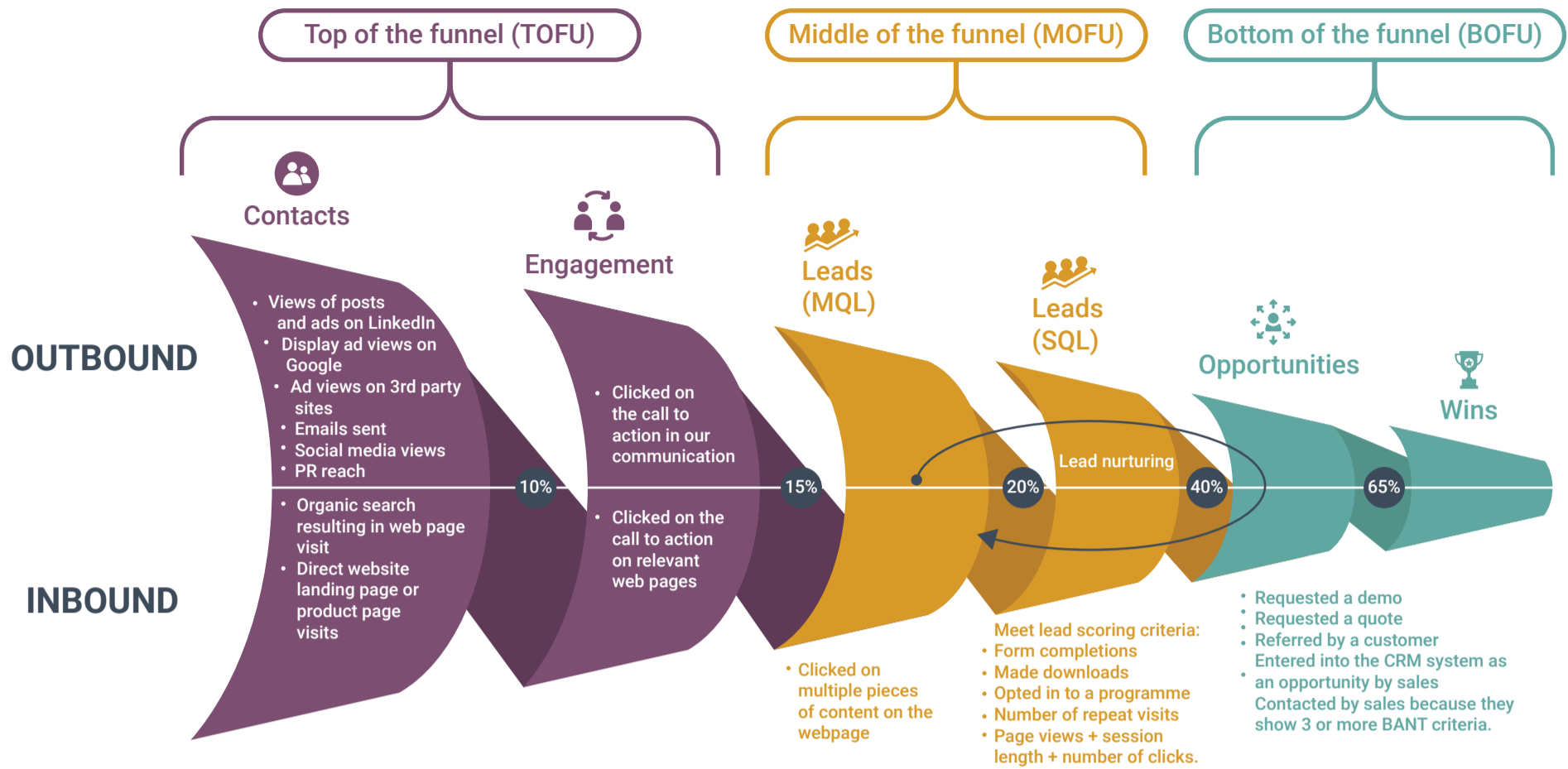


Customer buying journey metrics – how to measure success



Metrics

Time period:	Total contacts	Engagement	Leads - MQLs	Leads - SQLs	Opportunities	Wins/sales (units sold)	Sales target (units sold)	Marketing ROI (Cost/lead)
Month 1	e.g. 20,000	2,000	300	60	24	16	15	e.g. £25/lead (MQL)
Month 2								
Month 3								
Etc								
Total:								

Definitions

Outbound	Outbound marketing pushes messaging out to potential customers.
Inbound	Inbound marketing involves activities that attract customers by creating relevant content and experiences.
Contacts	Everyone that we communicate with.
Engagement	People who responded to the call to action and did what we asked them to do.
Leads	People who showed interest in our products or services, which makes them a potential customer.
Marketing qualified leads (MQL)	People who have shown interest in the product by engaging with multiple marketing pieces. We can identify them if they visit the website again e.g. by their email address or cookies.
Sales qualified leads (SQL)	People who are ready to be contacted by the sales team. Typically we know at least two or more pieces of information (BANT criteria) about them.
BANT criteria	BANT is a set of sales qualification criteria that help to determine how likely a potential customer is to purchase. BANT: budget, authority to make a purchasing decision, need for the product or service, and purchase timeline.