

2025 RevOps

Compensation & Impact Report

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BoostUp



RevOps Co-op

About BoostUp.ai

Making reps more productive is a critical challenge for revenue leaders under pressure to drive efficiencies. It starts with nailing the forecast.

Calling the right number early in the quarter is difficult... and a game-changer. With an accurate forecast, your revenue machine runs smoothly—revenue leaders can optimize capacity, refine territory plans, and define account strategies that help you beat targets.

BoostUp.ai's modern platform empowers you to call the right number early—and then beat it—for any use case and for all revenue teams. We blend the human element with AI, elevating forecasting, deal inspection, opportunity analysis, and coaching. By enhancing your intuition and judgment with AI-powered deal and call insights you'd otherwise miss, you can forecast with precision and drive revenue outcomes.

Plus, with a deployment time as short as three days and self-serve tools that make updates a breeze, our platform evolves as fast as your business does.

About RevOps Co-op

The RevOps Co-op community is built to serve its 15K+ members through on-demand expertise, best practice content, education opportunities, and networking events - so you don't have to learn RevOps from scratch (like the founders did).

Partnering to set the RevOps benchmark

With a shared commitment to amplifying the impact of RevOps, BoostUp.ai and RevOps Co-op teamed to launch the 2025 RevOps Comp & Impact Study. Drawing insights from a survey of 1,000+ revenue leaders and contributors across sales, marketing, customer success, and operations, this report sets the benchmark for RevOps insights. It dives deep into compensation trends, workload priorities, the power of forecasting methodologies, and more. By highlighting strategies and standards across the revenue landscape, the report offers a clear look at the future of RevOps—and how to strategically drive efficient revenue growth.

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Executive Summary

As revenue teams and leaders push for efficient growth, they're laser-focused on delivering more customer value, scaling revenue models, efficiently driving higher revenue per rep, and ensuring tight alignment across teams. The key to winning? Mastering processes, metrics, and insights. By honing in on the right activities and better managing their time, revenue teams can unlock the visibility and accountability needed to fuel growth.

This research dives into the shifting landscape for revenue and strategy teams, uncovering benchmarks that reveal how unifying resources, refining planning, and fine-tuning strategies can boost outcomes and customer value.

See what you're earning relative to your peers. As anticipated, compensation increases with greater experience, longer tenure, and larger company size. Are you on par with your peers?

Go-to-market strategy isn't just important—it's a powerhouse for hitting revenue targets. 48% of respondents named GTM the top driver of revenue success. Teams in the top quartile of alignment with impactful RevOps activities doubled their chances of hitting targets compared to everyone else.

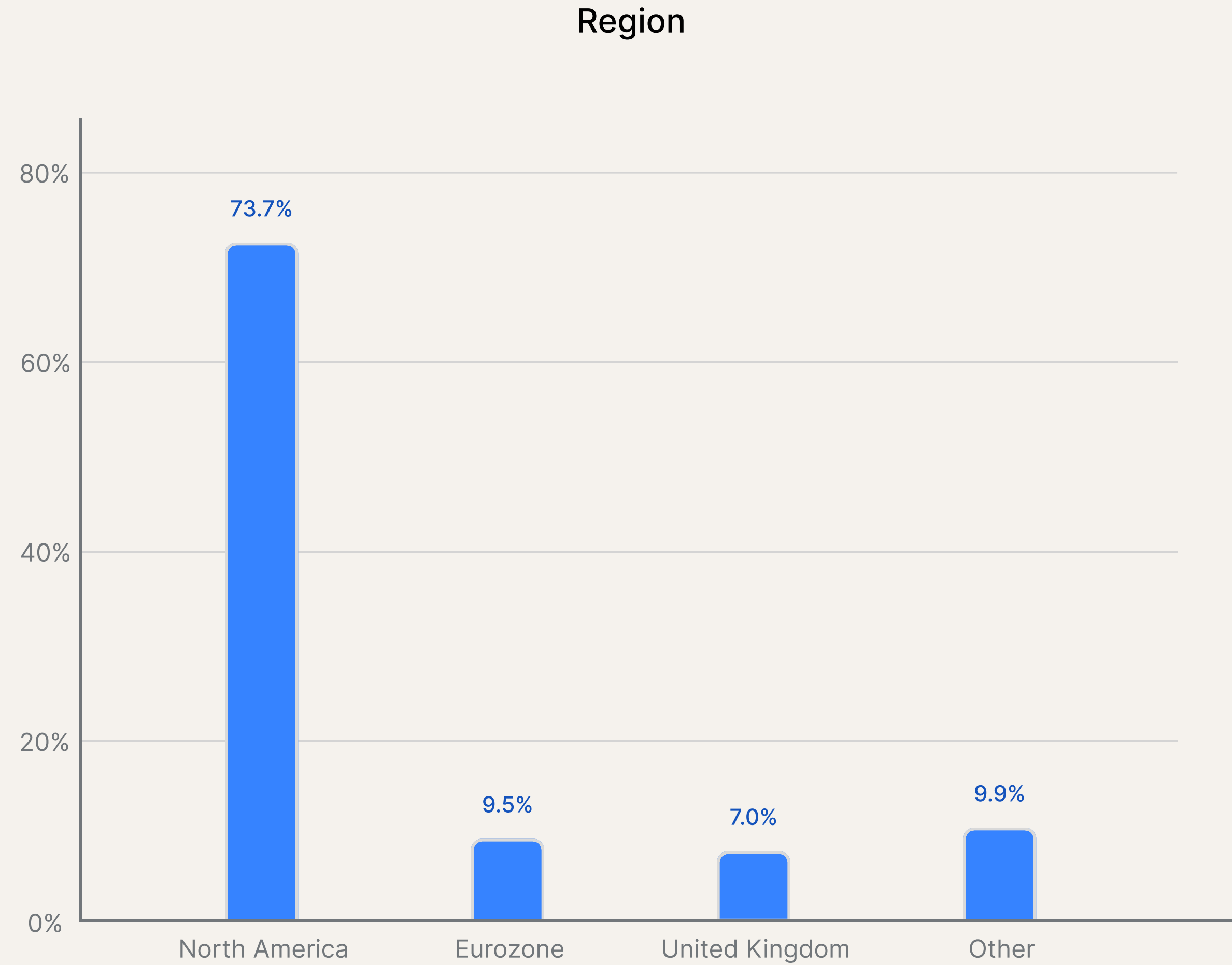
A formula for positively impacting forecast accuracy and revenue attainment. Accuracy and revenue success skyrocket when teams follow formal sales and forecasting processes, run sharp deal review calls, use a formal forecasting tool, and align efforts across GTM strategy, data analysis, and training & enablement. Ideally, if you're going to hit your target, you should be on average within 82% accuracy by week 8 in the quarter.

About the Sample

ABOUT THE SAMPLE

Geographic distribution

We gathered responses from 1,216 respondents. Of those, 935 responded to a compensation survey hosted by the RevOps Co-Op, and 281 responded to a BoostUp.ai survey on workload and compensation. The chart shows the geographic breakdown, with the majority of respondents in North America.



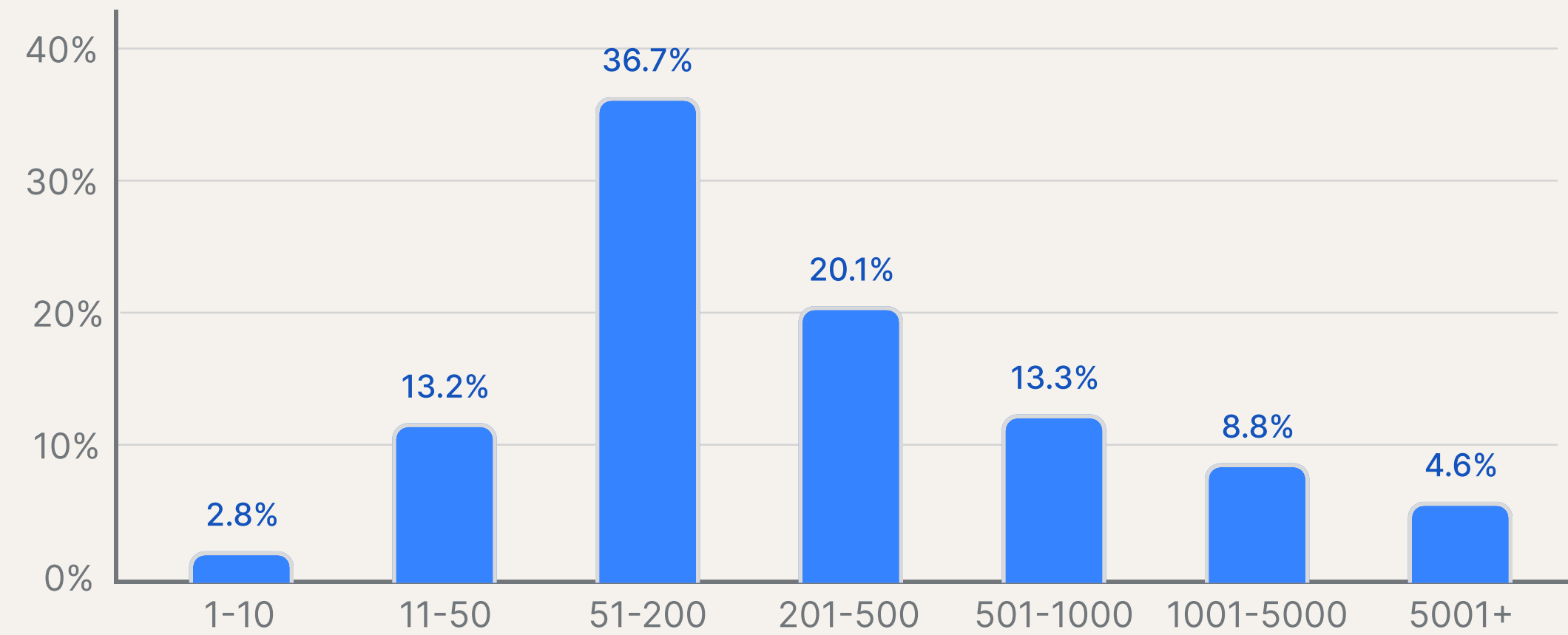
ABOUT THE SAMPLE

Company size and business type

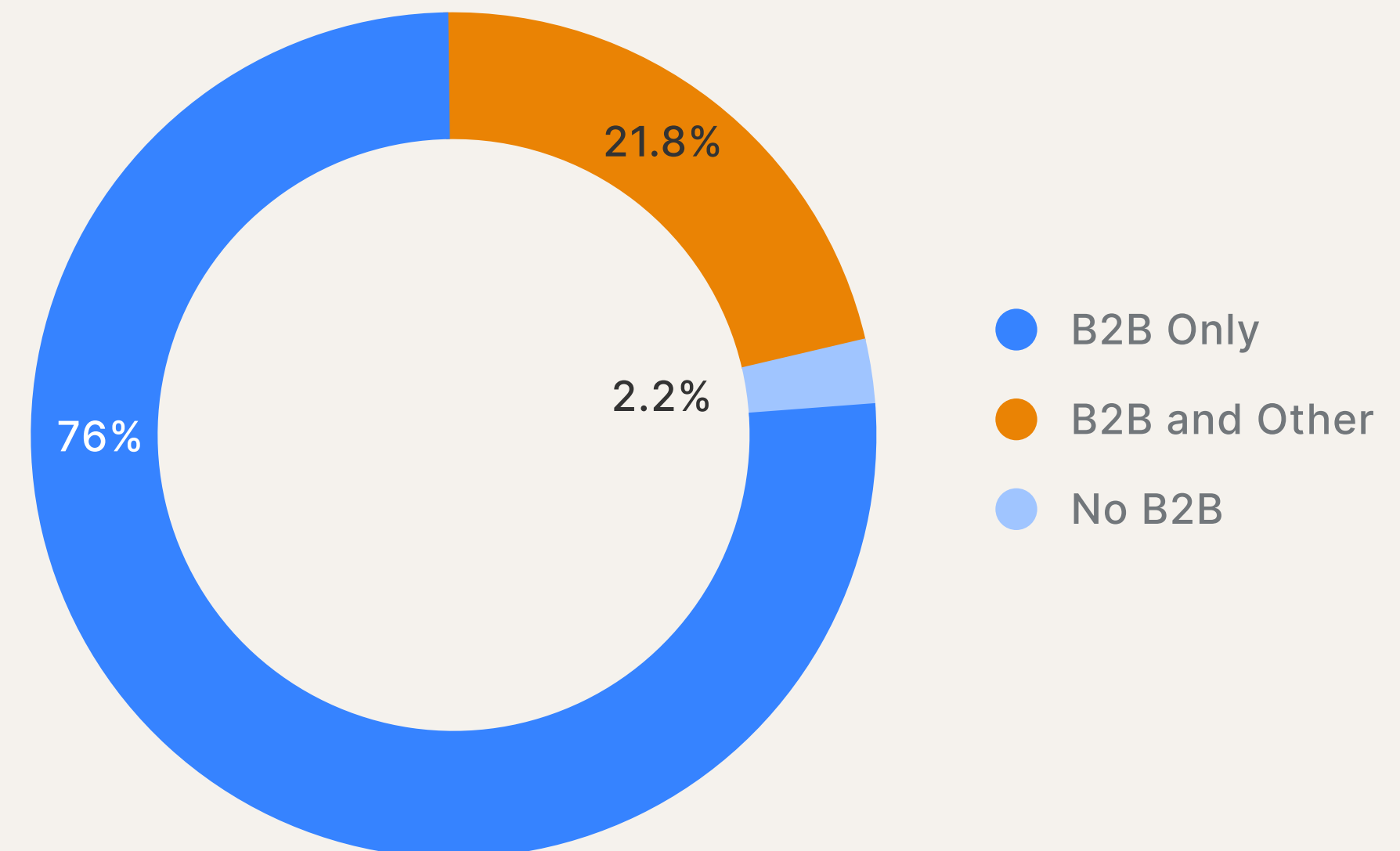
The majority of respondents – 36.7% – work for companies employing 51-200 employees. Nearly 76% of respondents are in B2B sales, and almost 22% are in both B2B and other sales.

*Note: Respondents could select multiple options.

