Report Name	Description	Why is it needed?	Department	Suggested frequency
Conversion rate report	Shows how many leads were converted (by making a first purchase) by each sales representative	Helps the chief sales officer see the performance of the sales team. Can be used to incentivise the sales team to increase performance through competition.	Sales / Management	Daily
Historical Client Data	Easy access to historical client data such as sums and averages of purchases, categories of purchase, etc.	Helps sales representatives see what the client is interested in and how much the client is capable of purchasing before engaging with the client.	Sales	Daily
Client Value / Life Expectancy	How much each client is worth to the company.	Helps understand from which CPA affiliate you should buy more leads.	Sales / Marketing / Management	Daily
Inactive accounts / upcoming sales	Shows clients that have purchased in the past and are due to purchase soon. (especially useful for products that need maintenance or are purchased in regular intervals)	Helps sales wake up dormant clients and nudge them to get back to trading. Helps turn your company's potential revenue into actual revenue.	Sales	Daily
Purchase target per lead	Categorization of leads based on multiple criteria and predict what would be a likely amount the lead would purchase.	Helps sales access how much the client will be able to purchase. Helps your company get the most out of each lead and in turn increases your company's profitability.	Sales	Live / Daily
Birthday and Holidays report	Shows clients who have a birthday today or had a birthday recently and recent holidays in the client's country.	Helps the sales representative build rapport with the client.	Sales	Daily
KPI - Affiliates	Shows how many clients and how much money each Affiliate brought to the company in the past X days vs their target	Helps understand whether an affiliate is worth working with or not and helps decide on remuneration rate for the affiliate.	Marketing / Management	Weekly
KPI - Sales	Revenue, Converted Leads, Bonuses granted since the beginning of the month vs the Sales Target	Helps determine the performance of the Chief Sales Officer and the sales team.	Management	Weekly / Monthly
Sales Seat Value	How much money each sales person brings to the company.	Helps the Chief Sales Officer asses the sales team's performance.	Management	Weekly
Purchase per source per country	Shows where clients and funneled from and how much they purchase.	Helps understand the market you are tapping so you could focus marketing efforts in areas that show more potential.	Marketing / Management	Weekly / Monthly
Payment Service Provider exposure	Show % of total purchases processed by each PSP.	Helps avoid relying too heavily on a single PSP (if the PSP refuses to work with you, you will have clients willing to purchase but you will have no way to accept their money. If you find yourself in such a situation, please contact us immediately so we can get you in touch with PSPs that will be able to respond quickly and help). Helps your company avoid losing potential revenue.	Finance / Management	Weekly
Chargeback statistics	Shows Payment Service Provider statistics and chargebacks with the ability to drill down by country.	Helps spot patterns of behaviors by country. For example if a certain country tends to have more chargebacks in a certain PSP, it is worth considering to stop providing this PSP in that country before the PSP stops working with you.	Finance	Weekly
Call duration statistics	Average call duration, number of calls, purchase size, per client, per country.	Helps understand which countries bring more money per time spent on the phone. Also helps limit the amount of time a sales rep spends on each lead. Leads with potential for higher purchases are allocated more time. Helps increase your company's profitability.	Sales	Weekly
Lead to conversion time	Shows the average time between lead registration and first purchase. Per client, per country, per affiliate.	Shows how fast your sales team responds to leads that show interest. Shorter response times are often associated with higher conversion rates.	Sales / Management	Weekly
Clients with multiple sales reps	Show clients that have more than one sales rep assigned to them.	Prevents the client from setting one sales person against another in order to get lower quotes. Help maximize profits.	Sales / Management	Daily
Business Flow Issues	Shows what stage of the order fulfillment process takes the longest	Helps detect logistic problems in the business. By adjusting the business procedures, management can increase the efficiency of order fulfillment.	Management	Weekly / Monthly