

# METRICS THAT MATTER

Use this as a reference to the type of metrics you could track at various stages of the sales and marketing funnel.

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SIMPLE STRAT IS THE MARKETING AGENCY FOR COMPANIES THAT ARE SERIOUS ABOUT GROWTH.

## TOP OF FUNNEL

At the top of the funnel, people are looking for answers, resources, education, research data, opinions, and insight.

### AWARENESS OR VIEWERSHIP METRICS

- Impressions
- Blog Subscribers
- Website Visits
- Reach
- Views
- Likes/Fans
- Bounce Rate

## MIDDLE OF FUNNEL

In the middle of the funnel, people are doing heavy research on whether or not your product or service is a good fit for them.

### ENGAGEMENT & LEAD METRICS

- Engagement
- CTR – Click Thru Rate
- Cost per Lead / Cost per Engagement
- Lead-to-Opportunity Conversion Rate
- Inbound Calls
- Leads in Nurture Campaigns
- Website User Retention
- Email Engagement Metrics

## BOTTOM OF FUNNEL

At the bottom of the funnel, people are figuring out exactly what it would take to become a customer.

### SALES METRICS

- Demo Requests
- Value of Opportunities
- Win Rate
- Free Trials
- ROI
- Sales