

TRACKING AND METRICS

Below, find a list of ideas for metrics you might want to be tracking. This list is by no means exhaustive, but should be a solid start. Firms should be focused on 2-5 key metrics. The way to know which metrics you should track is to develop a Strategic Plan. That will reveal what specific progress needs to be measured for your firm. [Join Mastery Group](#) to be led through quarterly planning for your firm.

BASICS

- \$ Revenue
- # new clients/matters (by matter/case type and/or practice area)
- # matters/cases closed
- # net new cases
- \$ Average revenue per matter/case
- # active cases
- Matter/case type
- Referral sources
- \$Average case value by referral source
- # leads
- # qualified
- # consults set
- # consult shows
- # hires
- % Lead to hire conversion rate (and conversion rate of each stage from lead to hire)
- \$ Monthly revenue based on payment plans

MARKETING SPECIFIC

- website views
- landing pages views on X page
- podcast downloads
- total video views for the week
- data per ad campaign (spend, leads, conversions, ave value of case)

FIRM FINANCIALS

- Profit
- Payroll
- Expenses
- Tax
- Debt
- Owner Comp
- A/R
- Cash balance
- Monthly Nut
- Weeks of operating revenue in IOLTA

EFFICIENCY

- Average days between first contact with PNC and signing engagement/payment
- Average days between opening a new case/matter and successfully closing the file
- Average days between case open and filing petition