

# Why Metrics Matter

## for Advocacy Professionals

In customer marketing and advocacy, success isn't just about running great programs—it's about proving they matter. Executives live in a world of revenue targets, efficiency gains, retention metrics, and market differentiation. If we want advocacy to be seen as indispensable, we need to speak the same language.

By aligning our metrics to what leadership values most—adoption, win rates, retention, expansion, and customer experience—we move from nice-to-have storytelling to business-critical impact. These metrics don't just track activity; they demonstrate how advocacy accelerates revenue, strengthens customer loyalty, reduces costs, and validates the brand in the market.

That's where AWARE comes in: Be Aware of leadership goals and priorities in order to achieve professional success.

For advocacy and customer marketing professionals, being **AWARE** means:

- **Adoption:** Show how advocacy drives product usage and organizational efficiency.
- **Win Rate & Deal Acceleration:** Prove the direct impact on competitive advantage and pipeline velocity.
- **Advocate Availability & Accessibility:** Demonstrate scalability and readiness to meet business demand.
- **Retention & Expansion:** Link advocacy to recurring revenue and growth.
- **Experience & Engagement:** Highlight how advocacy elevates customer satisfaction and brand credibility.

When we measure and report through this lens, we're not just running programs—we're aligning advocacy with leadership's scoreboard. That's how advocacy secures funding, influence, and long-term recognition as a core driver of growth.

## AWARE Metrics Framework

How to Prove It: Be AWARE of Leadership Priorities & Goals

### Adoption

- ☐ % of feature/functionality adoption
- ☐ Time saved by stakeholder group leveraging process
- ☐ Money saved by stakeholder group leveraging advocates and advocate assets
- ☐ % of stakeholders using tools/processes (e.g., sales, marketing)
- ☐ Active user ratio

### Win Rate & Deal Acceleration

- ☐ Overall win rate with vs. without an act of advocacy
- ☐ Competitive win rate with vs. without an act of advocacy
- ☐ Stage conversion improvements when act of advocacy or asset introduced
- ☐ Stage advancement when act or advocacy or asset introduced
- ☐ Advocate-sourced pipeline (e.g., referrals, community, unsolicited reference)
- ☐ Advocate-influenced pipeline (e.g., webinar featuring advocate guest speaker)

### Advocate Availability & Accessibility

- ☐ # of active references by organizational goals
- ☐ Request volume vs. fulfillment rate
- ☐ Fulfillment SLA for acts of advocacy
- ☐ Advocate win rate (effectiveness of each advocate)
- ☐ Advocate invitation acceptance rate (NOT how many advocates are in program)

### Retention & Expansion

- ☐ Retention rate (advocates vs. non-advocates)
- ☐ Expansion rate (advocates vs. non-advocates)
- ☐ Expansion rate (when act of advocacy leveraged)
- ☐ Retention rate (when act of advocacy leveraged)
- ☐ Expansion rate for unique advocacy groups (e.g., CAB, PAB, community, champion program)
- ☐ Retention rate for unique advocacy groups (e.g., CAB, PAB, community, champion program)
- ☐ % of available licenses issued (advocates vs. non-advocates)

### Experience & Engagement

- ☐ NPS by journey stage (comparison YOY)
- ☐ CSAT by journey stage (comparison YOY)
- ☐ CES (Customer Effort Score) by journey stage (comparison YOY)
- ☐ Customer Health (when acts of advocacy included and tracked)
- ☐ Third-party validation (e.g., G2, GPI)
- ☐ Customer life-time value (CLTV) as advocate vs. non-advocate
- ☐ Customer community lifecycle engagement (e.g., join, act, participate, advocate)