GROW

Inbound Leads & Site Traffic

624 ▼ 29%
Leads This Week vs Last Week

Inbound Leads

CUSTOMERS ARE KEY

A Guide to Measuring Customer Acquisition to Unlock Growth

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A Guide to Measuring Customer Acquisition
to Unlock Growth

Customers are the lifeblood of your company, but are
you engaging and converting them effectively? Most
companies are only tracking part of their customer's
journey and missing out on important insights.

Follow this guide to start mapping your customer's
journey and inform your sales and marketing strategies.

Marketing Spend

Site Traffic

You are likely increasing awareness using marketing spend to push ads and content to your prospects.

Measured correctly, your site traffic can tell you where your best leads and customers are coming from, what they're responding to, and if they're following the path to conversion.

KPIs

- Conversion Rate by Channel
- Return on Ad Spend
- Cost per Conversion

Datasources

- Ad Platforms (Facebook, Google, Twitter)
- Google Analytics
- Events and tradeshows

KPIs

- Total Useres
- % New Sessions
- Total Sessions
- Bounce Rate
- Average Session Duration

Datasources

- Google Analytics
- MailChimp
- Mixpanel

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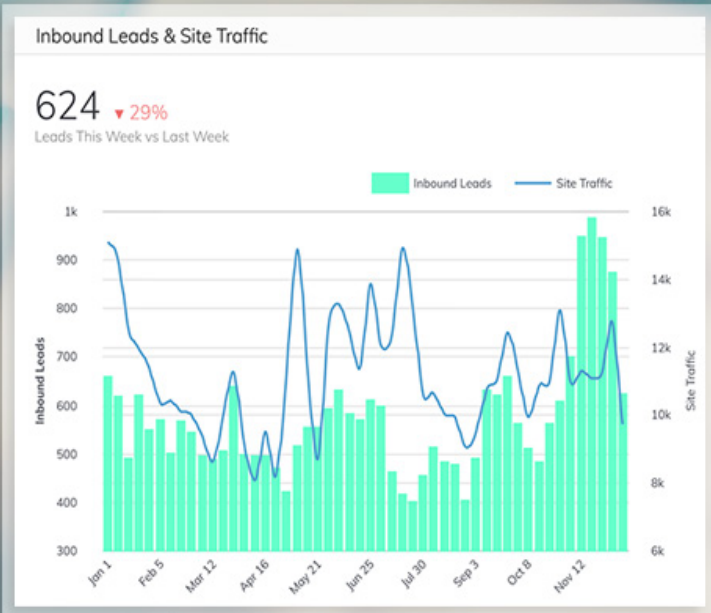
Lead Generation

Lead Conversion

Lead generation is the driving force behind your sales goals. Without generating good quality leads, your sales team may as well be cold calling potential customers.

Lead conversions affect future sales performance and can inform sales and marketing strategies to prevent any friction in the customer journey.

KPIs

- Cost per Lead
- Traffic-to-Lead Ratio
- Lead-to-Customer Ratio
- Landing Page & Form Conversions
- Lead Velocity Rate

Datasources

- Marketing automation tools (Marketo, Hubspot, etc.)
- Ad Platforms (Facebook, Google, Twitter)
- Google Analytics
- Moz

KPIs

- Time to Qualify
- Disqualified vs. Progressing Leads Ratio
- SQL Leads

Datasources

- CRMs (Salesforce, Hubspot, etc.)

Proof of Concept

Opportunity Conversion
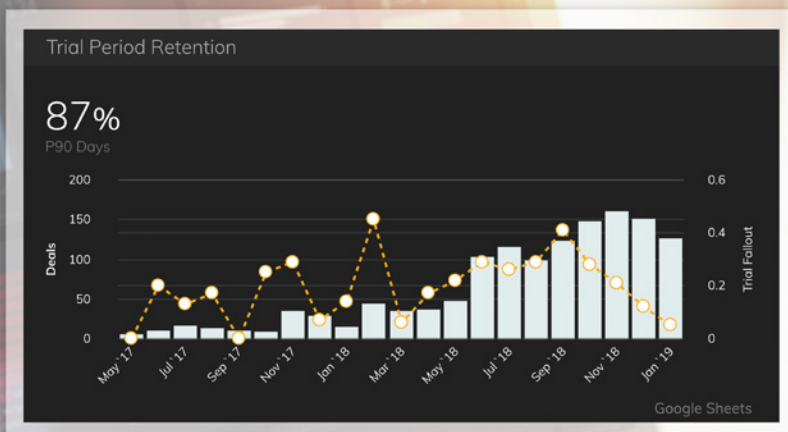
The Proof of Concept phase occurs when customers are able to test out your product whether through a free trial or freemium offer. This phase allows you to perform a type of controlled product evaluation to ensure the product is not adding any friction to a potential sale.

Once your leads have proven their interest, it's time to convert them to opportunities and measure the rates at which they convert to customers. This helps you identify bottlenecks, leaks, and identify pain points for customers.

KPIs

· Trial Conversion Rate

· Activation Rate

Datasources

· CRMs (Salesforce, Hubspot, etc.)

KPIs

· Opportunity Stage

· Age of Opportunity in Stage

· Contact Attempts per Opportunity

· Opportunity Win Percentage

Datasources

· CRMs (Salesforce, Hubspot, etc.)

Booked Revenue

Tracking booked revenue helps you ensure that you're keeping your company in the black and that your team is actually collecting on revenue.

KPIs

· Book to Bill Ratio

· Revenue Yield

· Average Deal Size

Datasources

· CRMs (Salesforce, Hubspot, etc.)

If you find that you're having trouble bringing your siloed data together, give Grow a try. It's

FREE for 14 Days

and gives you the power to blend data from various sources and build beautiful, up-to-the-minute visuals so you can see the trends that matter most.

grow.com/start-trial

KPI's

Datasources

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Marketing Spend

Traffic

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Booked Revenue