



Elena Zapolyanskaya

21 KPIs to evaluate partnerships efficiency

Aligned with company goals

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Types of partnerships KPIs

- **Financial KPIs** measure the monetary impact of partnerships, such as revenue generation and cost savings.
- **Operational KPIs** focus on the efficiency and effectiveness of joint activities, including lead generation and conversion rates.
- **Strategic KPIs** evaluate the long-term benefits of partnerships, such as market expansion and brand awareness.

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Revenue-based KPIs

KPI #1. Joint Revenue Generated

One of the most straightforward metrics, this KPI tracks the total revenue generated from partnership activities. It provides a clear picture of the financial contribution of each partnership.

KPI #2. Revenue Growth Rate from Partnership Activities

This KPI measures the rate at which revenue from partnerships is growing. It helps identify high-performing partnerships and areas that require improvement.

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KPI #3. Partner-attributed Revenue as a Percentage of Total Revenue

This metric shows the proportion of total revenue that can be attributed to partnerships. It helps measure the overall impact of partnerships on the business.

KPI #4. Average Deal Size for Partner-sourced Opportunities

Larger deal sizes often indicate more valuable partnerships. This KPI helps assess the quality and potential of partner-sourced opportunities.



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Cost-based KPIs

KPI #5. Return on Investment (ROI) of Partnership Program

ROI is a crucial metric that evaluates the profitability of partnership programs. It compares the revenue generated to the costs incurred, providing a comprehensive view of financial efficiency.

KPI #6. Cost Savings from Joint Operations or Shared Resources

Joint operations and resource sharing can lead to significant cost savings. This KPI tracks the monetary benefits of collaborative activities

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KPI #7. Changes in Customer Acquisition Cost (CAC) CAC for Partner-sourced Leads vs. Direct Leads

Comparing the CAC for partner-sourced leads to direct leads helps assess the cost-effectiveness of partnerships in acquiring new customers.

Percentage Reduction in CAC through Partnerships

Partnerships should ideally reduce overall CAC. This KPI measures the extent to which partnerships contribute to cost-efficient customer acquisition.



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Performance KPIs

KPI #8. Number of Qualified Leads Generated through Partnerships

The volume of qualified leads generated through partnerships is a key indicator of success. It helps assess the effectiveness of joint marketing and sales efforts.

KPI #9. Conversion Rate of Partner-sourced Leads vs. Direct Leads

Comparing conversion rates provides insights into the quality of leads generated through partnerships. Higher conversion rates often indicate more effective collaboration.

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KPI #10. Sales Cycle Length for Partner-sourced Leads vs. Direct Leads

Average Time from Lead to Opportunity. Average Time from Opportunity to Closed Deal.

KPI #11. Win Rate for Partner-sourced Opportunities vs. Direct Opportunities

Higher win rates for partner-sourced opportunities indicate successful partnerships. This KPI helps measure the effectiveness of collaborative sales efforts.

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Relationship KPIs

KPI #12. Partner Satisfaction Score

Satisfied partners are more likely to contribute positively to the partnership. This KPI measures partner satisfaction through surveys and feedback.

KPI #13. Partnership Longevity (Average Duration of Partnerships)

Long-lasting partnerships often indicate strong, mutually beneficial relationships. This KPI tracks the average duration of partnerships.

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KPI #14. Partner Engagement Rate (Frequency of Interactions, Joint Activities)

Engaged partners are more likely to contribute to successful outcomes. This KPI measures the frequency and quality of interactions and joint activities.

KPI #15. Number of Co-created Solutions or Offerings

Collaborative innovation is a hallmark of successful partnerships. This KPI tracks the number of co-created solutions or offerings resulting from partnerships.



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Market Impact KPIs

KPI #16. Market Share Growth Attributable to Partnerships

Partnerships can drive market share growth. This KPI measures the increase in market share directly attributable to collaborative efforts.

KPI #17. New Market Penetration Rate through Partnerships

Entering new markets is often a key objective of partnerships. This KPI tracks the rate at which partnerships facilitate market expansion.

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KPI #18. Brand Awareness Increase in Partner-targeted Segments

Partnerships can significantly enhance brand awareness. This KPI measures the increase in brand visibility within partner-targeted segments.

KPI #19. Time-to-market for Joint Solutions

Speed is crucial in competitive markets. This KPI measures the time taken to bring joint solutions to market.



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Operational Efficiency KPIs

KPI #20. Market Share Growth Attributable to Partnerships

Efficient resource utilization is key to successful partnerships. This KPI tracks the percentage of resources effectively utilized in joint projects.

KPI #21. Reduction in Operational Costs due to Partnership Synergies

Partnership synergies can lead to significant cost reductions. This KPI measures the extent to which collaborative efforts reduce operational costs.

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Conclusion

Measuring the efficiency of b2b partnerships is crucial for sustained growth and success.

No need to track all 21 KPIs, choose 5-7 crucial to your business and start step-by-step.

By aligning KPIs with company goals, and addressing measurement challenges, you can optimize partnerships and drive meaningful results.

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Thanks for your time!

I'm Elena. I share tips to help founders build strong partner networks and make b2b partnerships simple.

If you find my content valuable, follow me and subscribe to my weekly newsletter here!🌟

Let's make b2b partnerships simple!

Regards,
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