



A Sales Empowerment Group (SEG) Company

# The Ultimate Revenue Metrics Checklist

## The 34 Sales and Marketing Metrics You Need To Know for Revenue Optimization

(PLUS: 15 Bonus Metrics for All You Overachievers)

Everyone wants revenue growth, but few people can deliver it month over month and year over year. That's because revenue has to be earned with hard work, processes, systems, collaboration, data, analytics and orchestration across teams.

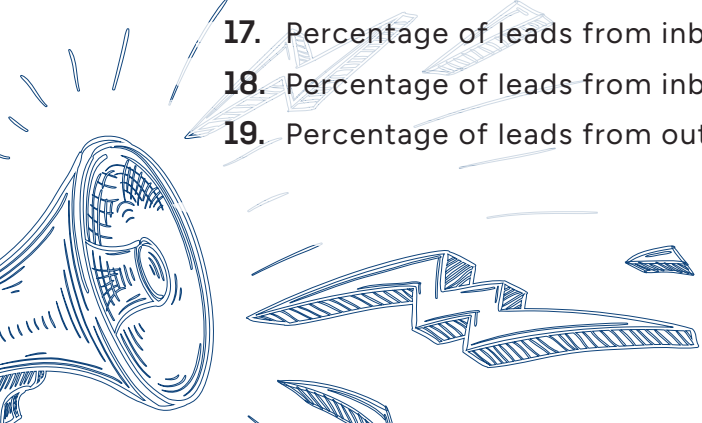


Even more important in today's revenue environment is data and metrics. You need to know what numbers to look at, when to look at them, what they are telling you and what to do with that intelligence.

We're assuming you're already tracking monthly revenue and revenue vs. goals, so we didn't include them in this list. We're also not looking at campaign-specific metrics, since we're providing guidance around more company-level revenue metrics.

**With that in mind, here are 34 sales and marketing metrics that every CEO, CMO, VP of sales and COO should know cold.**

1. Total monthly leads generated from all sources
2. Monthly leads generated from all sources this month vs. last month
3. Monthly leads generated from all sources this month vs. the same month last year
4. Monthly leads generated from all sources this month vs. your goal for the month
5. Total monthly visitors to your website
6. Monthly visits to your website this month vs. last month
7. Monthly visits to your website this month vs. the same month last year
8. Monthly visits to your website this month vs. your goal for the month
9. Leads generated from your website
10. Monthly leads generated from your website this month vs. last month
11. Monthly leads generated from your website this month vs. the same month last year
12. Monthly leads generated from your website this month vs. your goal for the month
13. Percentage of all leads that are sales-qualified leads
14. Percentage of sales-qualified leads that are viable sales opportunities
15. Percentage of sales opportunities that are getting proposals  
(or agreements/contracts)
16. Close rate on proposals submitted
17. Percentage of leads from inbound sources
18. Percentage of leads from inbound sources this quarter vs. last quarter
19. Percentage of leads from outbound (or other sources)

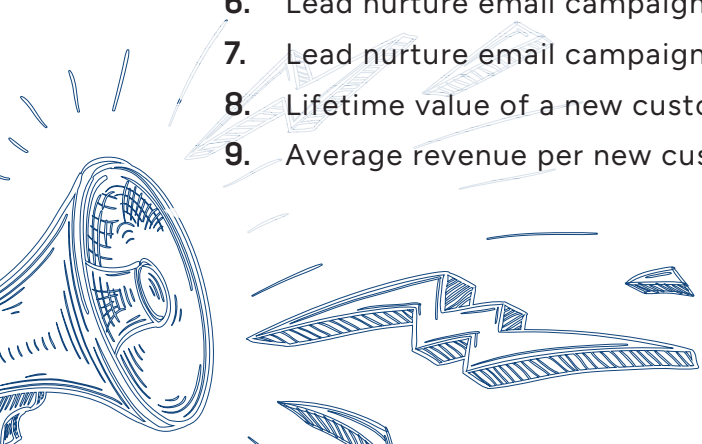


20. Percentage of leads from outbound sources, this quarter vs. last quarter
21. Percentage of leads by individual source – organic search, paid search, social, paid social, email, referral source, events, cold calls, advocacy
22. Percentage of sales opportunities by individual source – organic search, paid search, social, paid social, email, referral source, events, cold calls, advocacy
23. Percentage of new customers by individual source – organic search, paid search, social, paid social, email, referral source, events, cold calls, advocacy
24. Percentage of revenue by individual source – organic search, paid search, social, paid social, email, referral source, events, cold calls, advocacy
25. Cost per lead this month
26. Cost per lead this quarter vs. last quarter
27. Cost per lead this month vs. the same month last year
28. Cost per new customer acquired this month
29. Cost per new customer acquired this quarter vs. last quarter
30. Cost per new customer acquired this month vs. same month last year
31. Site-wide conversion rate
32. Conversion rate on top-performing landing page (most visits in a month)
33. Total blog subscribers
34. Blog subscriber growth rate

The amount of data and KPIs is almost limitless. If you knew these 34 metrics, you'd be off to a great start and in the top 10% in the industry.

### **But for you overachievers, here are 15 bonus metrics to take you to the top 1% of revenue leaders.**

1. Connect rates on cold outreach (email and/or social)
2. Connect rates this month vs. last month
3. Engagement rates post-connect via email or social outreach
4. Engagement rates this month vs. last month
5. Lead nurture email campaign open rate
6. Lead nurture email campaign click-through rate
7. Lead nurture email campaign engagement rate
8. Lifetime value of a new customer (this year vs. last year)
9. Average revenue per new customer (this year vs. last year)



10. Annual customer retention rate
11. Current sales cycle in days
12. Current sales cycle in days vs. last month
13. Current sales cycle in days vs. last quarter
14. Current sales cycle in days vs. same month last year
15. Total pipeline value (this month vs. last month)

How many of these do you know? This data is readily available in both your marketing automation tool and your CRM tool. It can easily be extracted and reported on daily, weekly, monthly and quarterly, so you always know how your revenue generation team is doing.

## How Good Are You at Growth?

Schedule your free 30-minute Revenue Growth Assessment to see how your marketing, sales and customer service stack up.

[Schedule My Assessment](#)

