

## **Acts of Advocacy**

- # of references provided
- Influence of references on pipeline and closed won
- # of referrals provided (internal & external)
- Influence of referrals on pipeline and closed won
- # of G2 reviews & G2 rating
- # of Capterra reviews & Capterra rating
- # of new deals influenced by advocates
- # of customer stories (video, case study blogs)
- # of customer story views
- Influence of customer stories on pipeline and closed won
- # of customers participating in betas
- # of customers participating in customer interviews/research

## **Advocates**

- # of accounts with at least one advocate
- # of advocates
- # of active advocates (act of advocacy in last 90 days)
- % of users in advocacy programs (out of all users/admins)

## **Community**

- # of members & growth over time
- # of members active in last 30 days & trend over time
- % of members who are also advocates
- Stickiness (Avg. Daily Active Members/Monthly Active Members \* 100)
- # of posts
- # of comments
- # of likes
- # of social shares
- # of new members contributing
- New vs. returning members

## **Engagement & Retention**

- Daily Active Admins (in product)
- Monthly Active Admins (in product)
- Health Score of advocates vs. non-advocates
- NPS of advocates vs. non-advocates
- Retention of advocates vs. non-advocates
- NDR of advocates vs. non-advocates

- Customer Retention Rate (% of accounts)
- Customer Churn Rate
- LTV of advocates vs. non-advocates

## **Lifecycle**

- Webinar registration
- Webinar attendance
- Customer newsletter opens
- Customer newsletter clicks
- Customer newsletter unsubscribes

## **Customer Enablement**

- # of resource page views
- # of resource material downloads
- % of customers accessing enablement materials
- % of accounts accessing enablement materials

repeated acts of advocacy - customer has done 3 or more acts of advocacy in X time frame

Deal funnel velocity - delta between deals with and without leveraging customer evidence (reference call, case study, webinar, etc)

Deal size - delta between deal sizes that leverage customer evidence vs not

Deal Win Rate - delta of % of deals that closed 'won' when leveraging customer evidence vs not

Add to list metrics around: Expansion, Upsell, Cross-Sell, Adoption, TTV, Support Tickets...

I'd add in fulfillment on SLAs with sales for references.

- Avg. time to fulfill reference requests

- If you have criteria for your sales team to select from when requesting references, how many of those options selected are you able to fulfill ie. use case match, industry match etc.

related to churn rate - 1. when looking at customer accounts with advocates vs. without - what is the impact on churn over time. 2. driving more account stickiness (wide and deep)