***Sales/Revenue/Profit***

***Here is the complete list of the top 20 sales KPIs and metrics that every sales rep and manager should know:***

[Sales Growth](https://www.datapine.com/kpi-examples-and-templates/sales#sales-growth)*: Is your business growing steadily?*

[Sales Target](https://www.datapine.com/kpi-examples-and-templates/sales#sales-target)*: Are you on track regarding the sales targets?*

[Average Revenue per Unit](https://www.datapine.com/kpi-examples-and-templates/sales#average-revenue-per-user)*: What is your average revenue per user?*

[Customer Churn Rate](https://www.datapine.com/kpi-examples-and-templates/sales#customer-churn-rate)*: How many customers do you lose?*

[Average Sales Cycle Length](https://www.datapine.com/kpi-examples-and-templates/sales#average-sales-cycle-length)*: How do you shorten your sales cycle?*

[Lead-to-Opportunity Ratio](https://www.datapine.com/kpi-examples-and-templates/sales#lead-to-opportunity-ratio)*: How about your lead quality?*

[Opportunity-to-Win Ratio](https://www.datapine.com/kpi-examples-and-templates/sales#opportunity-to-win-ratio)*: How many qualified leads result in closing a deal?*

[Lead Conversion Ratio](https://www.datapine.com/kpi-examples-and-templates/sales#lead-conversion-ratio)*: Is your conversion ratio stable?*

[Number of Sales Opportunities](https://www.datapine.com/kpi-examples-and-templates/sales#sales-opportunities)*: What is your potential purchase volume?*

[Sales Opportunity Score](https://www.datapine.com/kpi-examples-and-templates/sales#sales-opportunity-score)*: Do you prioritize your sales opportunities?*

[Average Purchase Value](https://www.datapine.com/kpi-examples-and-templates/sales#purchase-value)*: Is your average purchase value sustainable?*

[Sales Volume by Country](https://www.datapine.com/kpi-examples-and-templates/sales#sales-volume-by-country)*: Which are your target countries?*

[Revenue & Profit per Product](https://www.datapine.com/kpi-examples-and-templates/sales#revenue-and-profit-per-product)*: Which are your most profitable products?*

[Revenue per Sales Rep](https://www.datapine.com/kpi-examples-and-templates/sales#revenue-per-sales-rep)*: How much revenue do your sales rep bring?*

[Profit Margin per Sales Rep](https://www.datapine.com/kpi-examples-and-templates/sales#profit-margin-per-sales-rep)*: Is your sales team profitable as expected?*

[NPS per Sales Rep](https://www.datapine.com/kpi-examples-and-templates/sales#nps-per-sales-rep)*: Are sales reps offering a good service?*

[Upsell & Cross-Sell Rates](https://www.datapine.com/kpi-examples-and-templates/sales#upsell-cross-sell-rate)*: How do you increase your revenue and ROI?*

[Incremental Sales by Campaign](https://www.datapine.com/kpi-examples-and-templates/sales#incremental-sales)*: Which campaign brings you the best results?*

**Marketing:**

[20 Marketing KPIs You Need to Be Monitoring (semrush.com)](https://www.semrush.com/blog/kpi-marketing/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080567069&kwid=dsa-1753200725493&cmpid=18348486859&agpid=145169434030&BU=Core&extid=60162630042&adpos=&gclid=Cj0KCQiAmaibBhCAARIsAKUlaKSlwAn7n2ASLr43WoyJ5Qv-fBcE1EL3fX7V_HVkmEw89JdSfKYSPE8aAiMwEALw_wcB#9--quoted-to-closed-customer-ratio)

Sales Growth:

Leads:

[Lifetime Value of a Customer](https://www.semrush.com/blog/kpi-marketing/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080567069&kwid=dsa-1753200725493&cmpid=18348486859&agpid=145169434030&BU=Core&extid=60162630042&adpos=&gclid=Cj0KCQiAmaibBhCAARIsAKUlaKSlwAn7n2ASLr43WoyJ5Qv-fBcE1EL3fX7V_HVkmEw89JdSfKYSPE8aAiMwEALw_wcB#3--lifetime-value-of-a-customer):

[Digital Marketing ROI](https://www.semrush.com/blog/kpi-marketing/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080567069&kwid=dsa-1753200725493&cmpid=18348486859&agpid=145169434030&BU=Core&extid=60162630042&adpos=&gclid=Cj0KCQiAmaibBhCAARIsAKUlaKSlwAn7n2ASLr43WoyJ5Qv-fBcE1EL3fX7V_HVkmEw89JdSfKYSPE8aAiMwEALw_wcB#4--digital-marketing-roi)

[Cost of Customer Acquisition](https://www.semrush.com/blog/kpi-marketing/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080567069&kwid=dsa-1753200725493&cmpid=18348486859&agpid=145169434030&BU=Core&extid=60162630042&adpos=&gclid=Cj0KCQiAmaibBhCAARIsAKUlaKSlwAn7n2ASLr43WoyJ5Qv-fBcE1EL3fX7V_HVkmEw89JdSfKYSPE8aAiMwEALw_wcB#5--cost-of-customer-acquisition)

[Sales Team Response Time](https://www.semrush.com/blog/kpi-marketing/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080567069&kwid=dsa-1753200725493&cmpid=18348486859&agpid=145169434030&BU=Core&extid=60162630042&adpos=&gclid=Cj0KCQiAmaibBhCAARIsAKUlaKSlwAn7n2ASLr43WoyJ5Qv-fBcE1EL3fX7V_HVkmEw89JdSfKYSPE8aAiMwEALw_wcB#6--sales-team-response-time)

[Website Traffic to Website Lead Ratio](https://www.semrush.com/blog/kpi-marketing/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080567069&kwid=dsa-1753200725493&cmpid=18348486859&agpid=145169434030&BU=Core&extid=60162630042&adpos=&gclid=Cj0KCQiAmaibBhCAARIsAKUlaKSlwAn7n2ASLr43WoyJ5Qv-fBcE1EL3fX7V_HVkmEw89JdSfKYSPE8aAiMwEALw_wcB#7--website-traffic-to-website-lead-ratio)

[Website Lead To Marketing Qualified Lead (Mql) Ratio](https://www.semrush.com/blog/kpi-marketing/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080567069&kwid=dsa-1753200725493&cmpid=18348486859&agpid=145169434030&BU=Core&extid=60162630042&adpos=&gclid=Cj0KCQiAmaibBhCAARIsAKUlaKSlwAn7n2ASLr43WoyJ5Qv-fBcE1EL3fX7V_HVkmEw89JdSfKYSPE8aAiMwEALw_wcB#8--website-lead-to-marketing-qualified-lead-(mql)-ratio)

Quoted To Closed Customer Ratio

HR and Talent Acquisition:

[HR KPIs: Top 10 Key Indicators for Human Resources - FactorialHR](https://factorialhr.com/blog/hr-kpis/#:~:text=Human%20Resources%20key%20performance%20indicators,in%20accomplishing%20its%20HR%20strategy.)

**Customer Service:**

[Customer Service KPIs You Need To Know (hubspot.com)](https://blog.hubspot.com/service/customer-service-kpi)

Financial Reporting:

Customer Retention and Services:

[Customer Lifetime Value](https://www.datapine.com/kpi-examples-and-templates/sales#customer-lifetime-value)*: How much do you expect to earn per customer?*