

# 9 B2B Funnel Metrics You Can't Live Without

## Counts

### Volume



How many?

### Unit Cost



At what cost?

### Timeframe



In how long?

### Lifetime Value (LTV)



For what net-profit over the life of relationship?

These comparisons provide greater context to your funnel counts.

## Comparisons

### Conversion



What percent moves to downstream stages?

### Net-Profit /Cost



What is the immediate ROI?

### LTV /Cost



What is the longterm ROI?

### Baselines



How do you compare to what you've done in the past?

### Benchmarks



How do you compare to the best companies in your class?

Less

Metrics Maturity

More

Less

Metrics Maturity

More

For more comprehensive insights about the funnel and these measurements, get the free ebook, "How to Scale Your B2B Demand Operations."

Get the 26-page ebook

LeadCrunch is starting a movement to transform B2B sales and marketing. We think differently about how to find and grow lasting B2B relationships.