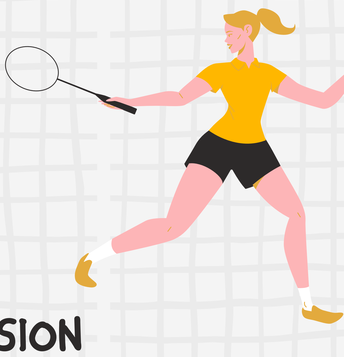
Key Lead Gen Metrics

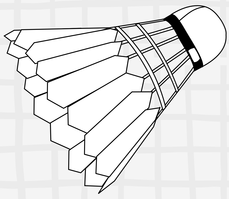
That You Should Start Tracking Today!



01

LEAD CONVERSION ANALYSIS

Qualified Leads
Leads Acquired by Channel
Lead Conversion Rate
Capture Vs Conversion Rate



02

RETURN ON INVESTMENT

Cost Per Acquision (CPA)
Average Revenue Per Customer (ARPC)
Customer Lifetime Value (CLV)

03

EMAIL MARKETING PERFORMANCE

Open rate
Conversion Rate
List Growth Rate
Forwarding Rate

04

SOCIAL PERFORMANCE

Number of Followers
Engagement
Traffic from Social Channels

05

CHATBOT PERFORMANCE

Leads Acquired via Live Chat
First Response Time
Number of Orders/Appointments

Flexisales
Business Is Calling....