Cheat sheet: 10 funnel metrics to track first

In the order they become readable, who owns each one, and what it is used for.

Used for: Daily work · Tests · Reporting · Forecast & budget

Track from day 1

For a new product, channel, audience or market. Set the attribution rule and the activation definition now.

	METRIC	WHAT IT TELLS YOU	OWNER	USED FOR	READ IT WITH
1	**Sign-ups or leads, by source**	Which channels bring people in	Marketing, growth	Daily work · Tests	New customers by source
2	**New customers and new recurring revenue**	Whether the business is moving at all	Growth, finance	Reporting · Forecast & budget	Sign-ups

Readable within weeks

Once the first cohorts have gone through a trial or a sales cycle.

3	**Activation rate, by source**	How many new users reach real use	Growth	Daily work · Tests	Time to value (days to activate)
4	**PQL rate**	Which trials show they are ready to buy	Growth, sales	Daily work · Tests	Trial-to-paid rate
5	**Trial-to-paid rate**	Which trials turn into revenue	Growth	Tests · Reporting · Forecast & budget	Sign-ups
6	**Lead-to-opportunity rate, by source**	Which leads sales can work with	Marketing, sales	Daily work · Reporting	Lead volume

Readable after a quarter

Once enough deals and renewals are in.

7	**Cost per paying customer, by source**	What a customer really costs from each channel	Marketing	Reporting · Forecast & budget	Sign-ups by source
8	**CAC payback, by channel**	How fast each channel earns back what it cost	Marketing, finance	Reporting · Forecast & budget	Churn of that channel
9	**Customer churn**	Who leaves, and from which source	Customer success	Daily work · Reporting · Forecast & budget	Net revenue retention
10	**Net revenue retention**	Whether the base grows on its own: new, expansion, churn	Customer success, finance	Reporting · Forecast & budget	Customer churn

ATTRIBUTION STARTS ON DAY 1

You can't judge a channel before it brings paying customers, but write down how sources are recorded now, and date every change. That's what lets you read them later.

DON'T JUDGE ROI TOO EARLY

The first months often cost more than they bring back while a channel ramps up. Read payback once a quarter of deals is in.

ALERTS GO ELSEWHERE

Sign-ups per day, traffic without a source, a broken sync: set an alert to catch a bug. They don't belong on the dashboard.

Illustrative guidance. Timings depend on your sales cycle and plans.