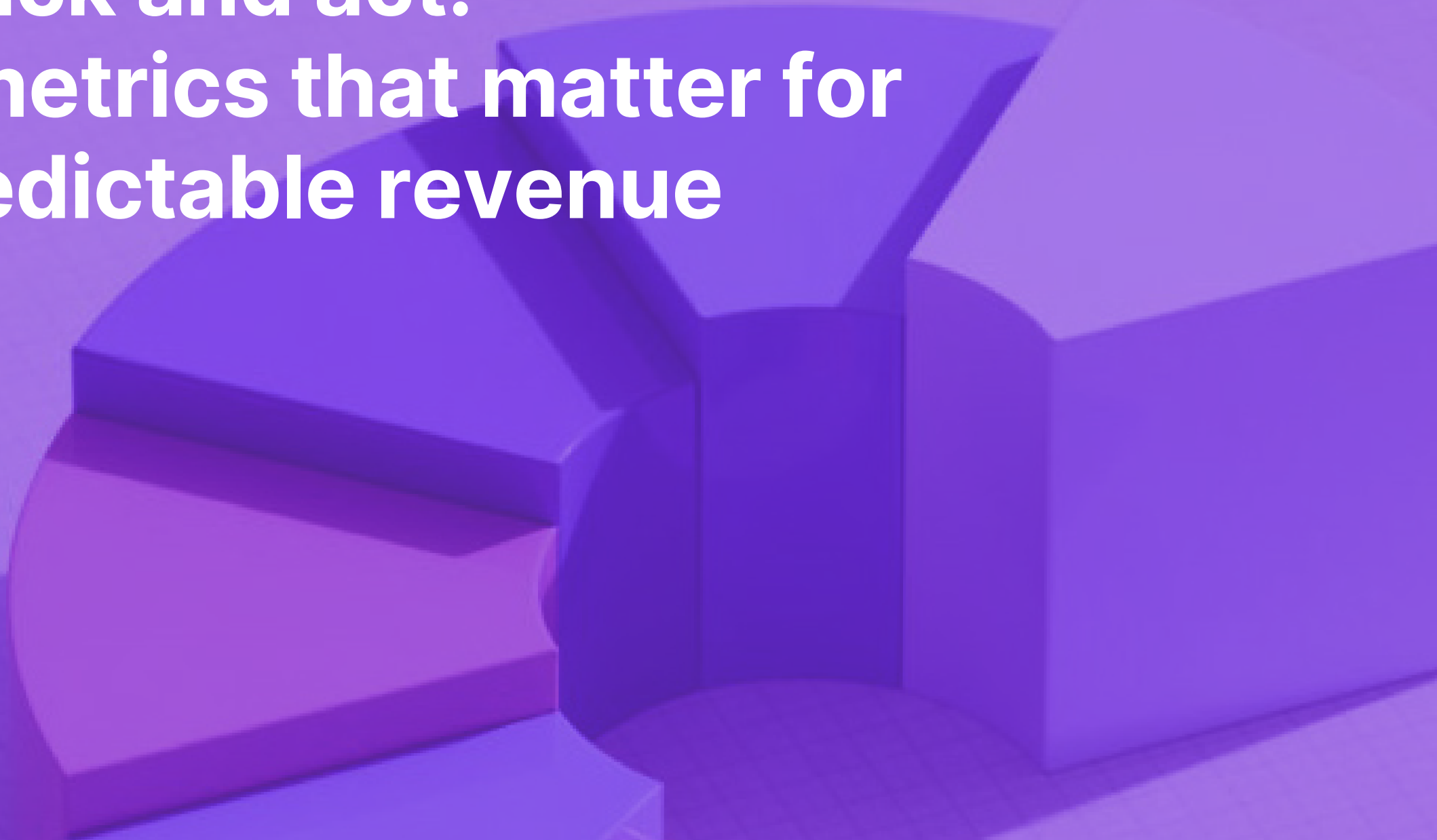


# Track and act: 5 metrics that matter for predictable revenue



Building a reliable forecasting motion is inherently complex.

Many revenue teams face friction as they try to balance information gathering, data quality, and the time spent analyzing it all. With so many potential metrics to track, it can be hard to pinpoint what truly matters.

This often leaves RevOps leaders stuck in analysis paralysis — struggling to identify and effectively analyze the right numbers for precise, efficient decision-making.

You're always trying to balance:

- **What** to measure: Which core data points provide the insights that correlate to reliable revenue?
- **How** to measure: How much effort does it take to gather and analyze the data? Do you have the right system in place for accuracy and efficiency?