How many employees does your company have?



Which categories best describe your company?



ABOUT THE SAMPLE

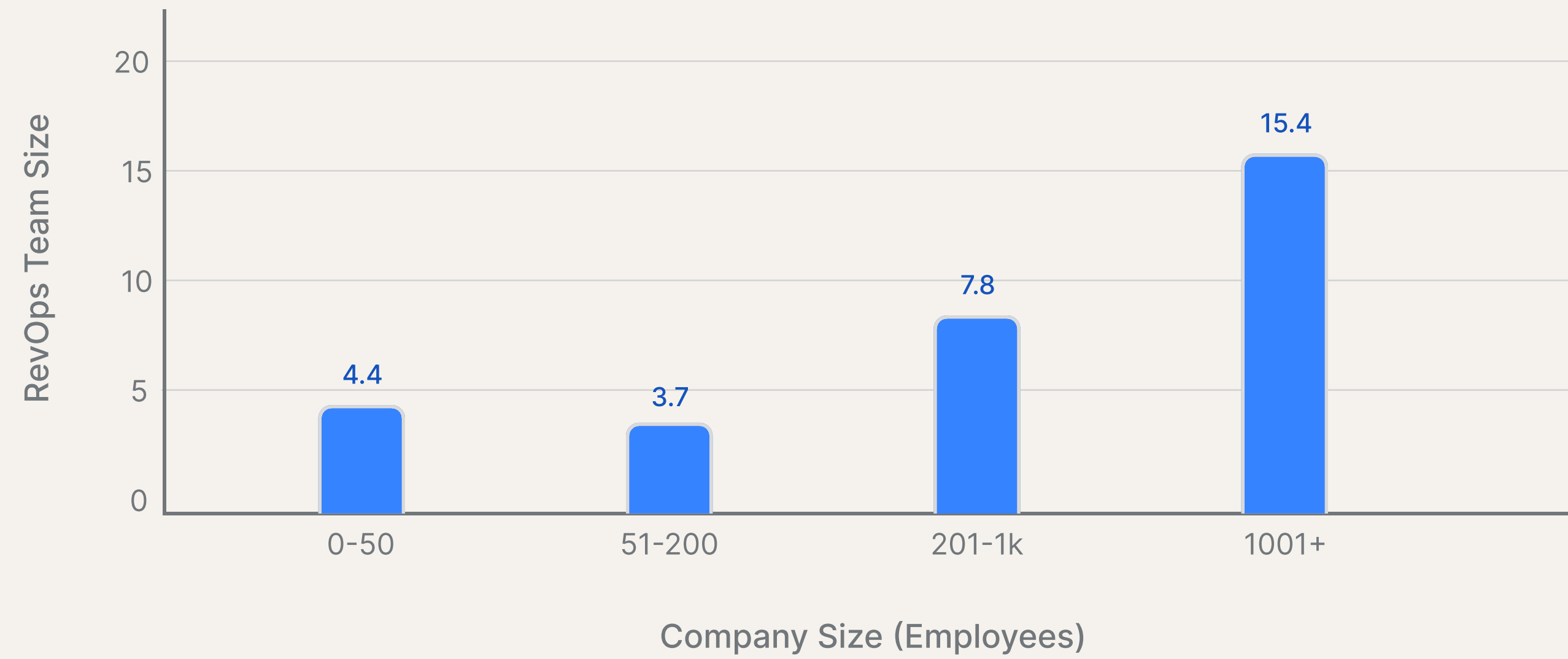
RevOps team size

81% of respondents have a dedicated RevOps team at their company. The average RevOps team size at companies with 1,000+ employees is 13.9 – about triple the average team size at smaller companies (0-50 employees).

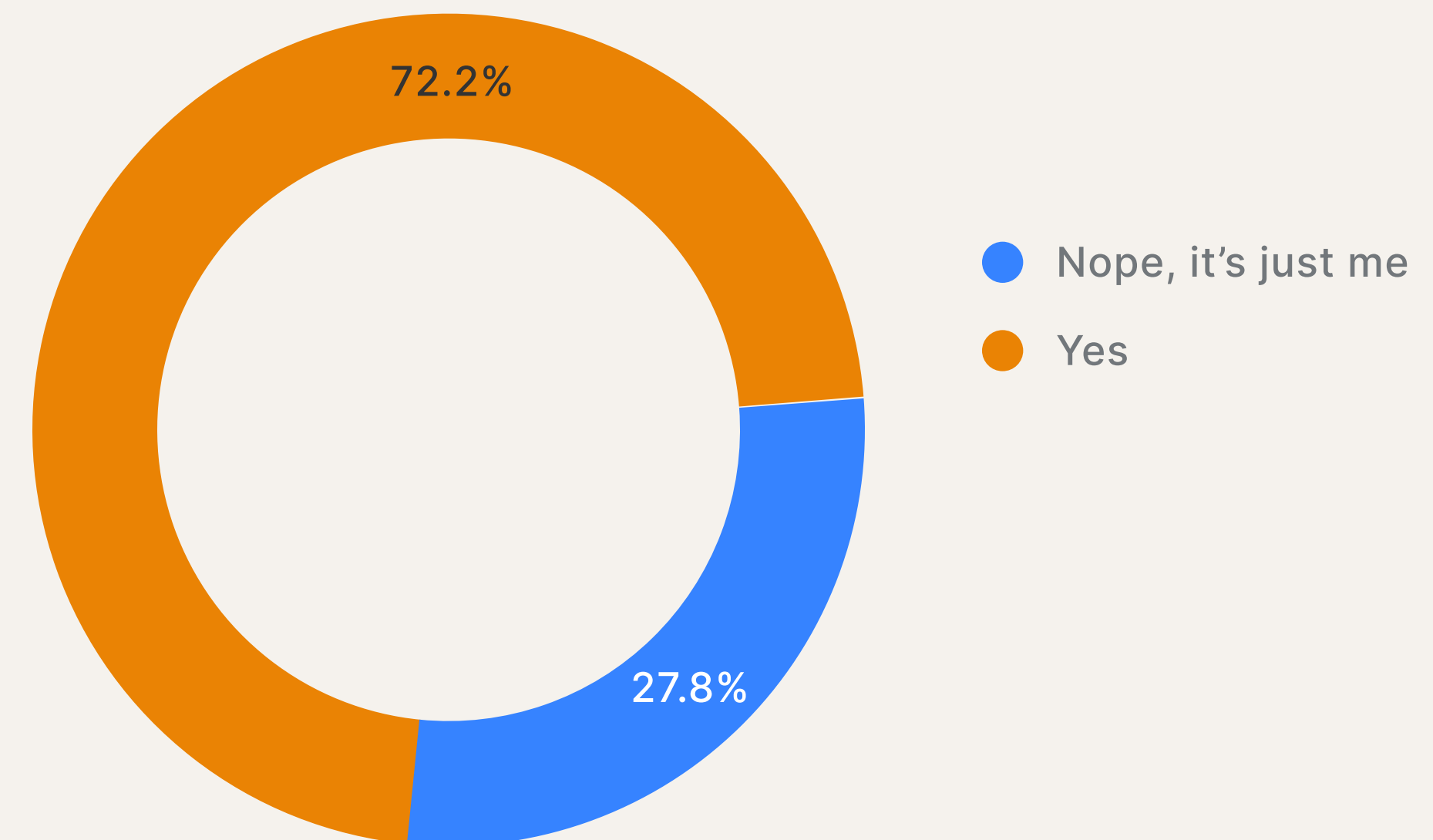
Expert Note

Locking in annual tech budgets and headcount ratios (12-15:1 for AE/CSM/SDR: RevOps) upfront reduces constant ROI battles.

RevOps Team Size vs. Company Size



Do you manage a team?



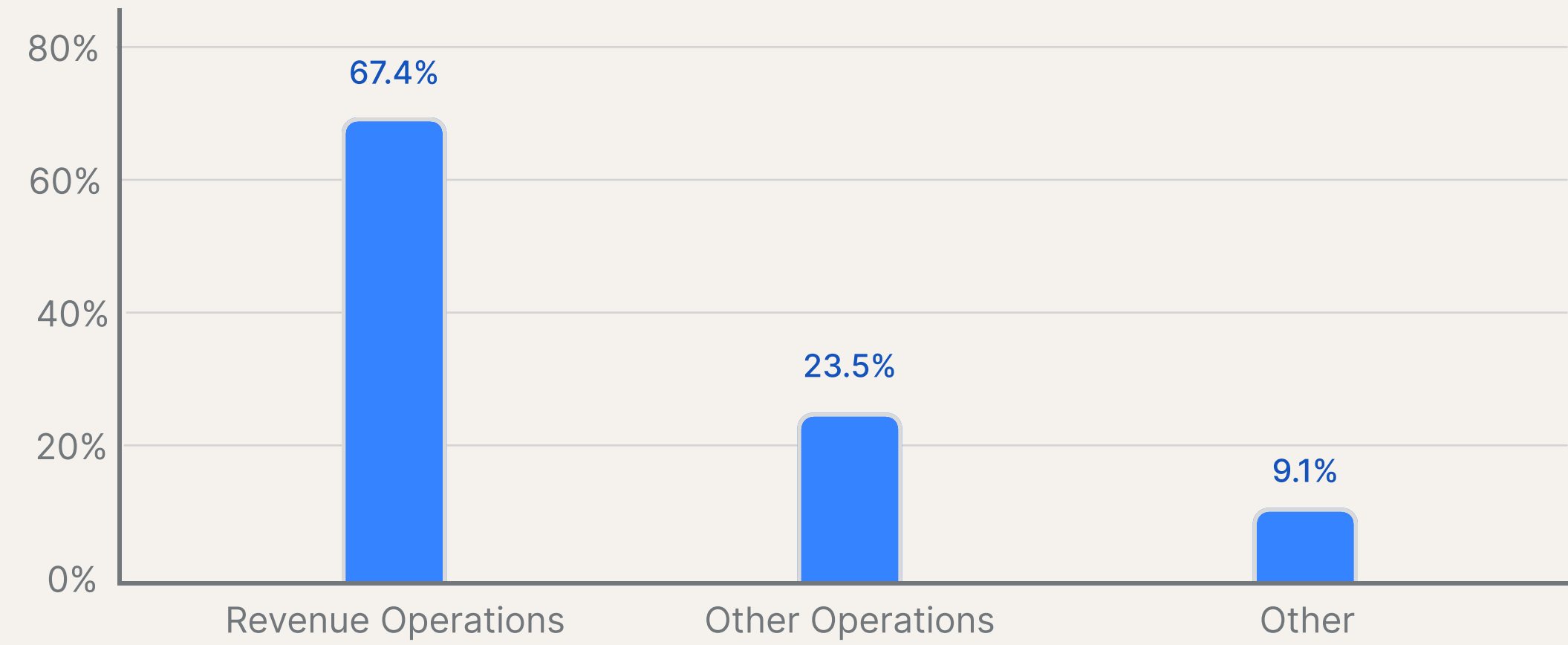
ABOUT THE SAMPLE

ICs and Leaders

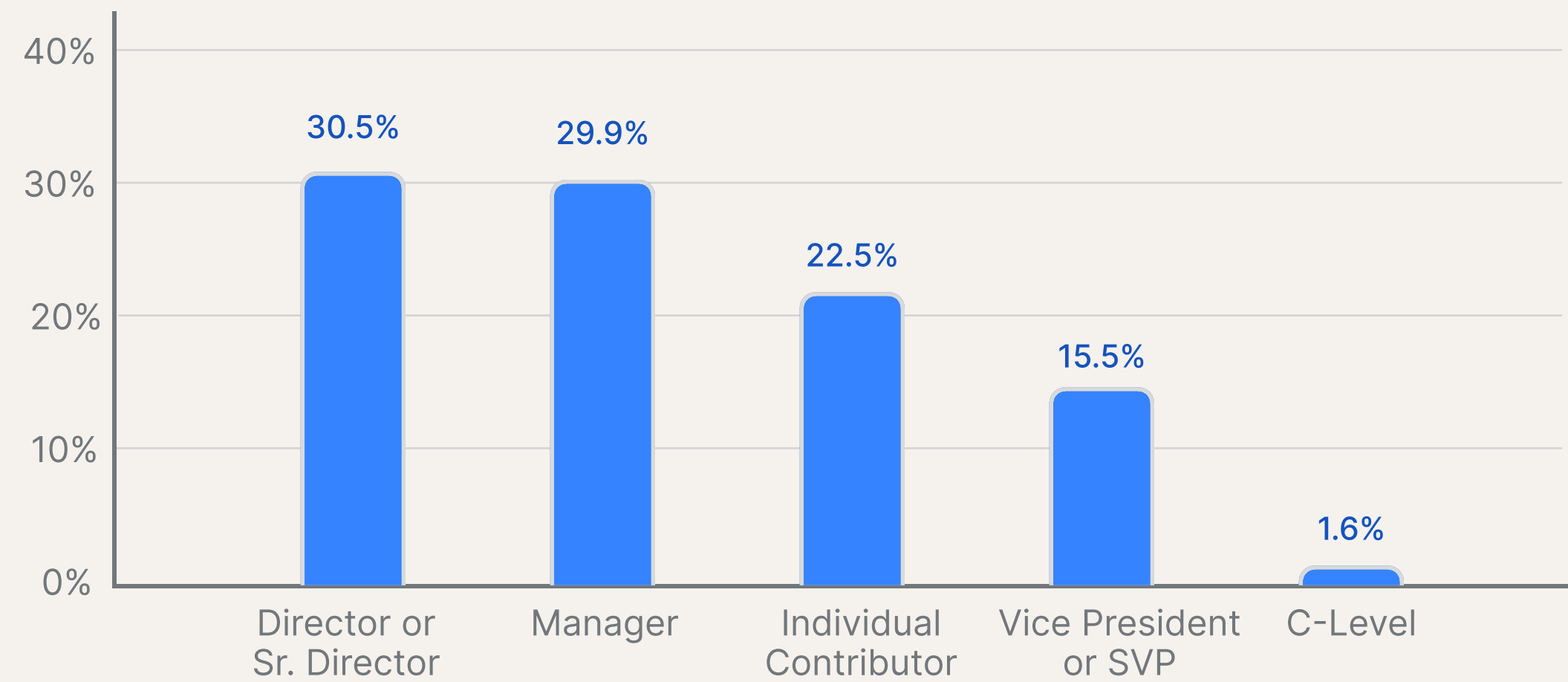
67% of respondents are in RevOps.
22% were ICs, while 78% were leaders.

