RevGain Keyword Definitions

Any roll-ups, aggregations, summarizations, data requested MUST be strictly based on RBAC rules

Keyword ID	Short Keyword	Keyword Description	Collection	Query
1	Sales Pipeline	Sales Pipeline is the list of opportunites with names of potential customers and the expected value of the contract along with expected timeline for deal closure. This can be at individual, team, region, product line, service type, and organization level	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Organization	
2	Upsell	Upsell is the value of the contract that can be sold to an existing customer on an already subscribed/purchased product/service.	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
3	Cross-sell	Cross-sell is the value of the contract that can be sold to an existing customer for a new Subscription/purchase of product/service	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
4	Crosssell	Cross-sell is the value of the contract that can be sold to an existing customer for a new Subscription/purchase of product/service	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
5	Deactivation	Deactivation is the list of contracts with names of customers and the contracted value of the contract along with termination timeline for contract. This can be at individual, team, region, product line, service type, and organization level	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
6	New Order Bookings Forecast	Order Bookings Forecast is the list of opportunites with names of potential customers and the expected value of the contract along with expected timeline for deal closure. This can be at individual, team, region, product line, service type, and organization level	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Organization	
7	Order Bookings Forecast	Order Bookings Forecast is the list of opportunites with names of potential customers and the expected value of the contract along with expected timeline for deal closure. This can be at individual, team, region, product line, service type, and organization level	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Organization	
8	Bookings	Order Bookings Forecast is the list of opportunites with names of potential customers and the expected value of the contract along with expected timeline for deal closure. This can be at individual, team, region, product line, service type, and organization level	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Organization	
9	Order Bookings	Order Bookings Forecast is the list of opportunites with names of potential customers and the expected value of the contract along	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Organization	

		with expected timeline for deal closure. This can be at individual, team, region, product line, service type, and organization level		
10	Committed Deals	Committed Deals is the list of opportunites with names of potential customers and the expected value of the contract along with committed timeline for deal closure. This can be at individual, team, region, product line, service type, and organization level	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Organization	
11	Commit	Committed Deal is the list of opportunites with names of potential customers and the expected value of the contract along with committed timeline for deal closure. This can be at individual, team, region, product line, service type, and organization level	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Organization	
12	Sales Forecast	Sales Forecast includes New Order Bookings, Upsell, Cross-sell, and Projected Revenue	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
13	Forecast	Sales Forecast includes New Order Bookings, Upsell, Cross-sell, and Projected Revenue	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
14	TTR	Time to Revenue is the customer onboarding time and acceptance by customer, billing date and collection time to recognize revenue in the finance system	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
15	Time To Revenue	Time to Revenue is the customer onboarding time and acceptance by customer, billing date and collection time to recognize revenue in the finance system	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
16	Collections	Collections is expressed in time (days, weeks, months etc) based on invoice ageing	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
17	DSO	DSO is expressed in time (days, weeks, months etc) based on invoice ageing	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
18	Days Sales Outstanding	Days Sales Outstanding (DSO) is expressed in time (days, weeks, months etc) based on invoice ageing	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
19	Past Due	Past Due is a list of invoices that are unpaid after the payment terms time has elapsed	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
20	Past Due Invoices	Past Due Invoices is a list of invoices that are unpaid after the payment terms time has elapsed	Sales Rep, Account Manager, CSM, Team, Region, Product	

			Line, Service Type, Customer, Organization	
21	Annual Recurring Revenue	Contract ARR (Annual Recurring Revenue) is the value of the contract amount that is expected to be received in a year	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
22	Contract ARR	Contract ARR (Annual Recurring Revenue) is the value of the contract amount that is expected to be received in a year	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
23	ARR	Contract ARR (Annual Recurring Revenue) is the value of the contract amount that is expected to be received in a year	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
24	Annual Contract Value	Contract ACV (Annual Contract Value) is the value of the contract amount that is expected to be received in a year	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
25	Contract ACV	Contract ACV (Annual Contract Value) is the value of the contract amount that is expected to be received in a year	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
26	ACV	Contract ACV (Annual Contract Value) is the value of the contract amount that is expected to be received in a year	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
27	Cost of Customer Acquisition	Cost of Customer Acquisition (CAC) includes the cost of sales, support, engineering, and marketing	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
28	CAC	Cost of Customer Acquisition (CAC) includes the cost of sales, support, engineering, and marketing	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
29	Net Retention Rate	Net Retention Rate (NRR) is calculated by adding up renewals, upsell, cross-sell and deducting churn and is expressed as a percentage by comparing it with the period of time that is used to measure like a month or quarter or year etc	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
30	NRR	Net Retention Rate (NRR) is calculated by adding up renewals, upsell, cross-sell and deducting churn and is expressed as a percentage by comparing it with the period of time that is used to measure like a month or quarter or year etc	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
31	Churn	Churn is measured in two ways (1) number of customers that have deactivated/terminated (2) Revenue that is lost due to termination/deactivation	Sales Rep, Account Manager, CSM, Team, Region, Product	

