



# Customer Lifecycle Metric Accountability Matrix

Use this guide to map out the customer lifecycle metrics used in your organization. Identify the owners, outline the handoff process, and estimate the total contribution to revenue each stage (and each team) has.



- Create campaigns
- Drive brand awareness
- Attract visitors to your site

- Collect prospect data
- Manage and segment leads
- Optimize campaigns and offers

- Nurture leads
- Develop opportunities
- Manage pipeline

- Close deals
- Manage bids and contracts
- Onboard customers

- Develop customer relationships
- Drive loyalty programs
- Ensure success of customers

Owner: .....

Handoff Process: .....

Sample Metrics:

- Number of Visitors
- Inquiries
- Response Rates

Contribution to Revenue: .....

..... %

Owner: .....

Handoff Process: .....

Sample Metrics:

- Engagement Level
- Cost per Lead
- Marketing Qualified Leads
- Sales Accepted Leads

Contribution to Revenue: .....

..... %

Owner: .....

Handoff Process: .....

Sample Metrics:

- Sales Qualified Leads
- Pipeline Volume
- Lead to Opportunity to Win Conversion Rates
- Lead Velocity

Contribution to Revenue: .....

..... %

Owner: .....

Handoff Process: .....

Sample Metrics:

- Churn
- Customer Satisfaction
- Up-sell and Cross-sell
- Number of Customer Referrals

Contribution to Revenue: .....

..... %