Essential KPIs for elite revenue teams

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Output KPIs

- Bookings (dollar value)
- Bookings (logos)
- Net new logos
- Monthly Recurring Revenue (MRR)
- Churn (dollar value)
- Churn (lost logos)
- MRR Retention Rate
- Account Retention Rate
- Account Renewal Rate

> **Remember!**
>
> KPIs become powerful when you can slice them many ways. Track both **descriptive attributes** (like industry, region) and **actionable attributes** (like channel, sourced by).

Leading indicator KPIs

Marketing & Sales
- Inquiries
- Leads
- Marketing Qualified Leads
- Sales Accepted Leads
- Opportunities Created
- Opportunities Advanced
- Opportunities in Each Stage
- Active Opportunities
- Stuck Opportunities
- Stale Opportunities
- Time Since Last Touch on Opportunity
- Time in Prospect Funnel Stage for an Opportunity
- Opportunities Closed — Lost
- Pipeline Coverage
- Deal Size
- Deal Velocity
- Conversion Rate for the entire prospect funnel
- Conversion Rate for each step in the prospect funnel

Customer Success & Support
- NPS
- Active Customers
- Reference-able Customers
- Expandable Customers
- Customer LTV
- Customers Onboarded
- Customer Onboarding Completion Rate
- Time to Onboarding Completion
- Time to First Use
- Time Between Subsequent Usage
- Up-sold Customers
- Up-sell Rate
- Cross-sold Customers
- Cross-sell Rate
- Downgraded Customers
- Downgrade Rate
- Time to Up-sell
- Time to Cross-sell
- Time to Support Issue Resolution
- Support Issues Opened
- Support Issues Closed
- Support Issue Satisfactory Resolution Rate

Activity & team performance KPIs

Marketing & Sales
- ADR Emails Sent
- Email Engagement Rate
- ADR Call Volume
- Call Success Rate
- ADR Meetings Scheduled
- ADR Meetings on the Calendar
- ADR Meeting Success Rate
- ADR Meeting Cancellation Rate
- ADR Meeting Reschedule Rate
- Follow-up Meeting Rate
- Demos Booked
- Demos Completed
- ADR Time to Demo Meeting
- Bookings per Meeting
- Accounts Touched by Rep
- Rep Win Rate
- Rep Close Rate
- Rep — Assigned Opportunities
- Rep — Opportunities Sourced
- Campaign Conversion Rate for the entire prospect funnel, expansion funnel
- Campaign Conversion Rate for each step in the prospect funnel, expansion funnel
- Channel Conversion Rate for the entire prospect funnel, expansion funnel
- Channel Conversion Rate for each step in the prospect funnel, expansion funnel
- Attribution of Campaign to Leads, Opportunities, Bookings
- Attribution of Channel to Leads, Opportunities, Bookings

Customer Success & Support
- Number of Customers Onboarded
- Number of Customers Trained
- Time to Customer Onboarding Complete
- Time to Customer Training Complete
- Number of Customers Waiting to be Onboarded
- Number of Customers in progress of being onboarded
- Number of Customers per Customer Success Manager
- Support Call Volume
- Support First Response Time
- Support Time to Resolution
- Support Escalation Rate
- Support Abandonment Rate
- Customer Satisfaction Rating for Support Experience
- Calls per Support Agent
- Close Rate per Support Agent
- Satisfaction Close Rate per Support Agent
- Cost per Support Call

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