

# Inbound Marketing Metrics



## CHEAT SHEET

### Pipeline Metrics

#### Subscribers

Contacts opted in to updates

#### Leads

Contacts showing signs of sales readiness

#### Marketing Qualified Leads (MQLs)

A Lead who has completed a high-intent action

#### Sales Qualified Leads (MQLs)

An MQL who has been further qualified by sales

#### Opportunities

A contact with a deal associated, but yet to be won

#### Customer (or Closed Won)

Successfully closed opportunity, now a customer

#### Lost Sales (or Closed Lost)

Opportunities that did not follow through

### Email Metrics

#### Open Rate

% of people who opened an email, compared to those who received it

#### Click Through Rate

Number of people who clicked a CTA

#### Reply Rate

% of people that responded to an outbound CTA

#### Unsubscribe Rate

% of people who opted out of communications

#### Bounce Rate

% of people who didn't receive an email because it was returned by their mail server

### Blogging & Content Metrics

#### Bounce Rate

Users who leave your website without viewing another page

#### Visits

Number of visitors to your content

#### Time on Page

Average time spent reading your content

#### Click Through Rate (CTR)

Number of people who followed a call-to-action

#### Conversion Rate

People who supplied details compared with visitors

### SaaS Customer Metrics

#### Average Customer Renewal Rate

% of customers who renewed their contract

#### Average Customer Lifetime Value (LTV)

Amount of revenue collected per customer

#### Upsell

Number of value of SaaS customers who upgrade

#### Churn

Customers who leave after their initial contract

#### Activation Rate

Prospects who fully engage with your product

#### Net Promoter Score

Standard metric to determine how happy customers are by how likely they are to refer

### Campaign Performance Metrics

#### Cost Per Acquisition (CPA)

Average cost of the marketing activity that gets a customers to a particular stage

#### Return on Investment (ROI)

% of profit that you can specifically attribute to marketing activity