*Note: Respondents could select multiple options.

Which of the following best describes your role?



Which of the following best describes your seniority level?

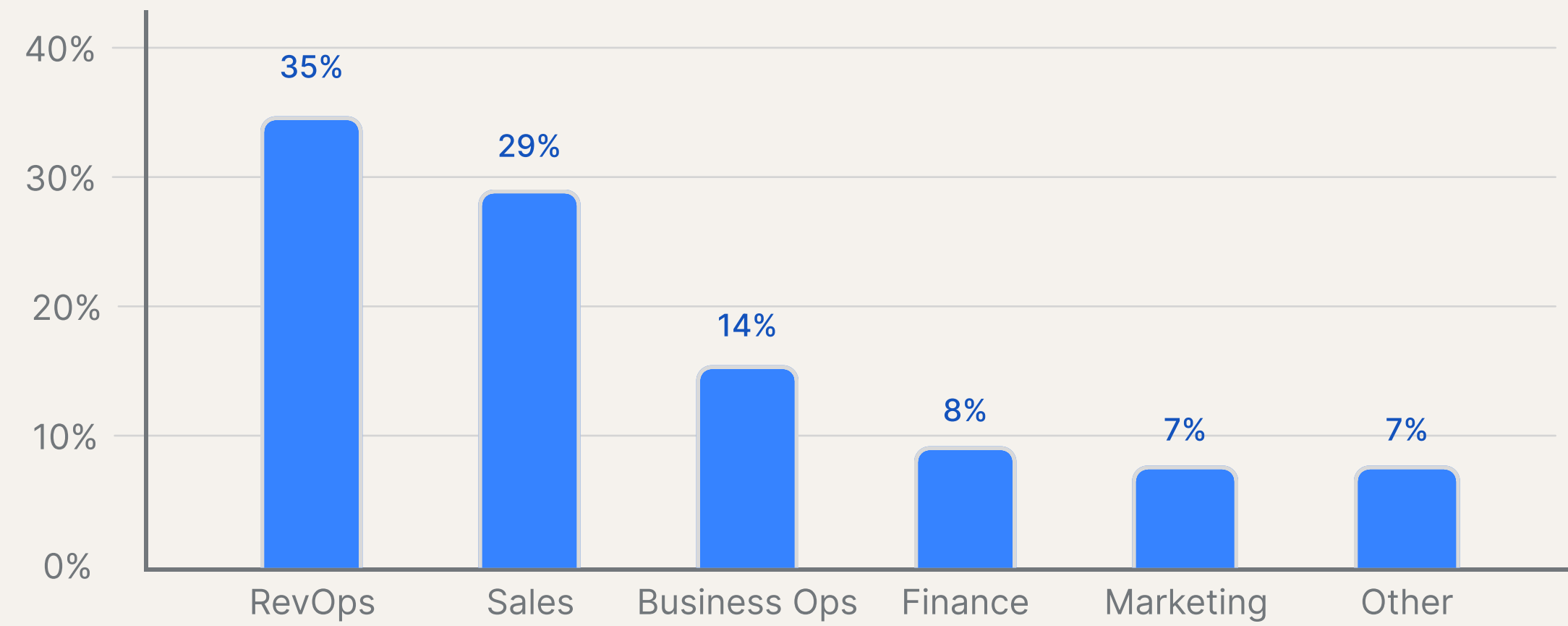


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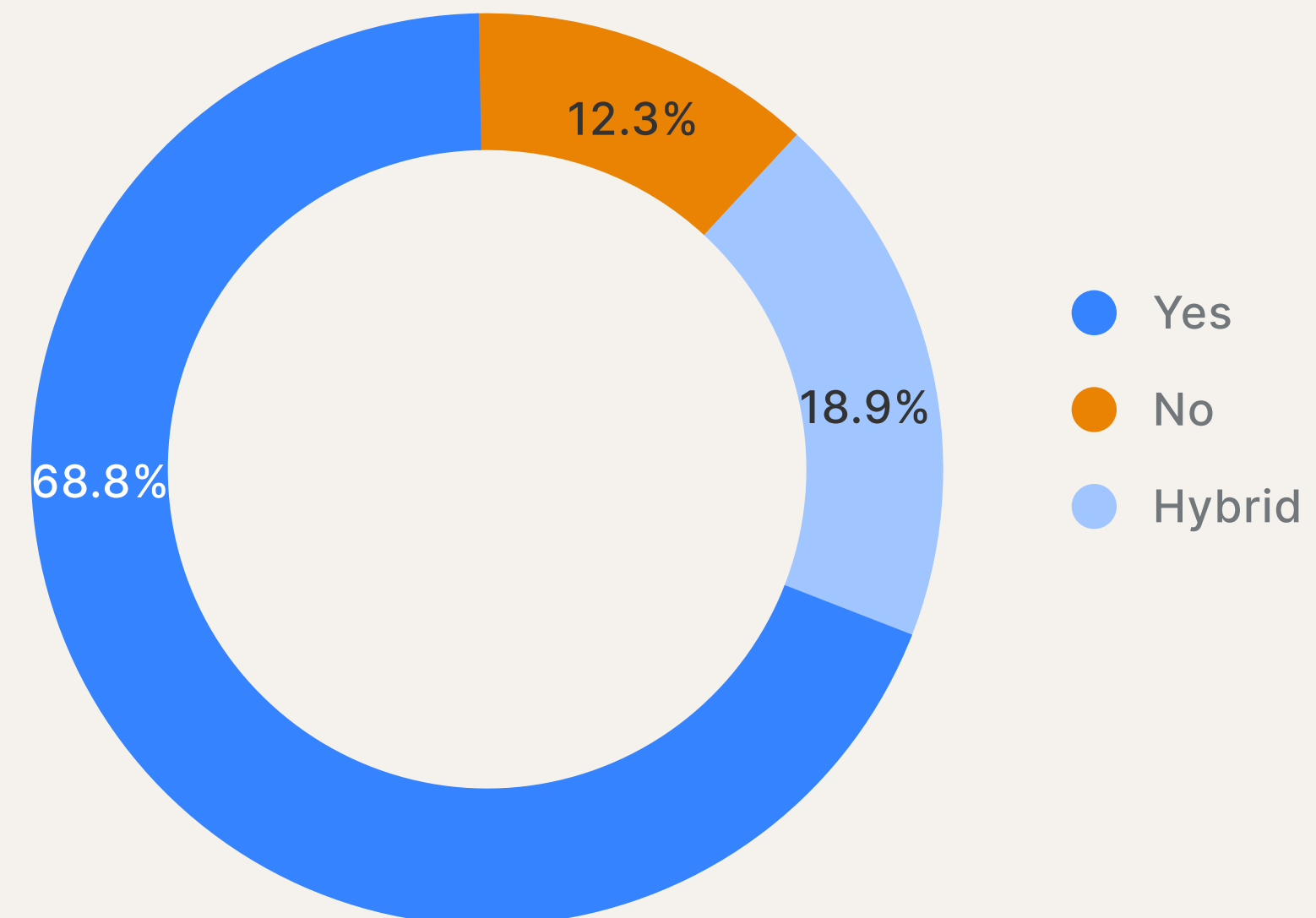
Reporting structure and work mode

The majority - 35% - of respondents report into RevOps, followed by sales at 29%, and business ops at 14%. 68.8% work remotely.

Into which department do you report?



Is your role remote?

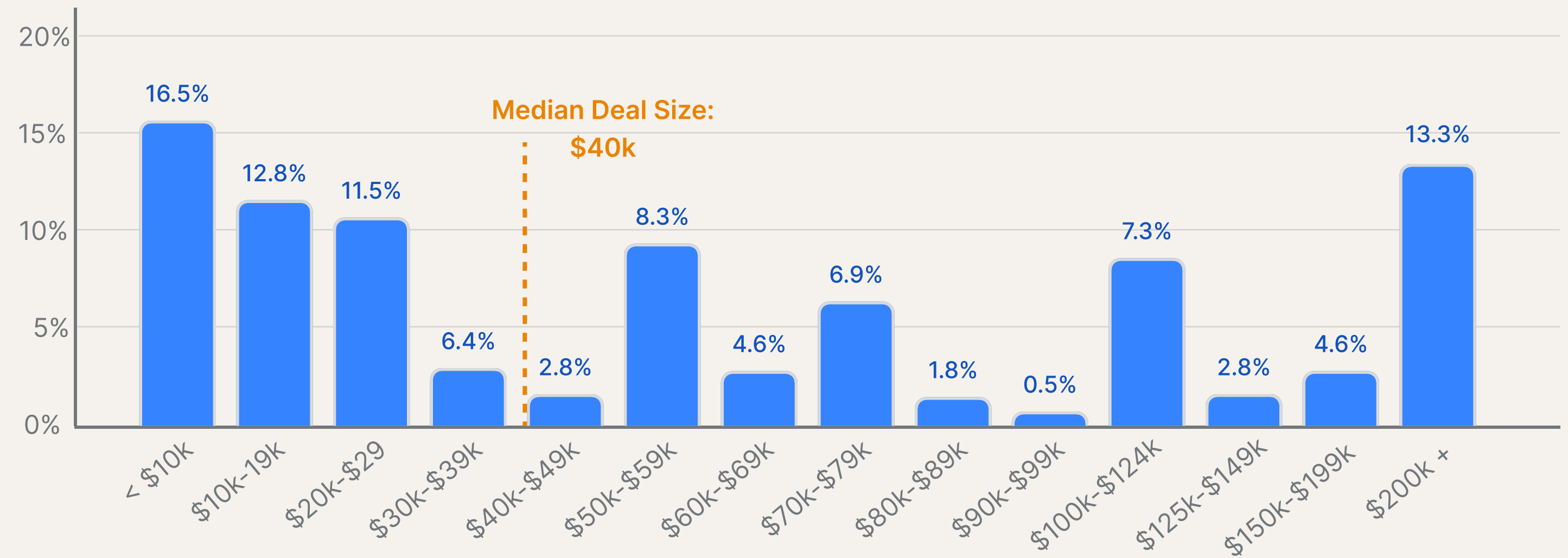


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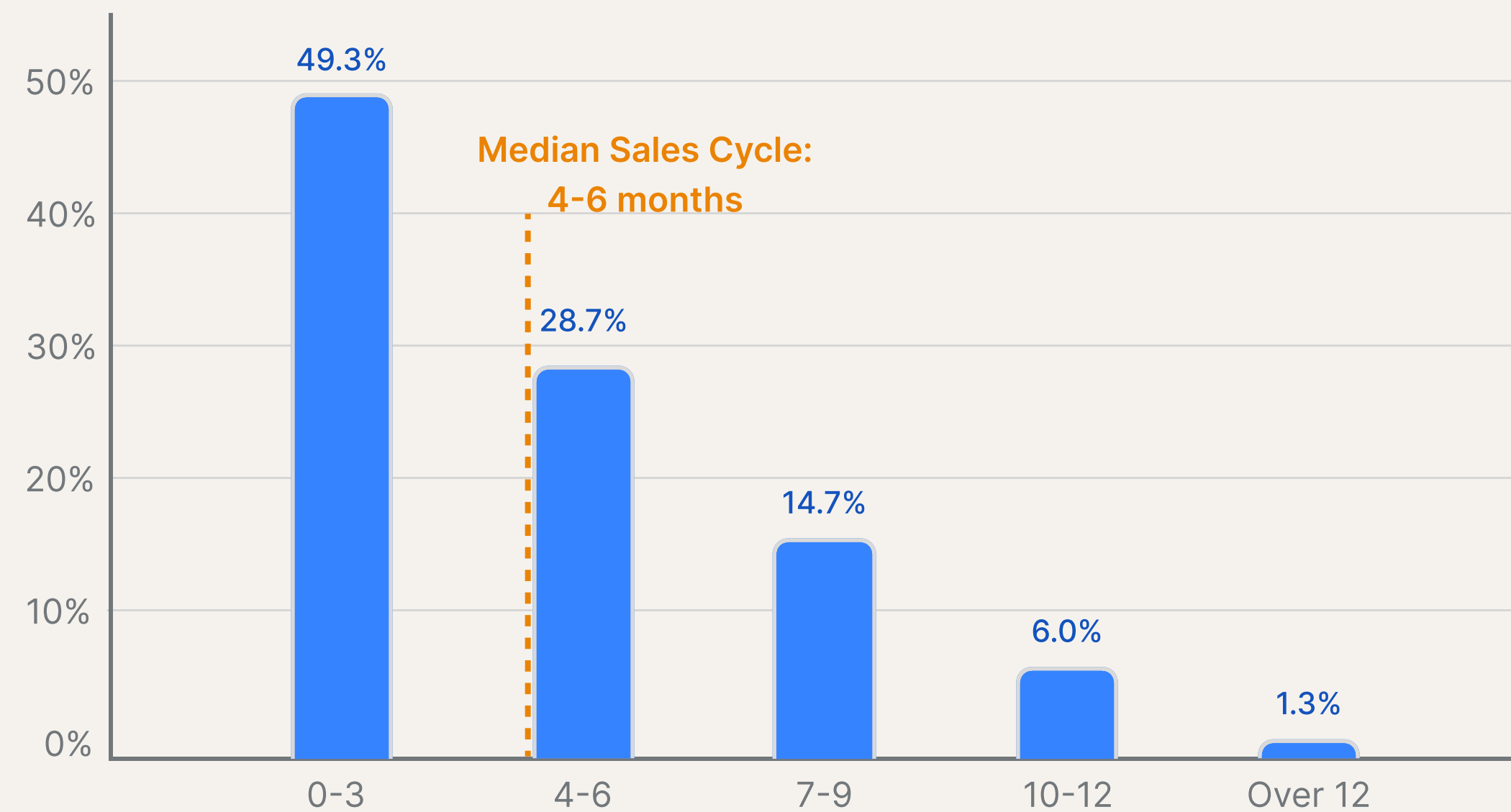
Deal sizes and sales cycles

