viewing proposals

## Decision

- ▶ Close rate on proposals/agreements submitted
- ▶ Average length of the sales cycle
- ▶ Average dollar value of new customers
- ▶ New revenue vs. new revenue goals

## Ongoing Delivery

- ▶ Net promoter score
- ▶ Number of referenceable customers
- ▶ Percentage of customers who buy multiple product or service lines
- ▶ Renewal rate or churn rate
- ▶ Number of referral-based leads