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Short-Term & Long-Term Metrics

Churn Prevention | Bombora Playbook

Use this checklist to decide what short- and long-term metrics you'll track when implementing the Playbook for Churn Prevention.

Note: It is important to track these metrics in your CRM, MAP or other tools that your customer account managers can reference. Therefore, set up these tracking channels before you implement your Playbook.

Short Term Metrics

The first thing that you HAVE to be able to measure is if your customer account team is acting on the data in the agreed upon manner. All of the work you did to decide on what Signals, what Threshold to act on, and what workflow to create was designed to ensure success, so knowing that the strategy is being fulfilled downstream by the customer account managers is a dependency to measuring the business impact.

Team effort of your CAMs:

1. # of touches/calls/emails are expected for each CAM
2. The different types of outreach which are mandatory
3. # of roles per customer account they should attempt to reach
4. The time it takes for CAMs to reach out accounts when a signal shows churn risk

Initial Responsiveness of the Customers:

1. Email metrics: Open rate, click rate, replies, etc.
2. Phone metrics: return calls, answers, quality conversations
3. Meetings set: if accounts set up an initial meeting/call after receiving an email or initial phone call

Long-Term Metrics

- Deal Size:
  - When there is a significant spike in research from a prospect it is often indicative of a more substantial project and many Bombora customers see that manifest in larger deal sizes.
- Amount of opportunities/meetings:
  - Running this playbook should help you generate a higher volume of opportunities, meetings, TQLs, etc. depending on your internal measurement point.
- Speed to close:
  - Again, because the customers that are being tracked with this Playbook have already been doing research inside of a potentially well-defined project, you will likely see a faster sales cycles.

Ideally, you will be able to measure all of these. Some customers see success across all three, others maybe two, and in a worst case a customer may see significant gain in one area. Measuring all three will allow you to attribute more success to your program, and in turn allow you to expand the data into more and more playbooks over time.

TIP: Keep track of the Signals that attributed to the results that were the most beneficial – and least – so you can reevaluate your Topics, Signals, and overarching messaging.