Most respondents are chasing B2B deals at the far ends of the spectrum: 39% work on those averaging \$90k+, while 14% work deals averaging under \$10k. Meanwhile, the median B2B sales cycle clocks in at 4-6 months, according to 14.6% of respondents

% of Responses vs. Typical Deal Size



Length of B2B Sales Cycle (Months)



Compensation

COMPENSATION

On-Target Earnings (OTE) jumps with experience and seniority

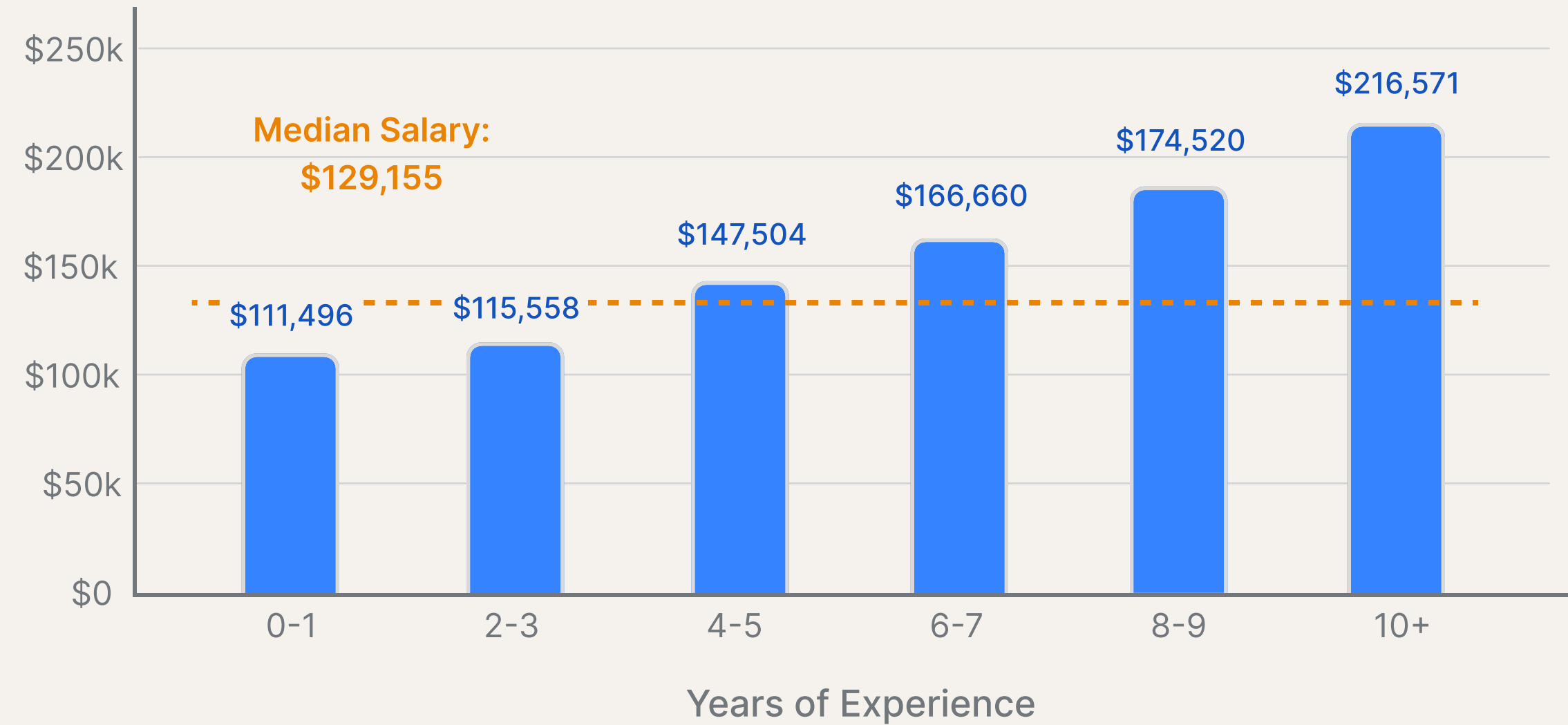
RevOps and other Ops professionals see a major boost in OTE after 10 years of experience. And leaders rack up a noticeably higher OTE with every rung they climb on the leadership ladder.

Also, there wasn't a statistically significant deviation between those who manage teams and those who don't, when controlled for experience.

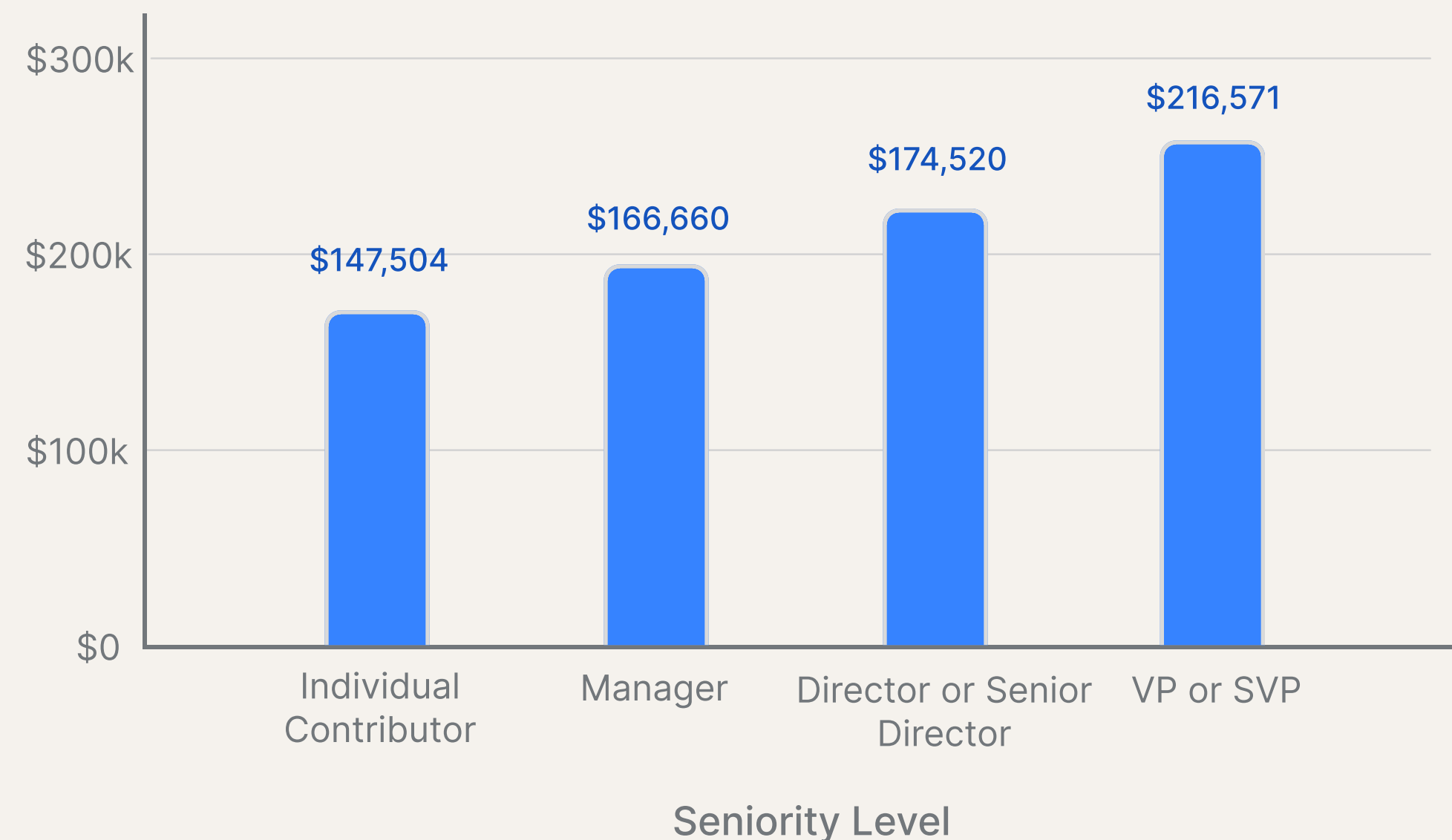
Expert Note

Negotiate pay boosts when joining a company—it's tough to adjust later. Prior experience in B2B SaaS roles, even outside RevOps, should count toward RevOps comp. And remember, titles like 'manager' don't always mean direct reports in RevOps—often, it's about experience and system scope.

Median Salary vs. Years of Experience



Total Salary vs. Seniority Level

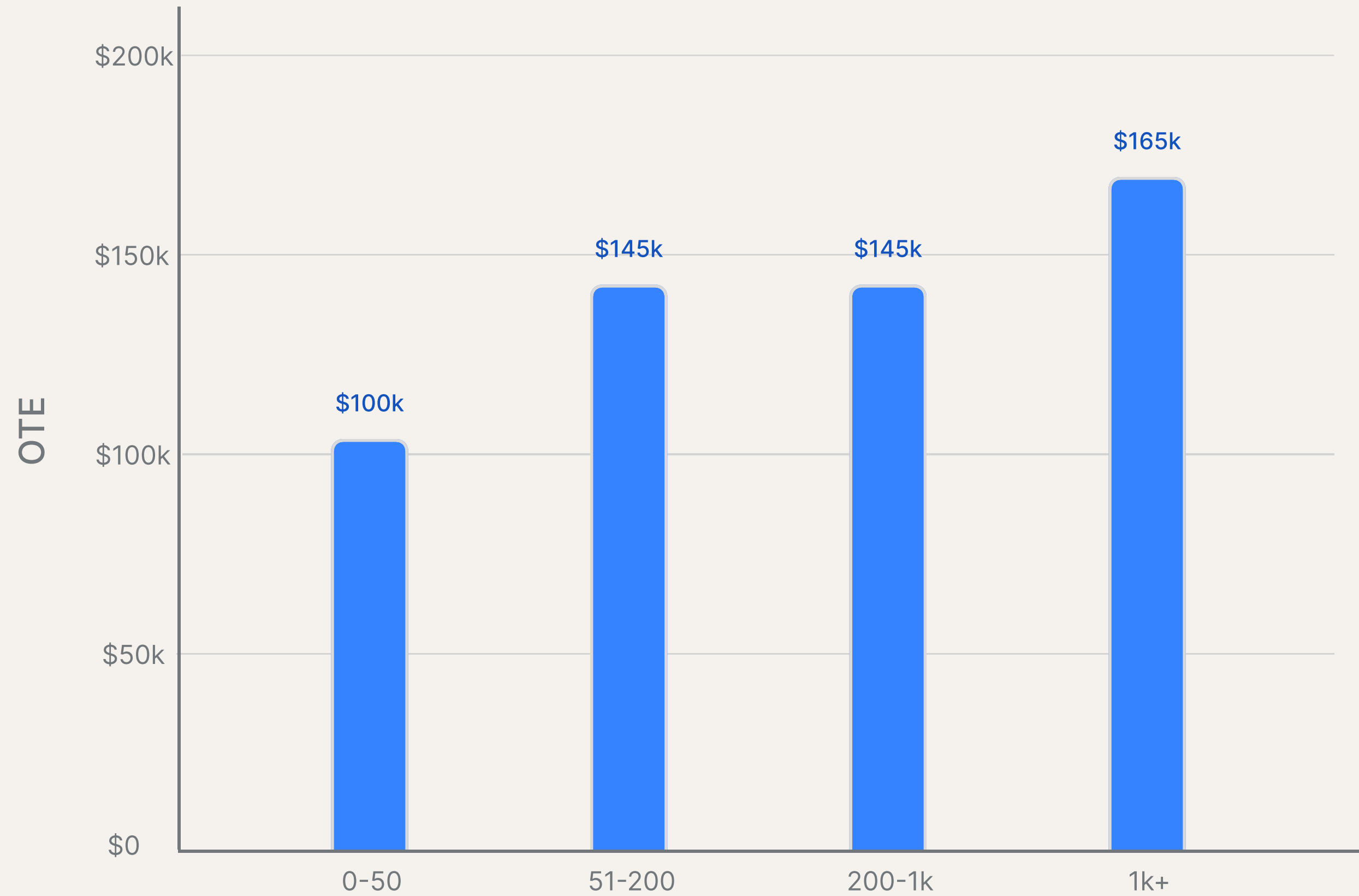


COMPENSATION

OTE is higher at bigger companies

When you factor in annual salary and bonuses, the median total OTE hit \$129,155, earned by 25% of respondents. Both RevOps and other Ops professionals in enterprise companies enjoy an OTE higher than their counterparts at smaller firms.

