

# 101 Key Performance Indicator Ideas

**“What gets measured gets done.” – Peter Drucker**

**Key Performance Indicators (KPIs)** “are the critical (key) indicators of progress toward an intended result. KPIs provides a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what matters most.”

Tracking the right KPIs is hugely beneficial for organizational growth. Consider what KPIs really matter to your organization and what behavior you want to encourage from your employees. What do you actually want to achieve? Sales is an obvious choice, but managers should also **track other activities that have the potential to generate sales** such as qualifying leads or setting a meeting. This will start to create a pattern of good behavior while the overall goal is still the same.

Not all KPIs look the same—the most important thing is choosing KPIs that are right for you and your organization. So, here are some useful ideas for KPIs that you can be measuring.

*\*Remember that you don't need to be tracking all of these, rather select the ones that are right for you and your organization.*

## Sales KPIs

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1. Monthly sales growth
2. MRR
3. Number of sales qualified leads (SQLs)
4. Sales per rep
5. Lead-to-sale conversion rate
6. Average conversion time
7. Cost per lead
8. Lead-to-close rate
9. Churn
10. Number of monthly sales demos
11. Monthly sales quota attainment
12. Monthly sales quota attainment (per rep)
13. Number of new customers
14. Number of cold calls completed
15. Customer lifetime value
16. Monthly new leads
17. Monthly new customers
18. Number of expansions
19. Number of first-time meetings
20. Total meetings
21. Average deal size
22. Customer engagement level



## Marketing KPIs

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23. Monthly new leads
24. Number of marketing qualified leads (MQLs)
25. Number of sales qualified leads (SQLs)
26. Cost per lead
27. Cost per conversion
28. Cost per conversion (by channel)
29. Average conversion time
30. Retention rate
31. Attrition rate
32. Monthly website traffic
33. Organic search traffic
34. Visits (per channel)
35. Average time spent on page
36. Click-through-rate
37. Number of impressions
38. Leads from organic search
39. Conversion rate per keyword
40. Google page rank
41. Leads from paid ads
42. Conversions from paid ads
43. Leads from social media
44. Conversions from social media
45. Number of blog visits (daily, monthly, etc.)
46. Number of page views
47. Number of sessions
48. Bounce rate
49. Social media mentions
50. ROI (per content type)
51. Number of blogs published (monthly)
52. Number of eBooks published (monthly)
53. Number of PDFs published (monthly)
54. Number of infographics published (monthly)



## Financial KPIs

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- 55. MRR
- 56. Net profit margin
- 57. Gross profit margin
- 58. Operating cash flow
- 59. Current ratio
- 60. Quick ratio/Acid test
- 61. Working capital
- 62. Current accounts receivable
- 63. Current accounts payable
- 64. Accounts receivable turnover
- 65. Accounts payable turnover
- 66. Budget variance
- 67. Line items in budget
- 68. Budget creation cycle time
- 69. Payroll headcount ratio
- 70. Debt to equity ratio
- 71. Return on equity
- 72. Cost of managing business
- 73. Resource utilization
- 74. Internal audit cycle time
- 75. Finance error report



## Project Management KPIs

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- 76. Planned value
- 77. Actual cost
- 78. Earned value
- 79. Cost variance
- 80. Schedule variance
- 81. Schedule performance index
- 82. Cost performance index
- 83. Overdue project tasks
- 84. Missed milestones
- 85. Percentage of projects completed on time
- 86. Percentage of cancelled projects
- 87. Percentage of projects on budget
- 88. Number of budget iterations
- 89. Percentage of tasks completed
- 90. Project resource utilization
- 91. Return on investment



## Tech/Developer KPIs

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92. Number of bug fixes

93. Issues closed

94. Pull requests

95. Lead time

96. Code churn

97. Defect removal efficiency

98. Velocity

99. Total number of bugs

100. Bugs by feature

101. Active days



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