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Search metrics or teams...

Filter by severity:AllHighMediumLow

Conflicting Metric Definitions Detected

We found 10 metrics with different definitions across teams. These conflicts could lead to misaligned decisions.

Conflicting Metrics

Metrics with different definitions across teams, sorted by severity

Conversion Rate

SalesMarketingProduct

High

Active User

ProductMarketingData

High

Churn Rate

SalesFinanceCustomer Success

High

Qualified Lead

SalesMarketing

Medium

Customer Acquisition Cost

MarketingFinanceSales

Medium

Engagement

Medium

Active User

This metric has 3 different definitions across teams

High Severity Conflict

Used byProductMarketingData

Product

A user who has performed a core action in the product within the last 30 days.

Marketing

Any user who has logged in at least once in the last 90 days.

Data

A user who has completed at least 3 different actions in the product within the last 28 days.

Recommended Resolution

Standardize on the Data team's definition as it provides the most meaningful measure of engagement.

Standardize Definition

Map Relationships

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High Severity Conflict

Used bySalesFinanceCustomer Success

Sales

Percentage of customers who cancel their subscription in a given period.

Finance

Percentage of recurring revenue lost in a given period compared to the previous period.

Customer Success

Percentage of customers who downgrade or cancel their subscription in a given period.

Recommended Resolution

Use "Logo Churn" for customer count metrics and "Revenue Churn" for financial metrics to avoid confusion.

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Engagement

MarketingProductCustomer Success

Medium

Retention Rate

Medium

Qualified Lead

This metric has 2 different definitions across teams

Medium Severity Conflict

Used bySalesMarketing

Sales

A prospect that has been researched and vetted by the sales team, meeting specific criteria that align with the ideal customer profile.

Marketing

A lead that has shown interest through multiple touchpoints and meets demographic and firmographic criteria.

Recommended Resolution

Use 'Marketing Qualified Lead (MQL)' and 'Sales Qualified Lead (SQL)' to distinguish between the two definitions.

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Retention Rate

Medium

Customer Acquisition Cost

This metric has 3 different definitions across teams

Medium Severity Conflict

Used byMarketingFinanceSales

Marketing

Total marketing spend divided by the number of new customers acquired in a given period.

Finance

Total sales and marketing expenses divided by the number of new customers acquired in a given period.

Sales

Total cost of sales team divided by the number of deals closed in a given period.

Recommended Resolution

Use 'Fully-loaded CAC' for the finance definition and 'Marketing CAC' or 'Sales CAC' for the department-specific metrics.

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Customer Request Score

MarketingFinanceSales

Medium

Engagement

MarketingProductCustomer Success

Medium

Retention Rate

ProductCustomer SuccessFinance

Medium

Activation

ProductMarketing

Low

Lifetime Value

FinanceMarketingCustomer Success

Low

Integrity Score

DataProduct

Low

Engagement

This metric has 3 different definitions across teams

Medium Severity Conflict

Used byMarketingProductCustomer Success

Marketing

Interactions with marketing content, measured by clicks, opens, and social media interactions.

Product

Frequency and depth of product usage, measured by session duration, feature adoption, and actions per session.

Customer Success

Customer responsiveness to outreach and participation in training/onboarding sessions.

Recommended Resolution

Use specific terms like 'Marketing Engagement', 'Product Engagement', and 'Customer Engagement' to clarify context.

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MarketingFinanceSales

Medium

Engagement

MarketingProductCustomer Success

Medium

Retention Rate

ProductCustomer SuccessFinance

Medium

Activation

ProductMarketing

Low

Lifetime Value

FinanceMarketingCustomer Success

Low

Integrity Score

DataProduct

Low

Integrity Score

This metric has 2 different definitions across teams

Low Severity Conflict

Used byDataProduct

Data

Percentage of records with no missing or invalid fields.

Product

A measure of system uptime and data consistency during user sessions.

Recommended Resolution

Rename the Product metric to 'System Integrity Score' to differentiate it from the Data team's 'Data Integrity Score'.

Standardize Definition

Map Relationships