Median OTE
by Own Corporation Size

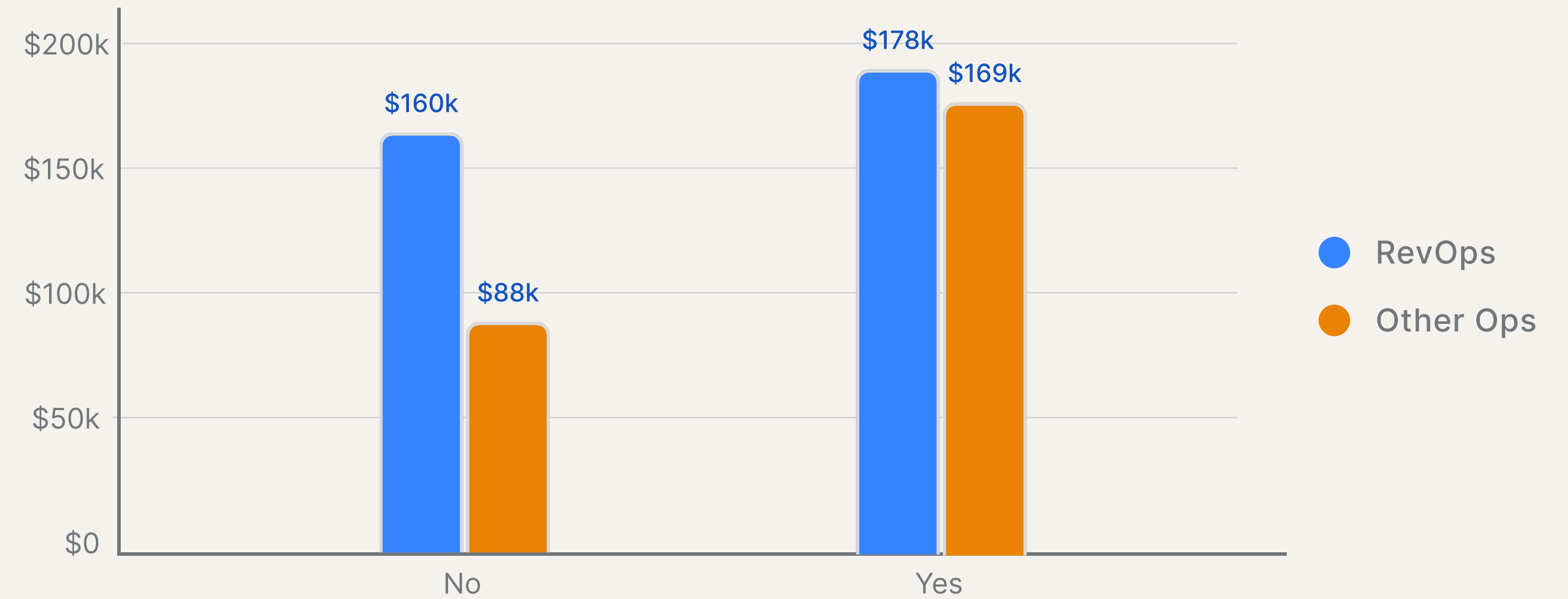


COMPENSATION

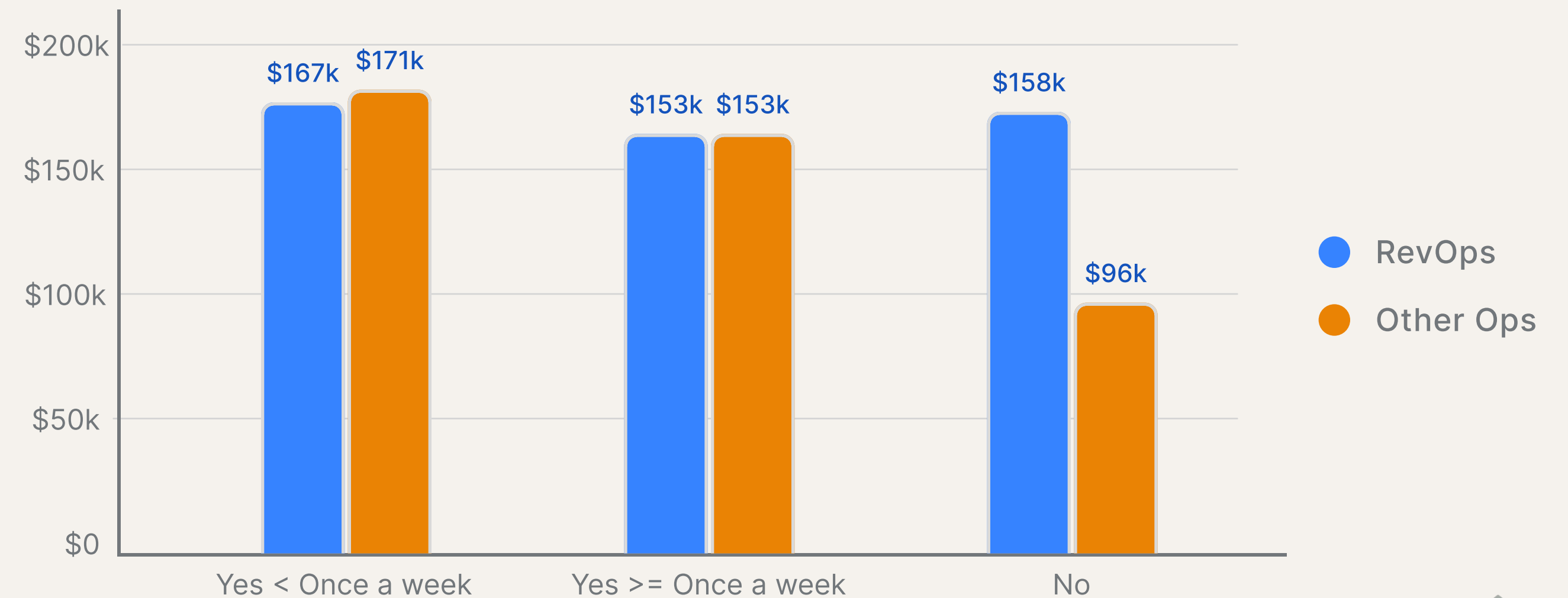
OTE is higher when pulling in stock options and working remotely

Those in RevOps and other Ops roles who score stock options and work remotely are pulling in higher salaries.

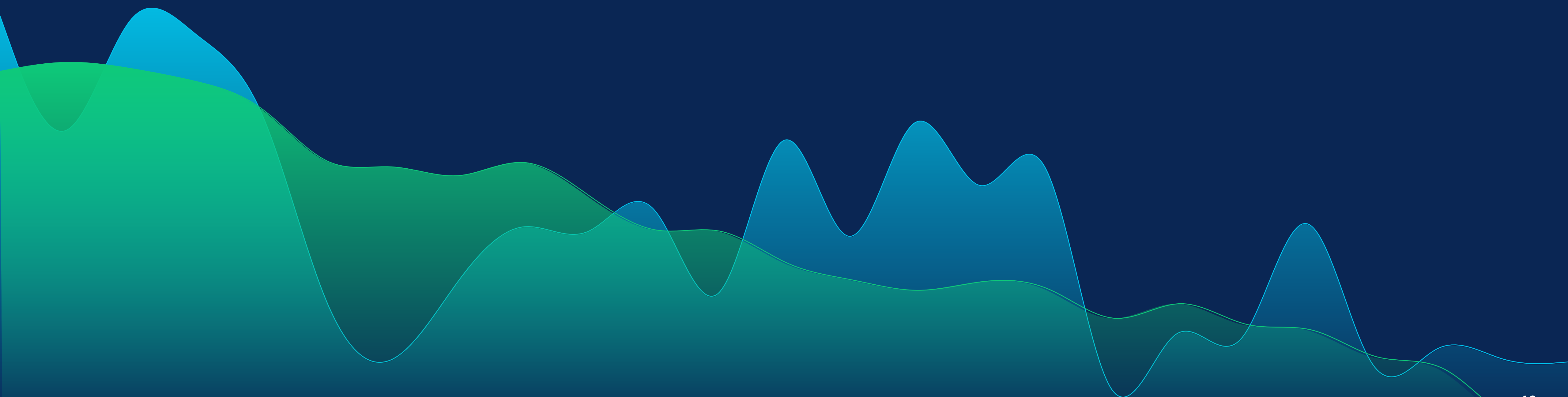
Average OTE by Stock Options



Average OTE by Remote Work



Impact: Workload



IMPACT: WORKLOAD

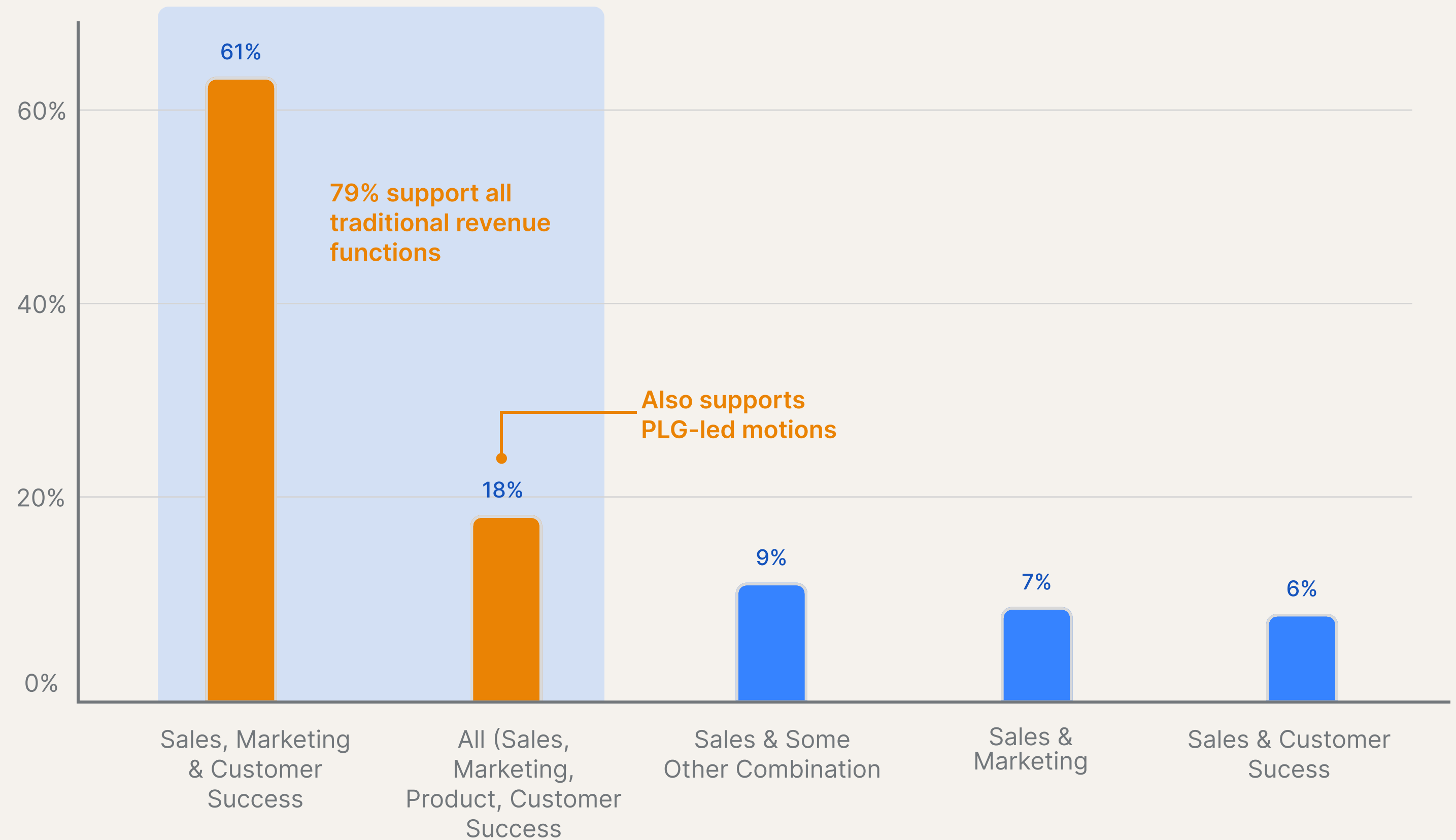
Most RevOps teams support every revenue function

79% of RevOps respondents support every revenue function, while just over 20% do not. 18% support product teams in addition to traditional revenue-generating teams, reflecting the rise of product-led growth revenue models.

Expert Note

Supporting a function can mean anything from basic system access to hands-on ops work. The shift to GTM Ops reflects a broader scope beyond sales ops. And for 'teams of one,' managing workload and priorities—especially in training and enablement—can be a real challenge.

Which departments do you support?



IMPACT: WORKLOAD

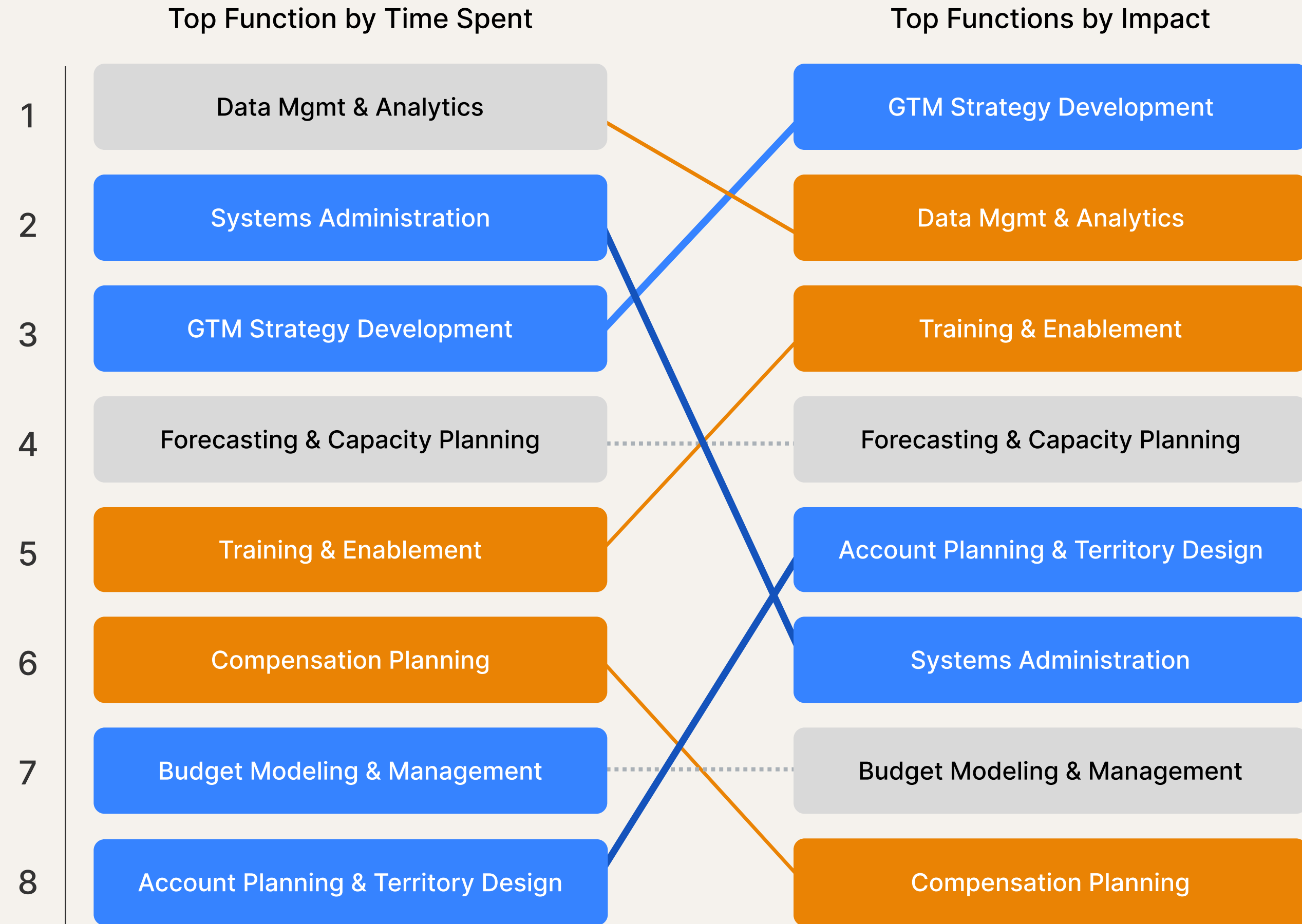
RevOps spends too much time on lower priorities

Misallocation happens when revenue teams get stuck on low-impact tasks. Too much focus on managing data and systems means less time for what really counts: training, enablement, and account planning—the areas where RevOps and Ops pros want to invest their energy.

