

Mastering KPIs: Your Roadmap to Business Objectives and Key Drivers

DEFINITIVE KEY DRIVERS AND KPIs FOR YOUR BUSINESS OBJECTIVES

BUSINESS OBJECTIVE

Decrease Cost Per Share

Key Driver	KPI
Customer Retention and Upselling	Average Order Value (AOV)
	Customer Engagement
	Customer Lifetime Value (CLV)
	Customer Retention Rate
	Customer Satisfaction
	Net Promoter Score (NPS)
	Product Adoption Rate
	Referral Rate
	Repeat Purchase Rate
	Upsell/Cross-sell Revenue
Lead Generation and Qualification	Cost per Lead (CPL)
	Lead Conversion Rate
	Lead Engagement
	Lead Generation Cost Efficiency
	Lead Quality
	Lead Response Time
	Lead Scoring Accuracy
	Lead-to-MQL Conversion Rate
	Marketing Qualified Leads (MQLs)
	Sales Accepted Leads (SALs)

Key Driver	KPI
Sales & Marketing Alignment	Alignment Survey
	CAC by Marketing Channel
	Lead-to-Sale Conversion Rate
	Marketing Campaign ROI
	Marketing Contribution to Sales Pipeline
	MQL to SAL Ratio
	Sales and Marketing Collaboration Score
	Sales and Marketing Meeting Frequency
Sales Training and Enablement	Sales Coaching Effectiveness
	Sales Content Utilization
	Sales Enablement Technology Adoption
	Sales Feedback Loop
	Sales Knowledge Retention
	Sales Process Adherence
	Sales Productivity
	Sales Ramp-Up Time
	Sales Training Effectiveness
	Win Rate
Pricing Optimization	Competitive Pricing Analysis
	Deal Margin Analysis
	Discount Effectiveness
	Price Leakage
	Price Optimization Effectiveness
	Price Variance
	Price Waterfall Analysis
	Pricing Discipline
	Value-based Pricing

BUSINESS OBJECTIVE

Increase Market Share

Key Driver	KPI
Marketing and Branding	Brand awareness
	Conversion rate
	Cost per lead (CPL)
	Customer acquisition cost (CAC)
	Customer lifetime value (CLV)
	Net promoter score (NPS)
	Return on advertising spend (ROAS)
	Share of voice
	Social media engagement
	Website traffic
New Customer Acquisition	Conversion rate
	Cost per acquisition (CPA)
	Customer acquisition cost (CAC)
	Lifetime value of a customer (LTV)
	Time to acquire a new customer
Pricing Strategy	Average Order Value (AOV)
	Customer Acquisition Cost (CAC)
	Customer Lifetime Value (CLV)
	Gross Profit Margin
Sales and Distribution Channels	Market Share
	Channel Partner Performance
	Customer Acquisition Cost (CAC)
	Inventory Turnover
	Market Penetration
	Sales Conversion Rate
Sales and Distribution Channels	Sales Growth
	Average Order Value (AOV)
	Customer Acquisition Cost (CAC)
	Customer Lifetime Value (CLV)
	Customer Retention Rate
	Sales Conversion Rates
	Sales Growth

BUSINESS OBJECTIVE

Increase Revenue

Key Driver	KPI
Customer Acquisition and Retention	Average Deal Size
	Conversion Rate
	Customer Acquisition Cost (CAC)
	Customer Churn Rate
	Customer Lifetime Value (CLV)
	Customer Retention Rate
	Customer Satisfaction Score (CSAT)
	Repeat Purchase Rate
	Sales Conversion Cycle Time
	Upsell/Cross-sell Revenue
Pricing Strategy and Value Proposition	Average Selling Price (ASP)
	Customer Lifetime Value (CLV)
	Deal Win Rate
	Gross Margin
	Price Negotiation Success Rate
	Upsell/Cross-sell Revenue
Sales and Marketing Effectiveness	Value Proposition Effectiveness
	Brand Awareness and Recognition
	Customer Acquisition Cost (CAC)
	Customer Lifetime Value (CLV)
	Customer Retention Rate
	Lead-to-Customer Conversion Time
	Marketing Qualified Leads (MQLs)
	Marketing ROI
	Sales Conversion Rate
	Sales Growth Rate
	Sales Pipeline Value

BUSINESS OBJECTIVE

Penetrate New Markets

Key Driver	KPI
Customer Relationship Building	Cross-Selling and Upselling
	Customer Acquisition Rate
	Customer Engagement
	Customer Lifetime Value (CLV)
	Customer Retention Rate
	Customer Satisfaction Score
	Net Promoter Score (NPS)
	Referral Rate
Market Entry Strategy	Market Entry Cost
	Market Penetration Rate
	Partnerships and Alliances
	Return on Investment (ROI) of Market Entry
	Revenue Growth
	Target Market Reach
	Time to Market
Market Research and Analysis	Brand Awareness in New Market
	Competitor Analysis
	Customer Acquisition Cost (CAC)
	Customer Awareness and Perception
	Customer Needs Assessment
	Customer Satisfaction in New Market
	Customer Segmentation
	Market Entry Feasibility
	Market Expansion Success Rate
	Market Growth Rate
	Market Penetration Rate
	Market Share Growth
	Market Size
	Market Trends Monitoring
	Return on Investment (ROI) of Market Research

Key Driver	KPI
Marketing and Promotion	Brand Awareness
	Campaign Effectiveness
	Conversion Rate
	Customer Acquisition Cost (CAC)
	Customer Engagement
	Customer Feedback and Satisfaction
	Lead Generation
	Market Share Growth
	Return on Marketing Investment (ROMI)
	Website Traffic
Partnerships and Alliances	Customer Acquisition through Partners
	Joint Marketing Activities
	Long-Term Partnership Value
	Market Expansion Opportunities
	Market Reach Through Partners
	Number of Strategic Partnerships
	Partner Contribution to Market Entry
	Partner Engagement and Collaboration
	Partner Satisfaction
	Revenue Contribution from Partnerships
Product or Service Adaptation	Competitive Advantage
	Customer Feedback and Satisfaction
	Market Share in New Market
	Product Adoption Rate
	Product Awareness and Perception
	Product Localization
	Return on Investment (ROI) of Adaptation Efforts
	Sales Growth in New Market
	Time to Market