			Line, Service Type, Customer, Organization	
32	Customer Churn	Churn is measured in two ways (1) number of customers that have deactivated/terminated (2) Revenue that is lost due to termination/deactivation	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
33	Customer Renewals	Renewals is measured in two ways (1) number of customers that have renewed (2) Revenue that is retained due to extnesion of contract term	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
34	Renewals	Renewals is measured in two ways (1) number of customers that have renewed (2) Revenue that is retained due to extnesion of contract term	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
35	Lifetime Value	Lifetime Value (LTV) is the total value of the contract over the term of the contract for a customer	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
36	LTV	Lifetime Value (LTV) is the total value of the contract over the term of the contract for a customer	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
37	Total Contract Value	Total Contract Value (TCV) is the total value of the contract over the contracted period for a customer	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
38	TCV	Total Contract Value (TCV) is the total value of the contract over the contracted period for a customer	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
39	Monthly Recurring Charge	Monthly recurring charge (MRC) is the amount billed to the customer each month	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
40	MRC	Monthly recurring charge (MRC) is the amount billed to the customer each month	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
41	Annual Recurring Charge	Annual recurring charge (ARC) is the amount billed to the customer each month	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
42	ARC	Annual recurring charge (ARC) is the amount billed to the customer each month	Sales Rep, Account Manager, CSM, Team, Region, Product	

			Line, Service Type, Customer, Organization	
43	Contracted Value	Contracted Value (booked Value) is the value of the contract amount that is expected to be received in a year	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
44	Booked Value	Contracted Value (booked Value) is the value of the contract amount that is expected to be received in a year	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
45	Margin	Margin is the gross profit after Sales, General and Administration (SG&A) costs are accounted	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
46	Gross Margin	Margin is the gross profit after Sales, General and Administration (SG&A) costs are accounted	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
47	Net Profit	Net Profit is the actual profit after all costs including Interest, Depreciation, Taxes and Amortization are accounted for	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
48	Profit	Net Profit is the actual profit after all costs including Interest, Depreciation, Taxes and Amortization etc are accounted for	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
49	EBITDA	Earnings Before Interest, Depreciation, Taxes and Amortization	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
50	EBIT	Earning Before Interest, Taxes and Amortization	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
51	Targets	Sales targets are the objectives assigned to sales team in terms of number of customers, renewals, upsell, cross-sell and also the associated contract value	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
52	Sales Targets	Sales targets are the objectives assigned to sales team in terms of number of customers, renewals, upsell, cross-sell and also the associated contract value	Sales Rep, Account Manager, CSM, Team, Region, Product Line, Service Type, Customer, Organization	
53	MQL	Marketing Qualified Lead		
54	SQL	Sales Qualified Lead		

55	SAL	Sales Accepted Lead		
56	A/r	Account receivables		
57	Demand Management			
58	Pipeline			
59	CQ	Current Quarter		
60	CQ+1	Current Quarter + 1		
61	R4Q	Rolling 4 Quarters		
62	TOFU	Top of the funnel		
63	Pipeline Velocity	Opportunity Progression from one stage to next		
64	Pipeline Quality	Weighted pipeline		
65	Booking Forecast			
66	Upside	Best cases in pipeline		
67	GTM	Go To market		
68	Tertiary plan			
69	Account plan			
70	VAT	Virtual Account Team		
71	GMV/GTV	Gross Market Value/Gross Target Value		
72	COGS	Cost of goods sold		
73	GM	Gross Margin		
74	CM	Contribution Margin		
75	IFRS			
76	SOX			
77	US GAAP			
78	Non GAAP			
79	CAC to Break even Ration			
80	LTV to CAC Ration			
81	Unit Economics			
82	DAU	Daily Active Users		
83	MAU	Monthly Active Users		
84	DTV	Daily Transaction Value		

85	MTV	Monthly Transaction Value		
86	COP	Customer On-boarding Process		
87	Support			
88	Account Managers			
89	SDR			
90	BDR			
91	Sales Managers			
92	Sales VP			
93	Solution Engineer			
94	Pre Sales			
95	Enterprise /Cloud Architect			
96	CSMs			
97	CSE			
98	PM			
99	Customer CTO			
100	Value Engineer/Architect			
101	Deal /Opportunity Review			
101	Cadence			
102	Steering Committee			
103	Executive Committee			
104	Digital Marketing Executive			
105	Marketing Manager			
105	Growth Marketing			
106	CEE			
107	SDM			

108	SEO			
109	TAM	Total Addressable Market (TAM), which represents revenue opportunity at 100% market share, as if no competition exists		
110	TAL			
111	SOM	Serviceable Obtainable Market or Share of Market (SOM), which represents the portion of the SAM that can be realistically captured and served.		
112	SAM	Serviceable Available Market (SAM), which represents the portion of the TAM that can be served by a company's products and services.		
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