Expert Note

RevOps leaders: Guard your strategic time with strict request processes. As teams specialize, push for cross-functional exposure and involve them in executive strategy discussions to boost impact and align with top priorities.

Top Functions ranked in order by Time Spent vs. Impact



The Kinds of Activities That Fit Into a GTM Strategy Development Framework for RevOps Leaders

1

Ideal Customer Profile (ICP) Definition

Develop a deep understanding of who your best customers are—as well as everything you will not pursue—through market analysis, competitive positioning, and buyer mapping.

2

Revenue Architecture Design

Design the fundamental structure of how you will generate and scale revenue across different market segments and channels.

3

Tech Stack & Infrastructure

Build and maintain the technical foundation needed to execute GTM strategy effectively through proper system selection and integration.

4

Process Engineering

Design and implement the core operational processes that guide prospects through the entire customer journey.

5

Performance Framework

Build the measurement and tracking mechanisms needed to understand business performance and make data-driven decisions.

6

Enablement & Change Management

Ensure all teams and relevant stakeholders are equipped with the knowledge, tools, and support required to execute effectively.

7

Cross-functional Alignment

Calibrate all departments impacting revenue to work together cohesively toward common goals through structured collaboration.

8

Innovation & Optimization

Continuously improve and evolve GTM approaches by testing, measuring, and implementing new strategies.

9

Compensation Planning

Create compensation structures that effectively motivate revenue teams while aligning with broader company and GTM objectives.

10

Territory Design and Account Planning

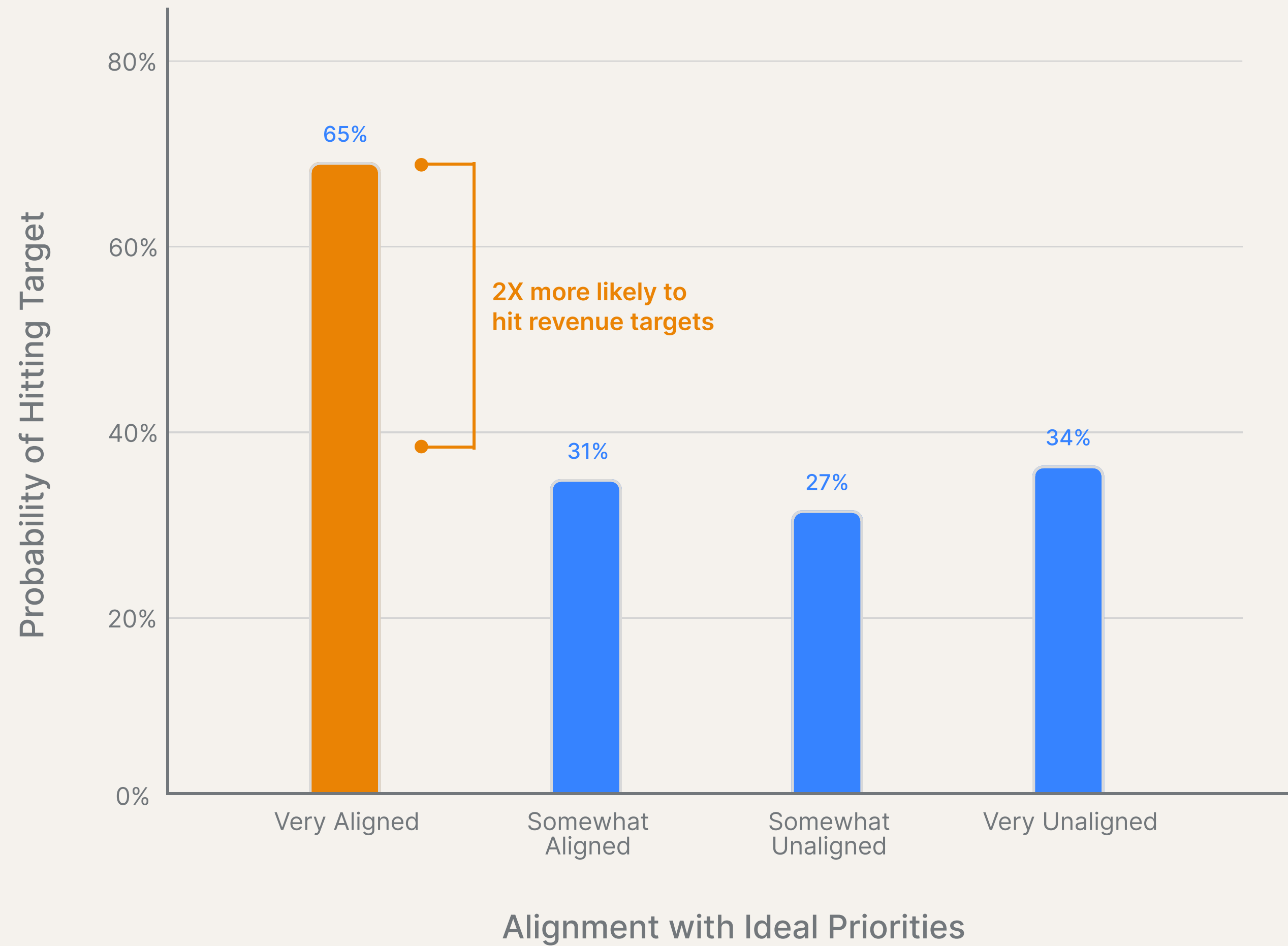
Strategically allocate accounts and territories to maximize coverage and sales effectiveness.

IMPACT: WORKLOAD

You're more likely to hit targets when focused on ideal priorities

RevOps teams most aligned with ideal priorities (e.g., GTM strategy development, data management and analytics, training and enablement) were 2x more likely to hit their revenue targets.

Probability of Hitting Target vs. Alignment with Ideal Priorities



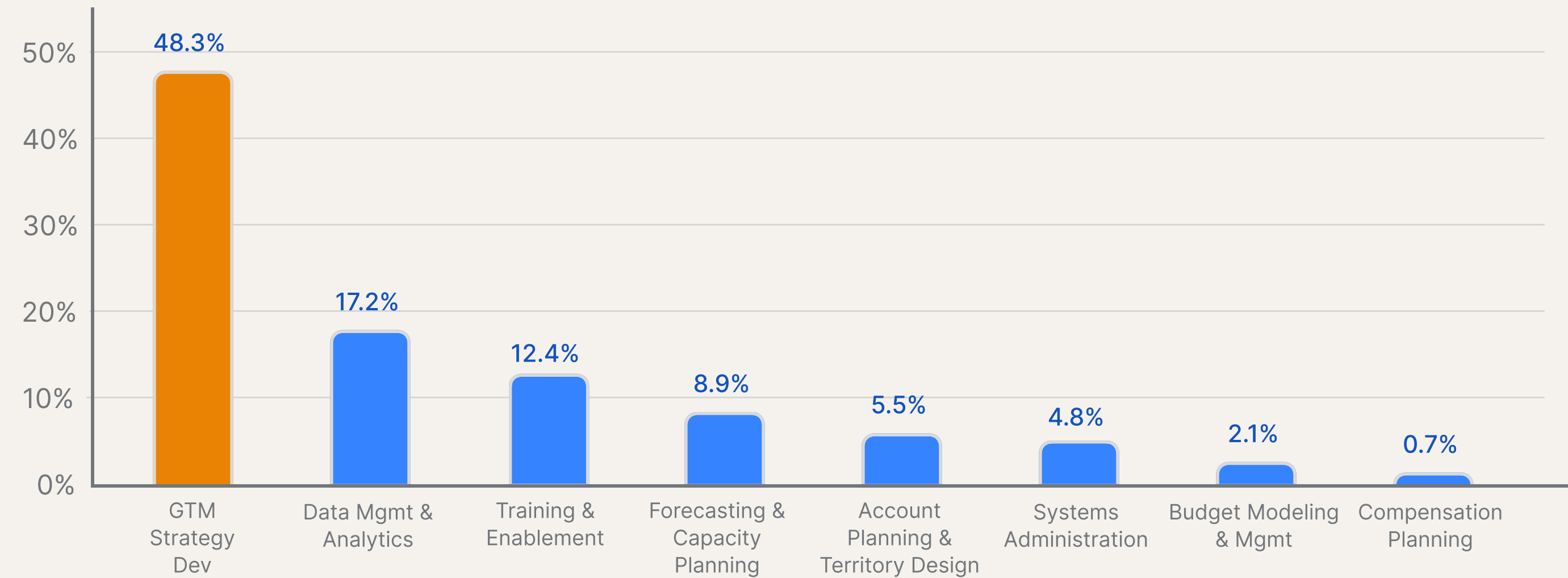
IMPACT: WORKLOAD

GTM strategy is key—but RevOps isn't spending enough time on it

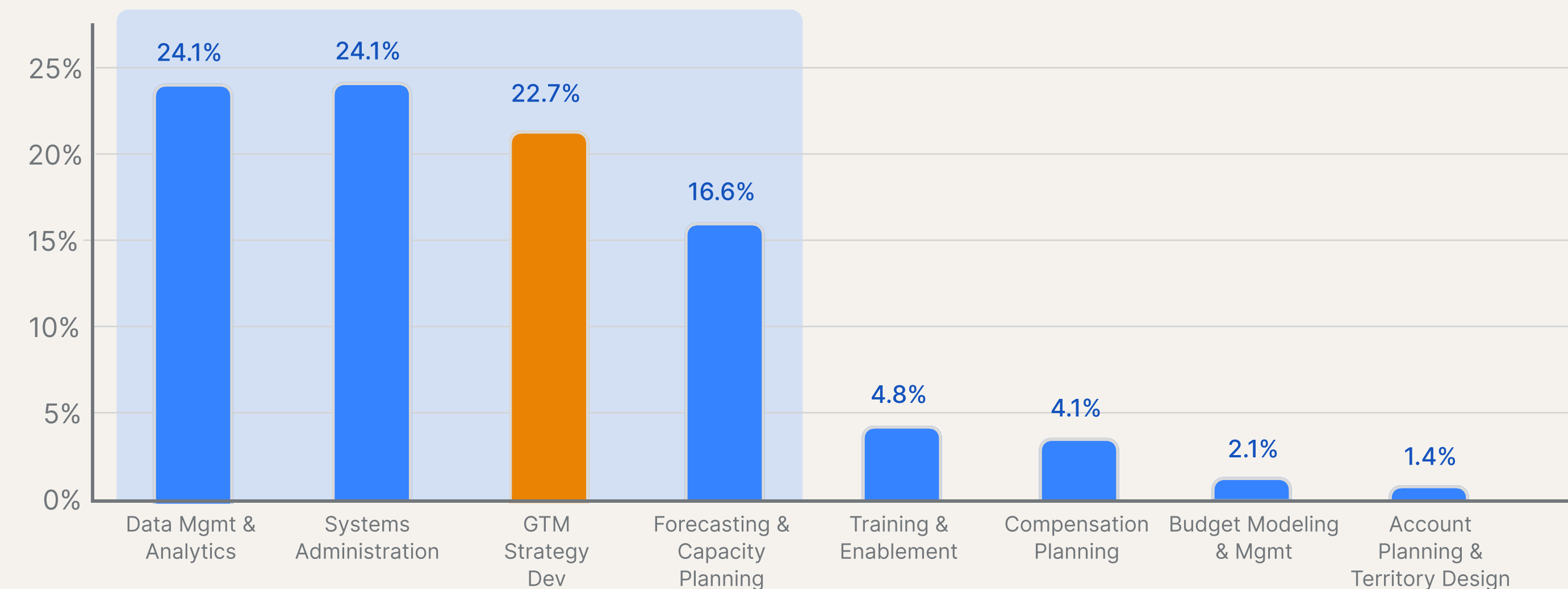
48% of respondents ranked GTM Strategy Development as the top driver of success, with data management coming in second at 17%. But here's the twist: only 23% actually dedicate most of their time to GTM strategy. Instead, 24% are bogged down with systems admin or data management and analytics—tasks far less impactful than GTM.

In addition to these core activities, getting aligned to critical metrics will help align RevOps and sales leaders, and amplify their visibility and impact. See this report on the **10 Metrics for CROs** to get started.