Let's start with the **what**: identifying the core metrics that matter. By tracking these recommended metrics, you'll focus on what truly drives results and set clear benchmarks for your team. The benchmarks will guide seller behavior and provide the foundation for achieving more predictable revenue.



# Monitor these metrics to drive predictable revenue

These five metrics help you track performance, identify trends, and take immediate action. They cover every stage — from acquisition to retention — ensuring you’ll meet targets and have sustainable growth.

Metric	Definition	Why it matters
Weekly pacing for new customer acquisition	The rate of new customers acquired each week as compared to previous months, quarters, or years.	Consistently acquiring new customers is the foundation of revenue growth. Monitoring weekly pacing keeps you in touch with long-term goals and allows for quick adjustments if you’re falling behind. Without this insight, you risk over-promising and under-delivering.
Pipeline coverage for qualified deals	The ratio of qualified leads to sales targets, indicating pipeline has enough opportunities to meet revenue goals.	A healthy pipeline is the most reliable predictor of future revenue. Without drilling down into pipeline coverage, you’re flying blind. Assess whether you have enough quality opportunities to hit your targets — and course-correct if you’re falling short.

**Customer  
renewal pacing**

Compares the percentage of customers retained quarter-to-date against forecasted renewal rates.

Customer retention is as crucial as acquisition — renewals are the lifeblood of sustainable growth. Tracking renewals helps you spot risks early and ensure long-term loyalty.

**Product utilization  
or adoption gaps**

Measures renewals at risk due to low product usage.

Low adoption is a leading indicator of churn. If customers aren't fully using your product, they're less likely to renew. Tracking this metric lets you intervene early, reducing churn risks. It also helps you foster deeper engagement and long-term customer satisfaction.

**Swing deals:  
Expected outcomes**

Predicts the likelihood of a large deal closing based on trends, indicators, and potential obstacles.

Swing deals can make or break your forecast. These high-value deals significantly impact revenue, but they're often unpredictable. Monitoring risk and progress in these deals helps you assign resources appropriately. You can minimize wasted effort and maximize results.

## Dos and Don'ts for measuring what matters

It's one thing to know which metrics to track, it's another to ensure they're backed by accurate, relevant data.

✓ **Do track quality, not just quantity**  
(e.g., Pipeline coverage for qualified leads): A large pipeline is meaningless without assessing the quality of opportunities. Ensure you can evaluate and have confidence in your deals based on objective customer data.

✗ **Don't rely solely on historical data**  
(e.g., Weekly pacing for new customer acquisition): Use past performance as a reference, not a guarantee. History isn't always predictive of future success.

And when performance deviates from expectations, it requires strategic, decisive action:

✓ **Do proactively address risks**  
(e.g., Customer renewal pacing, product utilization or adoption gaps): Use data on renewals and product adoption to create proactive strategies, not just reactive fixes. Early intervention is key.

✗ **Don't spread resources too thin**  
(e.g., focus on the most important (swing) deals): Use your data to strategize as a team and mobilize resources around deals with the highest potential impact on revenue.

## Centralize data for actionable insights

Now that we have our **WHAT** — the key metrics that drive predictable revenue — let's turn to the **HOW**. What systems and technology can provide a comprehensive, consistent view of our GTM performance and drive seller behavior?

Fragmented tools, like CRMs, business intelligence solutions, and spreadsheets, need constant maintenance and often provide inconsistent information, muddying any view of success. And static dashboards offer a surface-level view, but no way to dig deeper to actually understand the data, so you're reliant on manual processes that inhibit quick action.

A unified, comprehensive analytics solution does more than centralize your team's data — it sets up a scoreboard that everyone plays against. Integrating data, workflows, and performance insights where sellers work, allowing for faster, more informed action.

That's where Gong's AI-powered **revenue analytics capabilities** come in. As part of **Gong Forecast**, these

capabilities can help you:

- **Create metrics libraries** and quickly generate custom reports to save time and ensure consistency across the team.
- **Track pipeline health** with real-time insights into the likelihood of deals closing, so you can trust and adjust forecasts accordingly.
- **Drive accountability with scoreboards** that show team and individual performance against targets.
- **Drill down from dashboards into individual opportunities** and take immediate action, all in one place.
- **Make AI-powered, informed decisions** based on actual customer interactions, to keep you in front of the competition.

With **Gong's Revenue AI Platform**, you can identify, measure, and act on the metrics that matter to drive sustained growth. **Get a demo** to see it in action today.

