

15 KPIs for the Next 15 Years

Looking ahead to the next era of the channel, Channelnomics recommends using these 15 KPIs to measure the productivity and value of your channel programs.

2010 2025

2040 2065

Marketplace Share of Wallet

Gauge your digital presence and competitive positioning in a growing, self-service-oriented buying environment.

Solution Adoption Rate

Identify what's resonating with customers and where additional support or enablement may be required.

Cross-Ecosystem Sales Velocity

Measure how well an ecosystem functions in real-world sales scenarios, especially when delivering complex solutions.

Recurring Revenue as % of Total Revenue

See your organization's ability to maintain long-term relationships and reduce dependency on one-time product sales.

Average Deal Size for Solutions

Measure the average value of bundled transactions that include hardware, software, services, and support.

Customer Satisfaction/Net Promoter Score

Evaluate customer satisfaction and loyalty, and gain visibility into which parts of the ecosystem deliver consistent customer value.

Customer Effort Score

Assess how simple it is for customers to navigate sales, onboarding, and support; identify friction points in the customer journey.

Price Integrity

Track partner pricing, prevent price erosion, protect brand equity, and maintain profitability across the channel.

Ecosystem Engagement

Measure the depth and frequency of partner interactions, such as training completions, asset downloads, and joint sales motions.

Customer Retention Rate

Monitor percentage of customers maintained over time for solution relevance, quality of service, and the ability to deliver ongoing value.

Expansion Revenue Rate

Calculate revenue activity to see how well partners identify evolving customer needs and convert them into incremental business.

Attached & Solution Sales Ratio

Measure the frequency with which partners attach value-added services, software, or complementary tech to core product sales.

Deal Registration & Co-Sell Win Rate

Track the percentage of registered opportunities that result in sales to see how vendors' sales and support systems enable channel success.

Average Time to Solution Delivery

Measure time from customer inquiry to deployment to determine the efficiency of crosspartner operations and vendor solution delivery.

Partner-Influenced Sales

Determine the percentage of total sales in which partners play a significant role to quantify ecosystem impact beyond fulfillment.

Measure what matters. Connect with our Channelnomics experts to discover what you're measuring — and what you're missing. **Send e-mail to info@channelnomics.com**.

