

Measuring Sales and Marketing Funnel Effectiveness

PURPOSE: Demonstrate how you can measure the effectiveness of sales and marketing efforts throughout the funnel.

HOW TO USE: Help you assign metrics to your marketing and sales efforts in order to track and measure results.

CUSTOMER FUNNEL

EXAMPLE METRICS PER STAGE

DISCOVERY

Introduce customer to company. Create awareness and familiarity. Build trust and reputation. Engage them with relevant content that address their challenges.

Interactions: People who engage with you

- # of Website visitors
- # of Trade Show attendees

CONSIDERATION

Help customer explore products, providing specific information. Educate on unique benefits, strengths, value. Demo products tailored to needs.

Prospects: Interactions with people who have taken additional actions

- # Who respond to emails
- # of Website actions (% of visitors)

Qualified Lead: A prospect with potential who you will contact

- # of leads in pipeline
- Estimated \$ value of the leads

CONVERSION

Proposal/Offer that provides solution with clear benefits and value. Deal closed/purchase made.

New Customers/Sales: Qualified Lead who decides to buy

- Close rate %
- Average \$ sale per customer
- # of customers

RETENTION

Provide superior products, experience, support and value. Updates meet evolving needs, maintain superiority. Build community and advocacy.

Existing Customers/Sales: Person who has bought from you

- Renewal rate / retention rate %
- \$ Sales per customer