

Measuring success

Proposition & Pricing



Quantify **customer ROI** from using the product/service

80%+ **share of subscription revenue**

Contractual price increase allowances of 7%+ p.a.

80%+ of **revenue contracted with price increase allowances**

~20% of deals involving **escalations or exceptions**

90%+ **price realisation** vs. list price

Digital Demand



Lead growth of +10%, and accelerating

Conversion rates across the funnel measured, by channel

Customer lifetime value (CLV) measured by segment and channel

CAC measured, by channel, to drive it below <1/3 of LTV

Closed loop reporting, to measure **Marketing ROI** by channel

50%+ of **marketing spend** is digital

Sales Excellence



Forecasting accuracy >85%

Measure and improve **pipeline yield** over time

Measure and improve **up/cross-sell rate** by customer segment

65-75% of **sales FTE** achieving quota

>40% of **sales comp** variable

Share of **sales FTEs fully ramped up** >70% of the organisation

Measure and manage **sales FTE ramp-up time**

Track voluntary/involuntary **sales FTE turnover**

Customer Success



Understand **ARR growth by customer cohort**

Churn and churn reasons measured by customer segment

Customer health score driving proactive engagement

Current customer white space driving up/cross-sell priorities

Investments informed by **cost of retaining a customer (CRC)**

Investments informed by **cost of expanding a customer (CEC)**

ARR/customer success FTE of ~\$2m

Analytics & Systems



Single, end-to-end view of the customer available to management

Cybersecurity maturity scored and managed

Industry average **IT spend** at ~6.5% of revenue

Industry average **IT spend on cyber security** at ~15%

IT readiness for strategy execution scored and managed