

5 Metrics That Matter for Sales & Rev Ops

**The reports you need to run to
boost your bottom line in 2024**

Introduction

Sales and Rev Ops sit at the center of a flywheel that keeps the other areas of your business working smoothly. Successful Sales and Rev Ops organizations can be the lubricant that accelerates growth or a roadblock that slows things down. More often than not, successful Sales and Rev Ops teams have something in common: alignment around a few key shared goals and the data needed to understand if they are on track to succeed.

Sales and Rev Ops need to evolve at the pace of media, becoming as dynamic as the industry itself. Cookie deprecation, the U.S. presidential elections, and persistent macroeconomic uncertainty can make or break growth at companies of all sizes. When teams align around common goals and are empowered with the right processes and metrics, they can unlock greater customer value, integrate data across the entire revenue funnel, exploit new opportunities, and accelerate revenue growth.

In a media landscape where publishers' work has become noticeably harder and more complex, it's essential to call out that the perennial requirements for scale remain the same: smart measurement, efficient reporting, and empowered teams that can do more with their data. Despite sales cycles lengthening and conversion rates sputtering, we're convinced Rev Ops can deliver significant results with the right data. That belief inspired this ebook, wherein we focus on metrics that make a difference and how Sales and Rev Ops teams can leverage them in 2024 to create meaningful, sustainable growth. Read on for key metrics to inform your sales strategy this year and beyond.

1 Net advertiser revenue retention (NRR)

At Boostr, our philosophy is that it is easier to maintain and grow clients you already have than to capture net new clients. Net advertiser revenue retention (NARR), also generally called net revenue retention (NRR), tracks this theory.

In an increasingly competitive market, expanding relationships can prove existential for many publishers. Jeremy Hines, Enterprise Account Director at Boostr, notes that even if a publisher didn't gain a single new client during the year but grew each account by 15%, it would be a banner year for the publisher because average growth rates are now in mid-single digits, according to our [latest Media Ad Sales Trend report](#). The good news? This performance is well within the realm of possibility for most organizations.

At Boostr, media is our bread and butter. We pay close attention to what drives success for our partners. We've found that NARR is often a more critical growth driver than adding new logos to the roster, and it certainly can help identify problems before they evolve

into full-blown crises. Hines points out that carefully tracking this metric can be a leading and lagging indicator, providing insight into historical performance and future opportunities.

"Publishers that want to grow their ad businesses will have to have a more focused effort on retention because it costs a lot of money to pull in new clients," Boostr CEO Patrick O'Leary told Digiday. "It's the old LTV-to-CAC ratio problem. If you don't keep clients around, your unit economics are going to suffer this year."

2

Rolling delivery average

Regarding campaign tracking, correct ad delivery pacing data is a must. Real-time pacing data lets you show your partners—agencies and advertisers alike—that campaigns are delivering as booked while allowing your team to adjust in case of under-delivery.

Delivery metrics provide a snapshot of current pacing delivery and offer a close look at rolling averages. While an in-the-moment view of a campaign is useful, it can also be misleading. For example, a campaign may deliver at 85% this week after delivering at 60% last week. This marks improvement and proactive management, but your partners may suspect under-delivery. Alternatively, a rolling average of at least two weeks gives a more holistic view of campaign performance, management, and likelihood of meeting goals.

3 Client performance metrics

"It's about so much more than delivery," Hines says. "There are other metrics that need to be defined and measured to give a real picture of performance."

These refined performance metrics will look different to every client. But defining them offers an opportunity for sellers to ask questions, deepen their relationships with clients, and understand—while tracking—what matters most to them. Sellers are also encouraged to think like an advertiser, which can be a revelatory learning experience.

For example, if the advertiser's goal is to produce a 20% conversion growth through a given campaign, tracking metrics that directly speak to that goal makes for a powerful report. When campaigns are performing well, it is easy to add more money to specific lines and sell similar inventory that is likely to perform

in the ways that matter to that advertiser. More opportunities for cross-selling and upselling can deliver greater sustainability. Publishers that increase their deal sizes are in the top percentage for year-over-year growth, according to [our research](#). Bigger deal sizes support publishers' long-term vision, which makes tracking related metrics vital.

4

Campaign launch readiness percentage

Underdelivery is a massive problem across publishers, channels, and verticals. It can damage trust and agency-publisher relationships and even result in churn, dragging down NRR. There are many reasons why publishers may cause under-delivery, including traffic fluctuations, incorrect targeting filters, or overselling.

However, underdelivery is often not the publisher's fault. Tracking, flagging, and correcting instances where a campaign is late to launch due to creative asset delivery or approval can be critical to delivery success. By tracking campaign readiness metrics, Ad Ops can quickly identify which advertisers have missing or late creative, empowering account teams to improve client communications before problems arise instead of apologizing for underdelivering on a campaign they had little power to execute effectively.

5 IOs, revenue, and line volume per seller

Tracking the number of IOs, lines, and revenue every seller or team manages during a given period can tell leadership a lot. It can yield insights into who works overtime and how to distribute workloads for maximum performance. When your business runs well, it can inform staffing decisions and indicate how many people are needed to handle a specific amount of dollars.

From there, it's possible to create greater efficiency and track the effectiveness of new strategies and automation to help every seller succeed. For example, has new automation increased the dollar amount every seller can manage? Has revenue per team increased as a result of a specific strategy? This high-level understanding can provide concrete cues about how to do more—and do it better.

Empowerment by the numbers

Progressive marketers are going beyond collecting data by experimenting with metrics to hone in on what's most meaningful for their teams, organizations, and futures. When it comes to advertising, the more measurable the effort, the more likely it is to succeed, which is why publishers must tap into the right reports.

At Bostr, we've designed an advertising management platform that spans proposal recommendation, OMS, and CRM to give media Sales teams the granular data they need to succeed. The entire platform is packaged in an easy-to-use, intuitive interface designed with accessibility in mind. It's your data—so you should be able to do anything with it.

Learn more about how Bostr can empower your [Sales](#) and [Rev Ops](#) teams on our website at bostr.com.

About Boostr

Boostr provides the only advertising management platform—including a CRM, OMS, and Proposal Recommendation Engine—built specifically for modern media organizations seeking to scale. In an environment where the complexity of media selling and delivery has outpaced disconnected, manual solutions, Boostr provides the most accurate revenue forecasting, the fastest pace of industry innovations, and the most actionable insights in the industry. Boostr automates processes and frees Sales and Ops teams from manual data entry so they can focus on insights that drive revenue generation and profitability. [Contact us for a demo today.](#)

Want to find out how Boostr can help accelerate your digital transformation? Drop us a line [here](#).

VISIT US AT [BOOSTR.COM](https://boostr.com)