

KPIs to Help Your 3PL Warehouse Grow

KPI	Target	Value	Status	Description
Targeting the Right Business (ICP Discipline)				
ICP Match Rate (%)	>70% of pipeline			Measures how much the pipeline matches ICP. High=disciplined sales team. Low=chasing anything that moves. #1 indicator of pipeline quality.
Disqualified (Wrong Fit %)	<20%			Show how often deals are getting killed because they are bad fit. High=poor early qualification. Low=good front-end filtering.
Target Account Penetration	% of ICP accounts engaged			Tracks how well you are engaging the accounts that really matter. Are you calling the right companies? Are you following up immediately? Are you multi-threading relationships?
Revenue % from ICP Segments	Increasing trend			Measure if GTM is actually showing up in revenue. Should trend upward over time.
Pipeline Health & Conversion (Execution Discipline)				
Pipeline Coverage Ratio	3-5x quota			Do you have enough pipeline to hit your number? Too low-you miss. Too high, potentially poor quality pipeline.
Inquiry to Qualified (%)	>35% (fit-driven)			How much inbound actually turns into real opportunities. Indicates lead quality + qualification rigor.
Qualified to Proposal (%)	>50%			Are good opportunities moving forward? If low, messaging, solution fit, or discover is weak.
Proposal to Win (%)	>25%			Your ability to close once you're in the deal. Strong indicator of sales effectiveness and value positioning.
Sales Cycle Length	Stable or decreasing			How long it takes to close deals. Longer cycles could signal friction, indecision, or poor fit.
Opportunity Aging	<20% past threshold			How many deals are sitting too long? Define too long. Stale deals =inflated pipeline and bad forecasting
Pipeline Quality Score				Green: Strong ICP+active buyers+clear solutions Yellow: Partial fit and/or slow movement Red: Weak fit or stalled

Demand Generation Effectiveness (Marketing & Sales Alignment)				Are we converting to growth? Low conversion--check sales execution.
Qualified Leads (ICP-based)	Consistent growth			Not all leads, only those matching ICP. Marketing aligns with sales strategy.
Lead to Opportunity Conversion (%)	>25%			Do leads turn into real deals? If low, marketing quality is an issue
Sales Accepted Leads (SAL %)	>70%			The % of leads that sales says are worth working.
Cost per Qualified Lead (CQL)	Within target			Efficiency of spend relative to real leads.
Pipeline by Channel	Balanced, ICP-aligned			Where good pipeline is coming from.
Revenue Performance (GTM Output)				Is all of this producing profitable growth by maximizing lifetime value?
New Revenue	Growth vs plan			Are you growing?
Average Deal Size	Increasing			Are you working higher value deals?
Win Rate (%)	>25%			Overall closing effectiveness
Revenue per Sales Rep	Increasing			Sales productivity
CAC (Customer Acquisition Cost)	Stable/improving			What does it cost to win a customer?
LTV:CAC Ratio	>3:1			Lifetime Value- are customers worth what you paid to acquire them? 1:1-2:1 you're barely covering acquisition cost.
Retention & Expansion (Hidden Growth Engine)				Are we keeping and growing what we win? Poor retention--check onboarding/ops.
Net Revenue Retention (NRR)	>110%			Total revenue from existing customers= revenue + expansion revenue
Expansion Revenue (%)	Increasing			Upsell/cross-sell contribution
Cross-Sell Rate	Increasing			Ability to sell additional services
Customer Churn (%)	<10%			Revenue lost from customers leaving
Implementation Success Rate	>95%			How well customers go live. Onboarding drives retention.