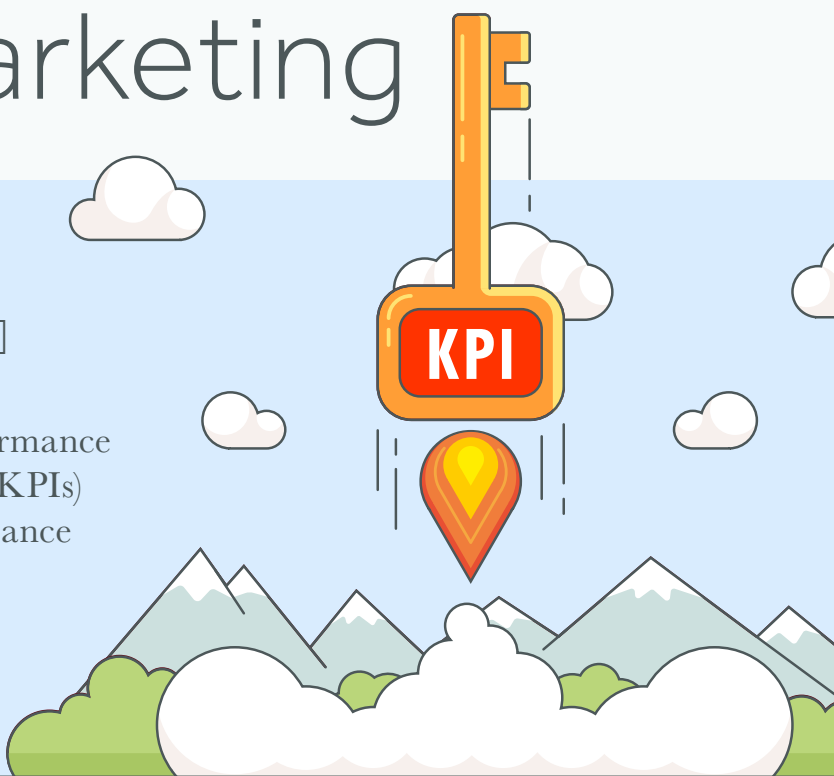


# KPI reporting for B2B sales and marketing

**KPI** [abr] [Key Performance Indicators]

1. Every company needs to track their performance – that’s where Key Performance Indicators (KPIs) come in! They are measurements of performance based on what’s needed in order to succeed.



As you can imagine, there are literally hundreds, even thousands of KPIs you could use for both sales and marketing – so how do you choose the right ones.

Here’s a selection of KPIs that B2B sales and marketing teams have found beneficial to their processes and goals – take a look and see if they could work for you too!

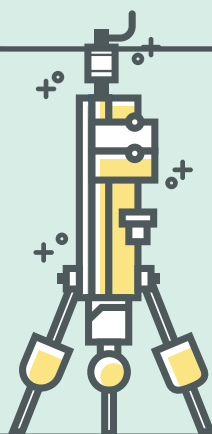


## Leads

It’s simple for marketing minds, the more leads, the better! Using leads as a KPI for marketing gives every team member a goal that’s **simple to follow and easy to aim for.**

## Website traffic to website leads

Ask yourself “of all the website visits we get, how many turn into leads?” This KPI allows you to know two important factors – **the quality of your website traffic, and what your website’s conversion rate is.**

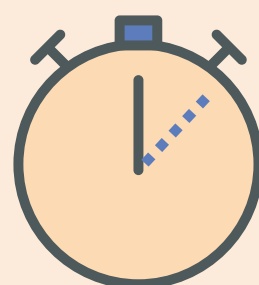


## Landing page conversion rates

This KPI is vital. Know how many people are hitting those landing pages, and how many respond to your CTA. Get a grip on this KPI, so **every channel can perform to its maximum potential.**

## Response times

Response time can kill a lead’s interest, meaning you miss out on a sales opportunity! **Leads called in the first 5 minutes are 4000% more likely to be qualified,** so this KPI is essential.



## Sales team communication rates

Set up KPIs to measure time spent on the phone, the amount of follow-up emails sent, and all other areas of communication your sales team undergo. This will enable you to **drive the efficiency of your team,** and see the results you want.

## Quote to close rate

This KPI is so important, as it measures the ultimate sales factor – will it be a sale? (And if so – how much for!) Use this to assess **how your sales team are currently closing sales, and where they can improve the process.**



Why not look into how **Lead Forensics** can help you measure your KPIs? Our software provides invaluable detail about the businesses visiting your website by telling you who they are, how they found you and what they looked at. We can provide insights for your KPIs based in marketing, and with our Lead Manager programme you can gather that crucial data for your sales KPIs too! **Find out how we can help you do this and more by booking a free demo and 7-day no obligation trial.**



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Why wait?  
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**GET STARTED**