

5 Sales Content Adoption Metrics

Sales content adoption is one of the fundamental measures of a sales enablement program. Here we highlight five important metrics that will help sales enablers improve sales enablement ROI.

*The numbers below are the average adoption metrics we see across our customer base



Team Monthly Engagement



ADDITIONAL STATISTICS

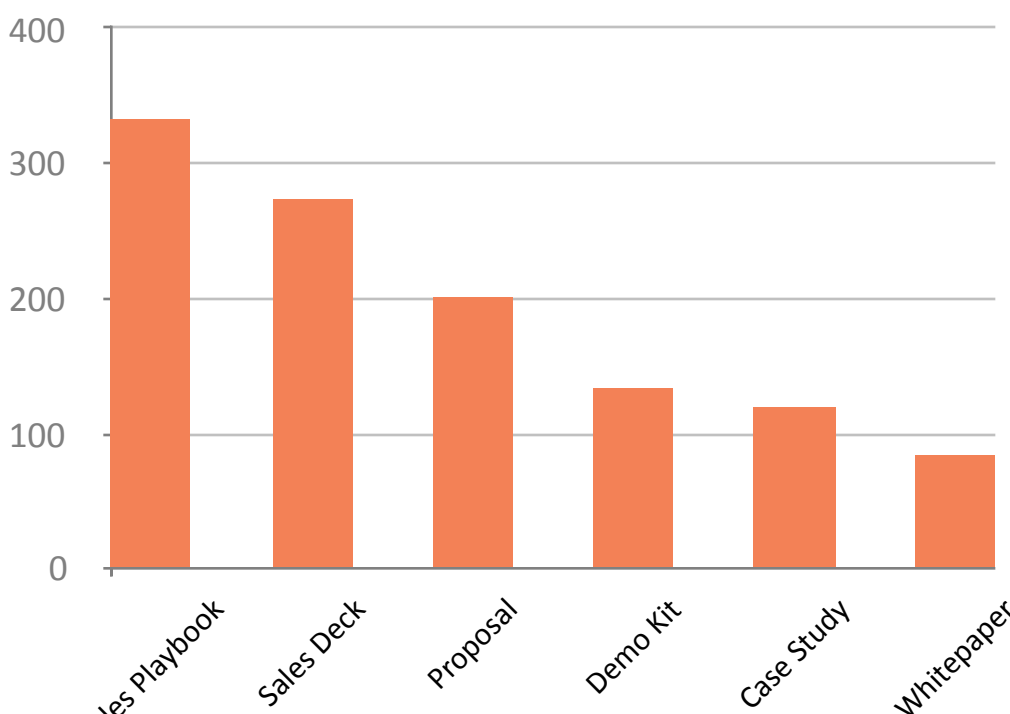
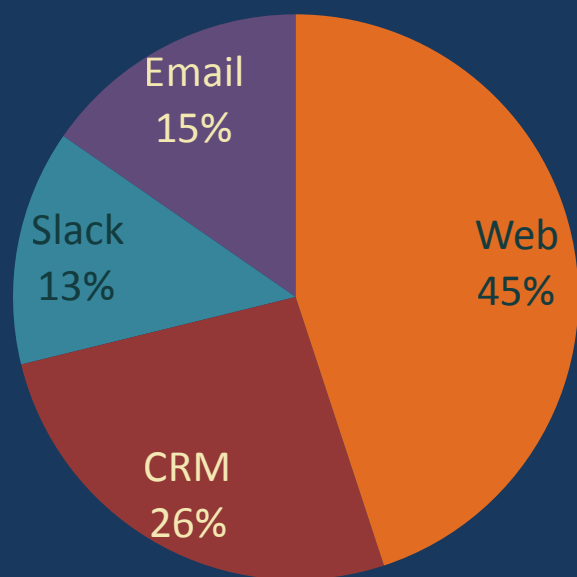
- Weekly Engagement
- Quarterly Engagement
- By Region
- By Sales Group

*Percentage of the team that engages with content once every month



Quarterly Engagement by Channel

Channel engagement performance informs enablers on adoption behaviors and helps identify opportunities to improve adoption.



Popular Content Types

Measuring popular content types helps enablers to focus their energy on these content types. You can run these reports on Quarterly and Yearly basis to measure macro trends and make informed content decisions.



New Rep Engagement

New reps are in top 5% of the engagers in their first three months on the job.

Top 5%



40/25

QUARTERLY PERCENTAGE OF HIGH & LOW ADOPTERS



Measure Against Wins

Stack your top and bottom content adopters against their sales performance. This will tell enablers,

- Correlation with win performance
- Identify opportunities to educate bottom performers
- Overall performance of their content enablement program
- Provide feedback to sales leadership

Sales content and knowledge enablement is core to an organization's sales process. Enabling sales with the right content to accelerate pipeline and win business is essential. Measuring sales adoption and usage helps enablers quantify their content investments and deliver higher returns.

Want to learn how you can increase content adoption?

