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Product Marketing KPIs You Should Be Tracking

These KPIs provide critical insights into the health and growth trajectory of your business. They help you monitor your revenue performance, understand your customer behavior, optimize your marketing efforts, and ultimately, drive business growth. By understanding and tracking these KPIs, you can make data-driven decisions that help your business thrive.

1



Monthly Recurring Revenue (MRR)

Monthly recurring revenue is a predictable income that a business can count on receiving every single month.

2



Customer Lifetime Value (CLTV)

Customer Lifetime Value is a prediction of the total value that a company can derive from its entire relationship with a customer.

3



Customer Acquisition Cost (CAC)

This is the total cost of acquiring a new customer, including all aspects of marketing and sales.

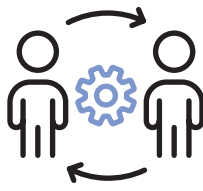
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Net Promoter Score (NPS)

NPS measures customer satisfaction and loyalty. It gauges the willingness of customers to recommend a company's product or services to others.

5



Early Churn Rate

This KPI refers to customers who end their subscription within a short period after acquisition.

6



Customer Retention

Customer retention refers to the ability of a company to retain its customers over a certain period of time.

7



Visitor to Free Trial Conversions

This KPI measures the effectiveness of your marketing and sales efforts in converting website visitors into free trial users.

8



Visitor to Sales Qualified Lead (SQL) Conversions

This KPI measures how well your company converts website visitors into sales qualified leads.

9



Visitor to Free Trial/Paid Conversions

This KPI is an indication of your company's ability to turn potential customers (visitors) into active users (free trial users or paid customers).

10



Usage of Product Marketing Assets

This KPI helps you understand the degree of interaction your customers have with the marketing materials you produce.

11



Product Qualified Lead (PQL) to Paid Conversions

This KPI is the rate at which users who have used a product and reached a level of engagement that offers a high likelihood of conversion to a paid customer actually make the transition.

Contact Aventi Group today to schedule a consultation and discover how our strategic insights can help you harness your KPIs for success. Let's unlock your full potential together.