Impact On Success (Most Ranked First)



Time Spent (Most Ranked First)



IMPACT: DEAL REVIEWS

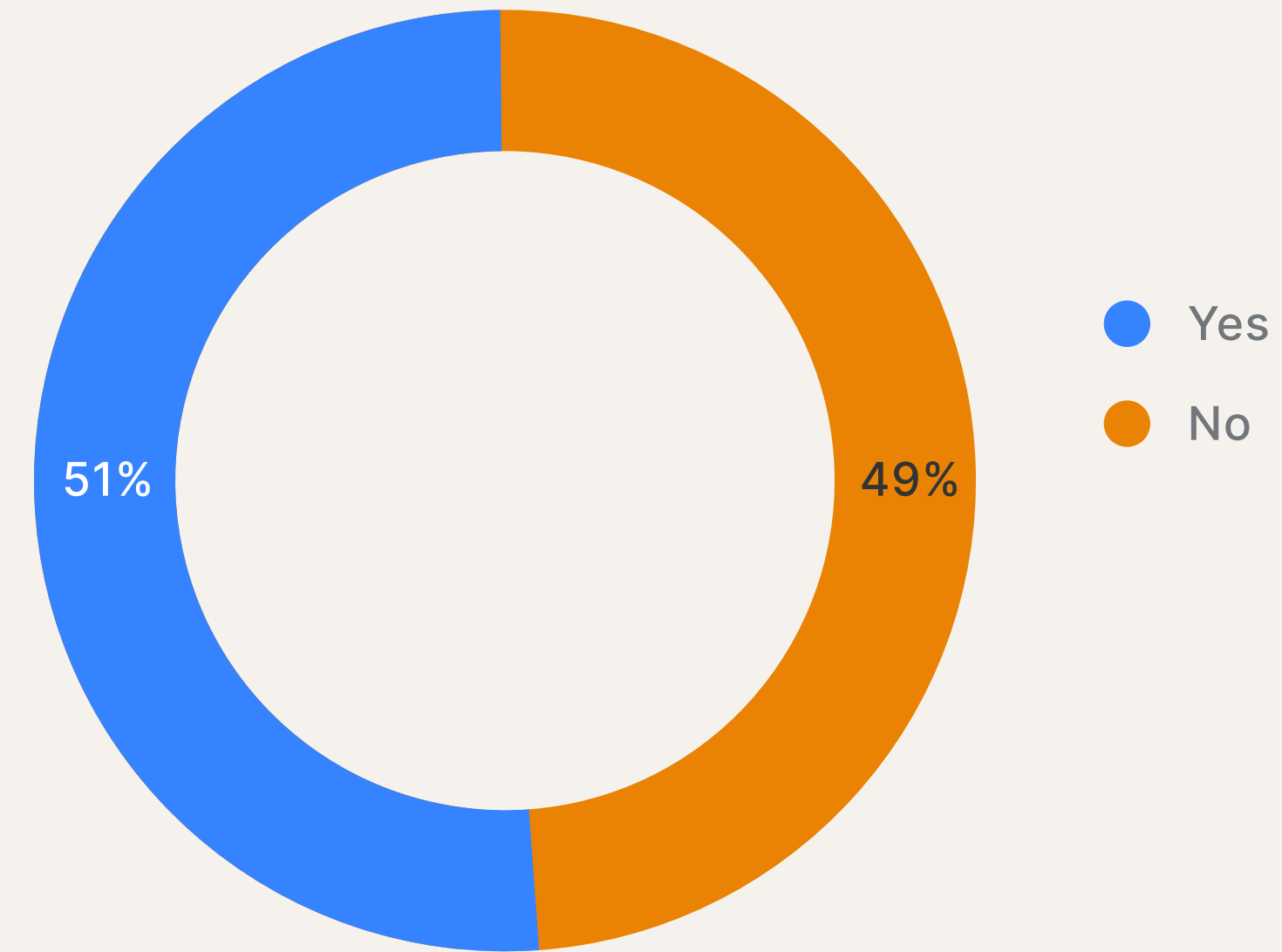
Nearly half of revenue teams are not on weekly deal reviews

Nearly half of revenue teams do not join reps for deal review calls, with most of these calls happening weekly.

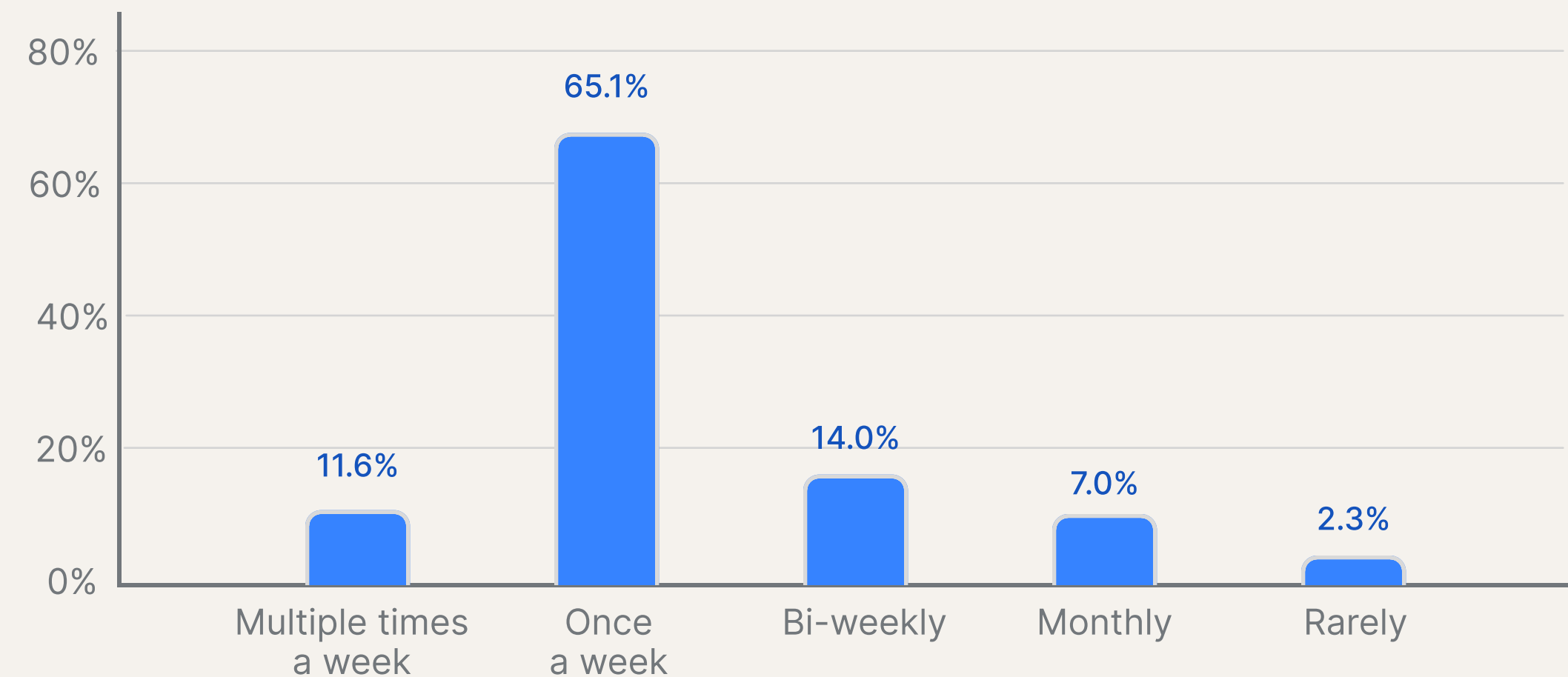
💡 Expert Note

Deal reviews signal organizational maturity, showcasing a solid operating rhythm and sales methodology. RevOps adds value by bringing data-driven insights, keeping forecasts realistic, and offering critical oversight. Early RevOps involvement maximizes impact, while deeper deal empathy helps RevOps better support sales.

Are you included in deal review calls with reps?



How often does your team run deal review calls with reps?



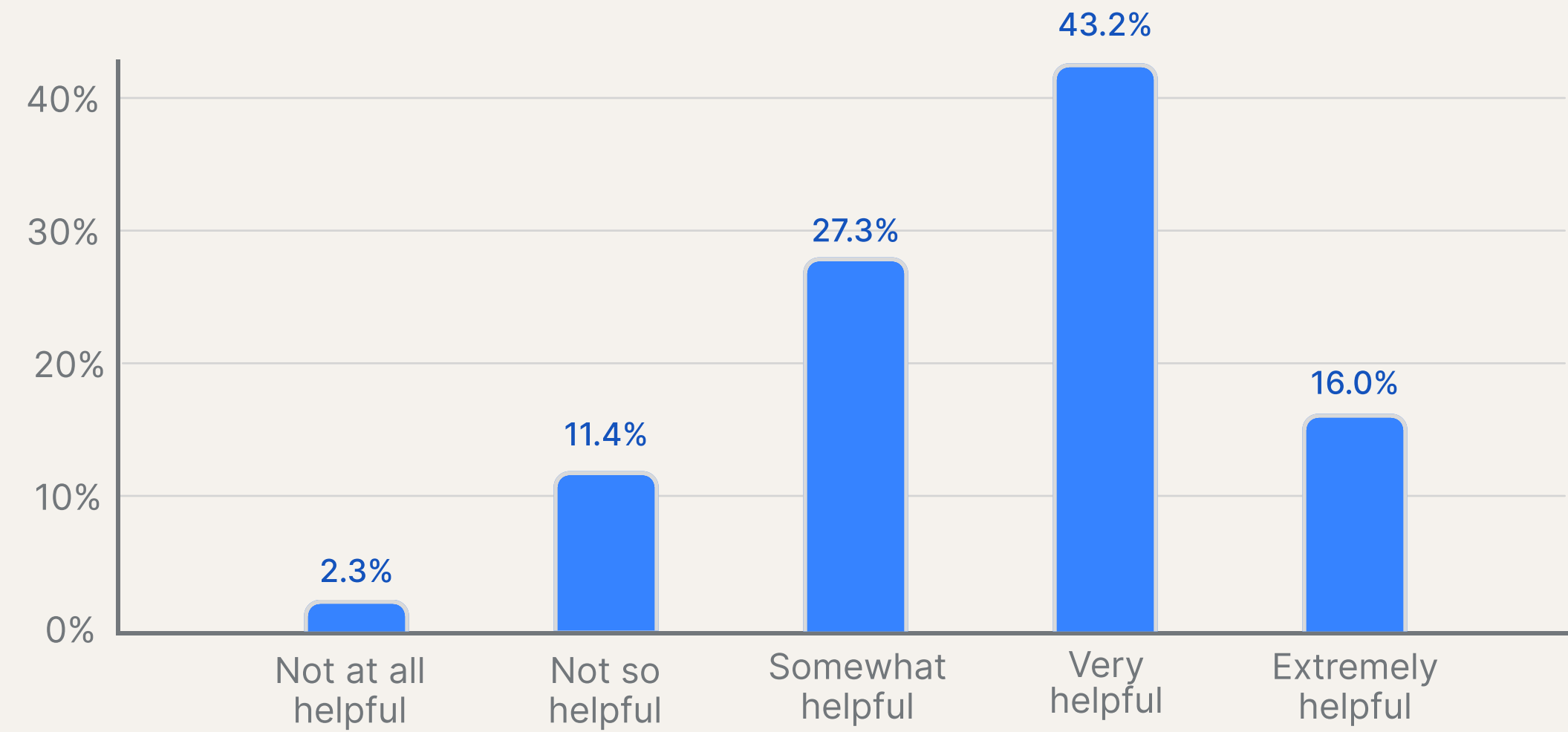
IMPACT: DEAL REVIEWS

Deal reviews drive alignment and 3x higher revenue attainment

59% of respondents say these calls are powerful for syncing up teams and leadership—and that they're 3x more likely to hit revenue targets as a result. Meanwhile, those who find the calls only somewhat or not helpful don't see the same payoff.

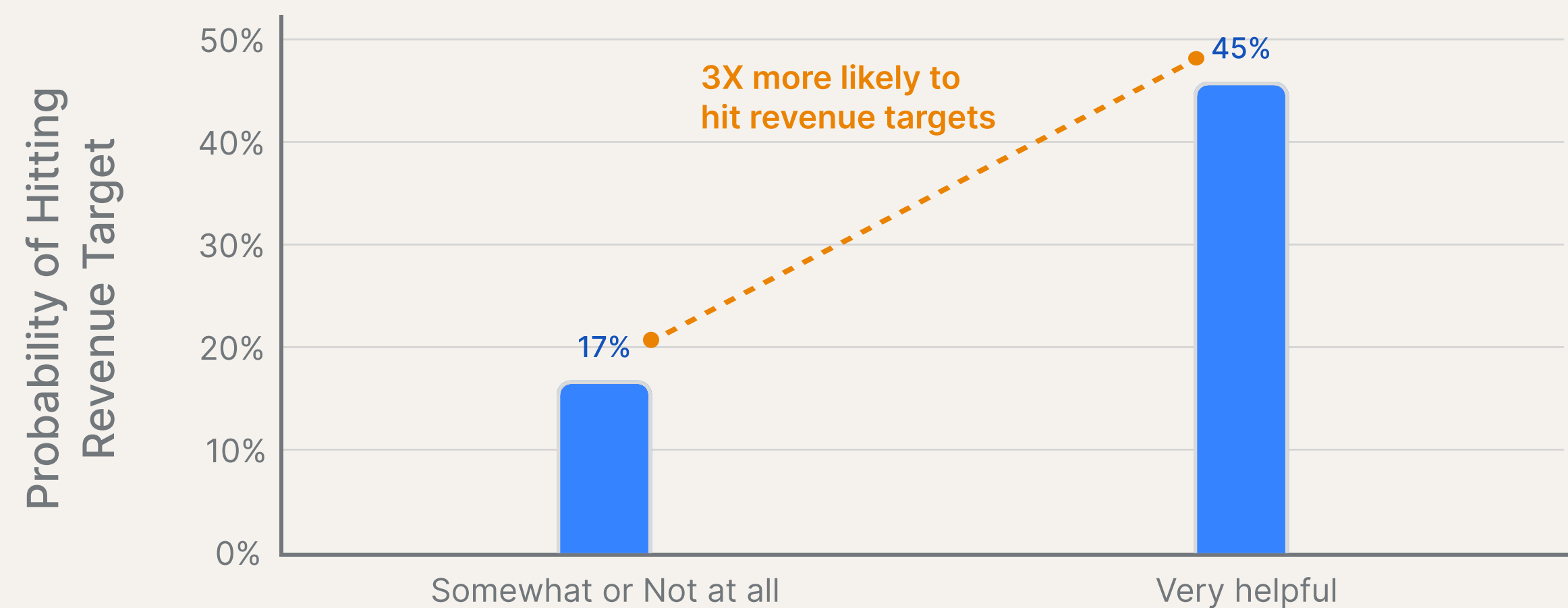
[Learn how BoostUp.ai helps you increase revenue per rep via greater visibility and accountability.](#)

Review Call Effectiveness (RCE): Driving alignment between teams and leadership



Probability of Hitting Target

by "RCE: Moving deals through the funnel more effectively"

