PIVOT AND SCORE SPRING

The B2B Marketing Metrics Glossary

The metrics that matter most for turning marketing activity into revenue you can defend at the board level, explained in plain language.

Most B2B marketing teams track thirty-plus metrics and only ever act on a handful. This glossary is organized the way a CMO dashboard should be: revenue and pipeline metrics first, since those are what hold up in front of a board or a CFO, followed by cost efficiency, funnel quality, customer health, and brand visibility. Use it to decide what belongs on your dashboard, not just what is easy to measure.

1. Pipeline & Revenue

The board-credible tier. If you report only five numbers, report these.

Marketing-Sourced Pipeline

The dollar value of sales opportunities that originated directly from a marketing program or campaign, with no prior sales-driven outreach involved.

Formula: *Sum of opportunity value for deals whose first touch was a marketing activity*

Marketing-Influenced Pipeline

The dollar value of opportunities that marketing touched at any point in the buying journey, even if sales or another channel sourced the deal. A broader, more generous view of marketing's contribution than sourced pipeline alone.

Formula: *Sum of opportunity value for deals with at least one marketing touchpoint*

Pipeline Velocity

How quickly opportunities move through your funnel and turn into revenue. It combines volume, value, win rate, and sales cycle length into a single number, so it is often described as the single metric that best captures overall marketing and sales effectiveness together.

Formula: *(# of opportunities × average deal value × win rate) ÷ average sales cycle length*

Win Rate

The share of qualified opportunities that close as customers. Tracking win rate specifically on marketing-influenced deals shows whether marketing is bringing in better-fit prospects, not just more of them.

Formula: *Deals won ÷ total qualified opportunities*

Marketing ROI

The financial return generated for every dollar spent on marketing. Best measured against influenced revenue over a rolling window that matches your sales cycle, and tracked as a trend rather than judged against one fixed target.

Formula: *(Revenue attributable to marketing − marketing cost) ÷ marketing cost*

2. Cost & Efficiency

What it costs you to win and keep a customer, relative to what they are worth.

Customer Acquisition Cost (CAC)

The fully loaded cost to acquire one new customer, including media spend, tools, and the people involved in marketing and sales. Most useful when broken out by channel (paid search, LinkedIn, events, outbound, partner) rather than reported as one company-wide number, since that is what actually drives budget decisions.

Formula: *Total sales & marketing spend ÷ number of new customers acquired*

Customer Lifetime Value (LTV / CLV)

The total revenue (or gross margin) you can expect from a customer over the life of the relationship. Sets the ceiling for how much you can afford to spend acquiring them.

Formula: *Average revenue per customer × average customer lifespan*

LTV:CAC Ratio

Compares what a customer is worth against what it cost to acquire them. A ratio around 3:1 is a common healthy benchmark for B2B; much lower signals inefficient acquisition, much higher can signal underinvestment in growth.
Formula: *Customer lifetime value ÷ customer acquisition cost*

CAC Payback Period

How many months it takes to recover what you spent acquiring a customer, based on the gross margin they generate. Shorter is better for cash flow, especially for subscription or retainer-based businesses.
Formula: *CAC ÷ (average monthly revenue per customer × gross margin %)*

Cost Per Lead (CPL)

The average cost to generate one lead through a given channel or campaign. Useful for comparing channel efficiency, but should never be read on its own without lead quality data alongside it.
Formula: *Campaign or channel spend ÷ number of leads generated*

3. Funnel & Lead Quality

Diagnostic metrics. Useful for spotting where the funnel leaks, but shouldn't lead the report.

Marketing Qualified Lead (MQL)

A lead that has shown enough engagement (content downloads, website behavior, demographic fit) to be considered worth sales attention, based on criteria marketing and sales agree on in advance.

Sales Qualified Lead (SQL)

An MQL that a sales rep has vetted and confirmed as a real, budgeted, timely opportunity worth actively pursuing.

MQL-to-SQL Conversion Rate

The percentage of marketing-qualified leads that sales accepts as genuinely sales-ready. Benchmarks vary widely (roughly 5–35%) depending on lead source, so compare your own trend over time rather than chasing an industry average.
Formula: *SQLs ÷ MQLs*

Lead-to-Customer Conversion Rate

The percentage of all leads entering the funnel that eventually become paying customers. The clearest end-to-end read on funnel health.
Formula: *New customers ÷ total leads*

4. Customer Health & Retention

Growth doesn't stop at the close. These show whether you're keeping what you win.

Customer Retention Rate

The percentage of customers who remain active over a given period. The inverse of churn, and one of the clearest signals of product-market fit and account health.
Formula: *((Customers at end of period − new customers acquired) ÷ customers at start of period) × 100*

Churn Rate

The percentage of customers (or revenue) lost over a given period. Rising churn is often the earliest warning sign of a positioning, onboarding, or customer experience problem, well before it shows up in new-logo numbers.
Formula: *Customers lost during period ÷ customers at start of period*

Net Revenue Retention (NRR)

The percentage of recurring revenue retained from existing customers over a period, including expansions, contractions, and churn. Above 100% means your existing base is growing revenue even before you win a single new customer, a figure investors and boards weight heavily for subscription businesses.
Formula: *(Starting revenue + expansion − contraction − churn) ÷ starting revenue*

Net Promoter Score (NPS)

A single-question survey metric ("How likely are you to recommend us?" on a 0–10 scale) that gauges customer loyalty and predicts referral and expansion behavior.
Formula: *% Promoters (9–10) − % Detractors (0–6)*

5. Brand & Visibility

Newer additions to the modern CMO dashboard as buyers research before ever talking to sales.

Share of Voice (SOV)

Your brand's share of all conversation and content in your category, relative to competitors, across channels like search, social, and press.

Formula: *Your brand mentions ÷ total category mentions*

Share of Search

Your brand's share of branded search volume relative to named competitors. A practical, low-cost proxy for brand awareness trends over time, since search behavior tends to lead market share shifts.

Not sure which of these belong on your dashboard?

That is exactly the kind of gap the Growth Springs framework is built to close. Book a free 15-minute fit call at calendarbridge.com/book/jdyercmo/15_minute_fit_call, or explore the rest of the free tools at springloadedstrategies.com.