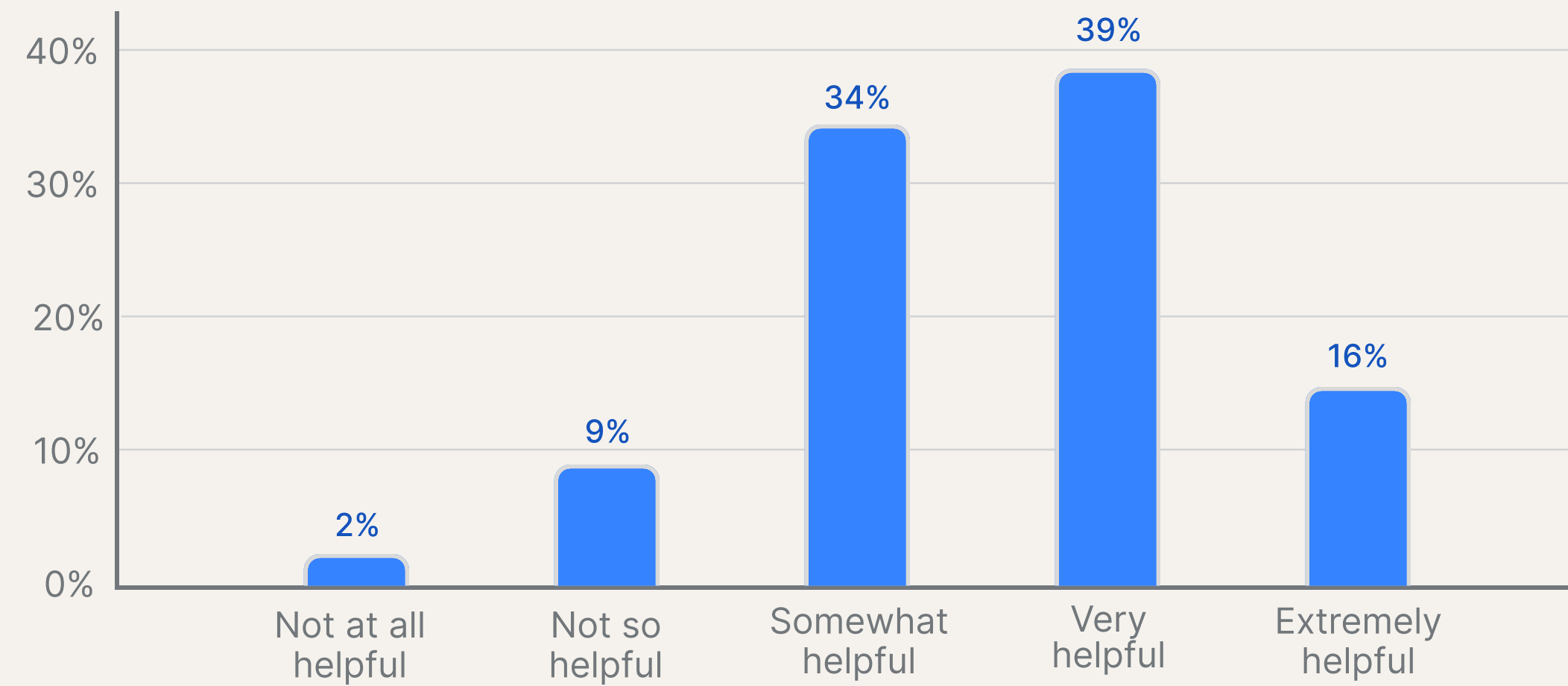


IMPACT: DEAL REVIEWS

Deal reviews accelerate funnel movement and boost revenue attainment 4x

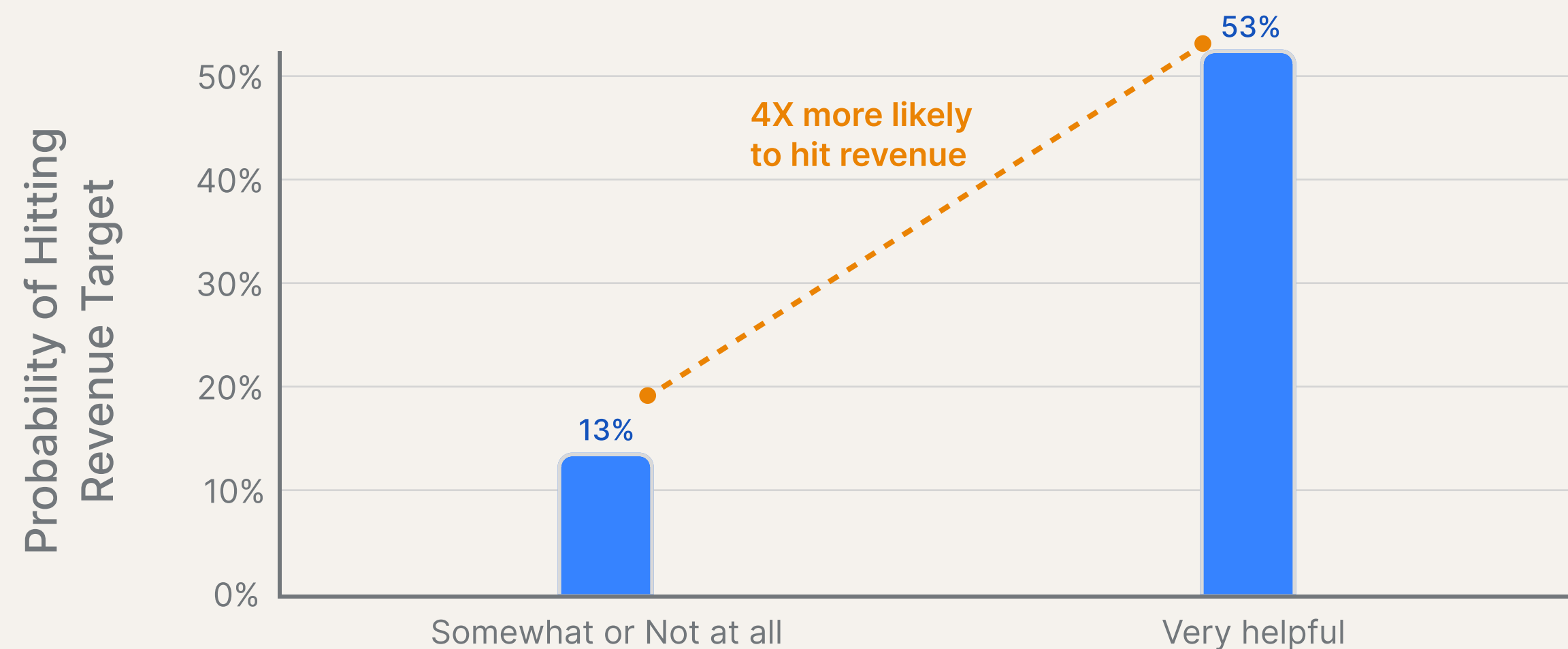
54.5% of respondents say these calls are key to pushing deals through the funnel—resulting in 4x greater likelihood to hit their revenue targets. Meanwhile, the 45.5% who report deal review calls are only somewhat or not effective at keeping deals moving forward are less likely to hit their revenue targets.

RCE: Moving deals through the funnel more effectively



Probability of Hitting Target

by “RCE: Moving deals through the funnel more effectively”

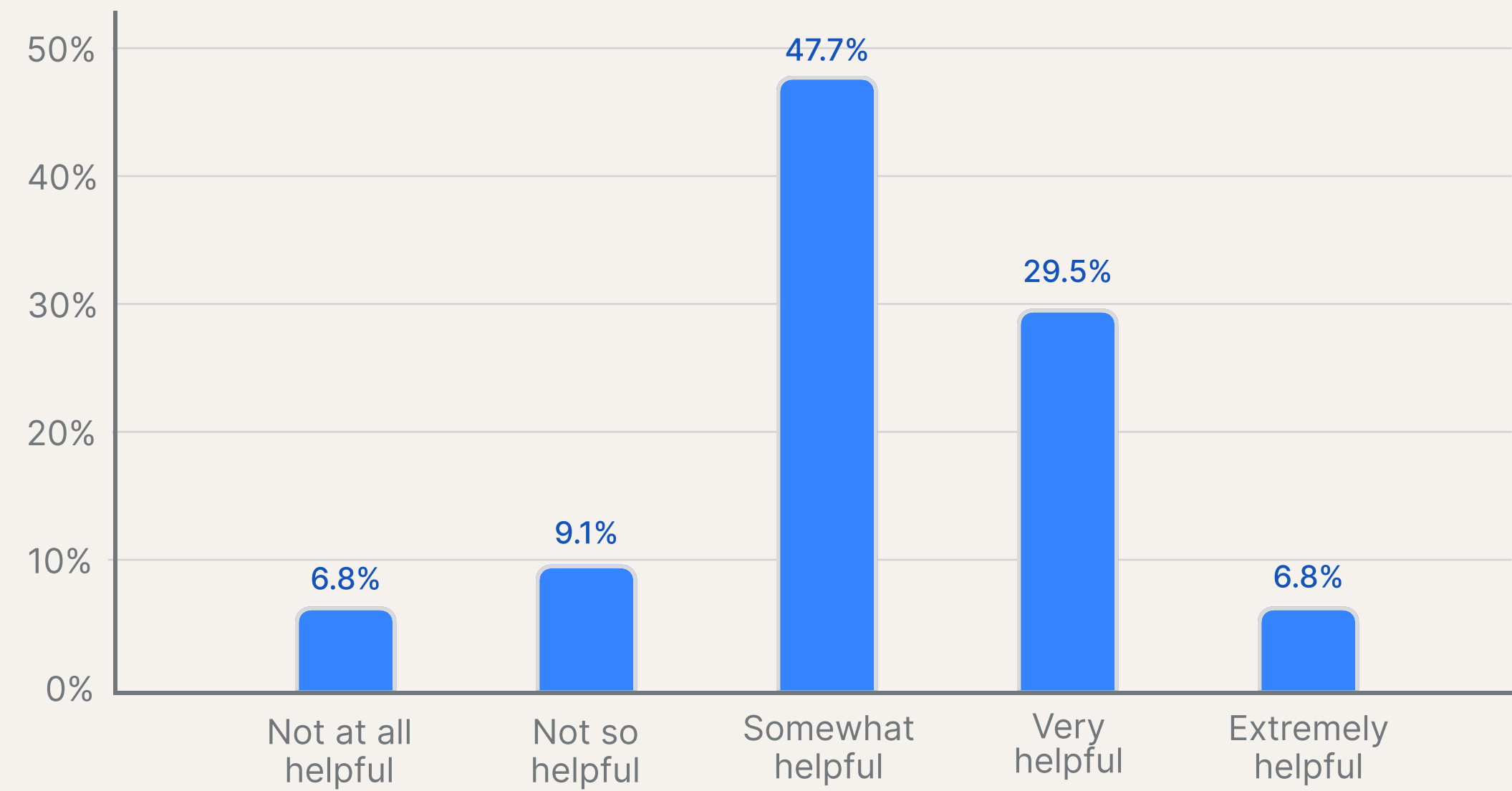


IMPACT: DEAL REVIEWS

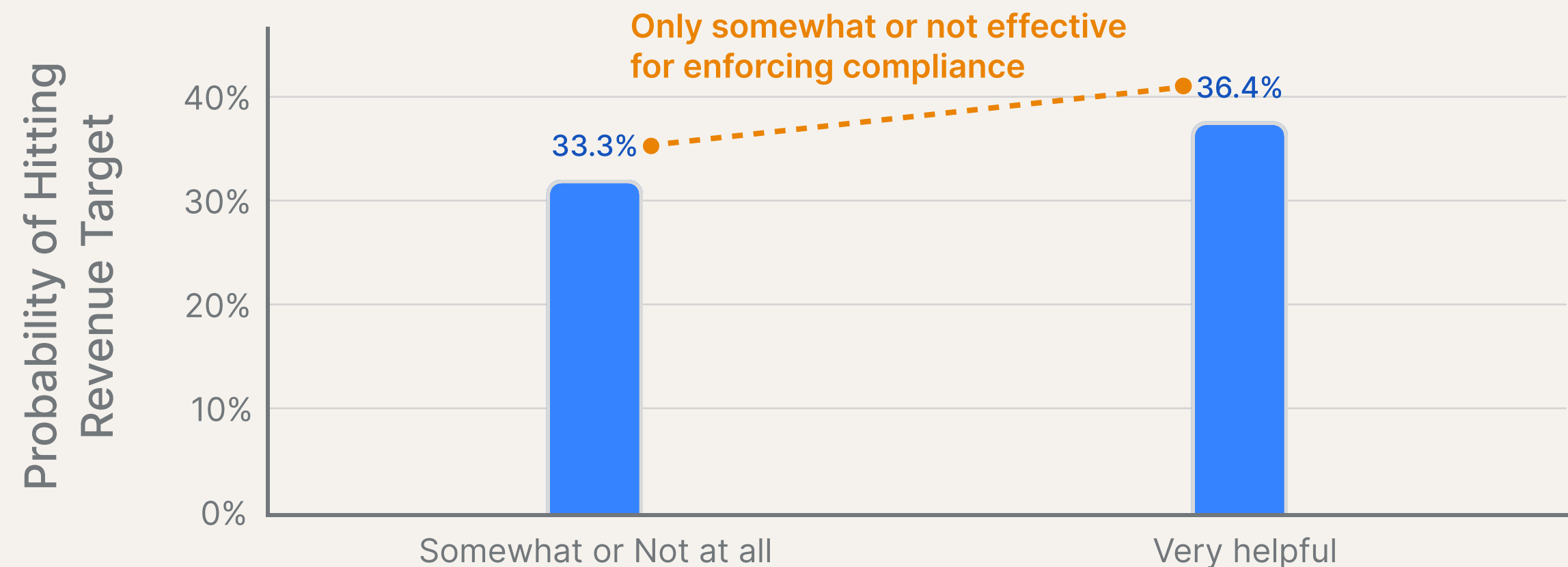
Reviewing deals for process compliance doesn't improve revenue attainment

Deal review calls that help drive process compliance don't materially boost the chances of hitting revenue targets. In fact, 63.5% of respondents say these calls are only somewhat or not effective for enforcing compliance.

RCE: Enforcing process compliance



Probability of Hitting Target by "RCE: Enforcing process compliance"

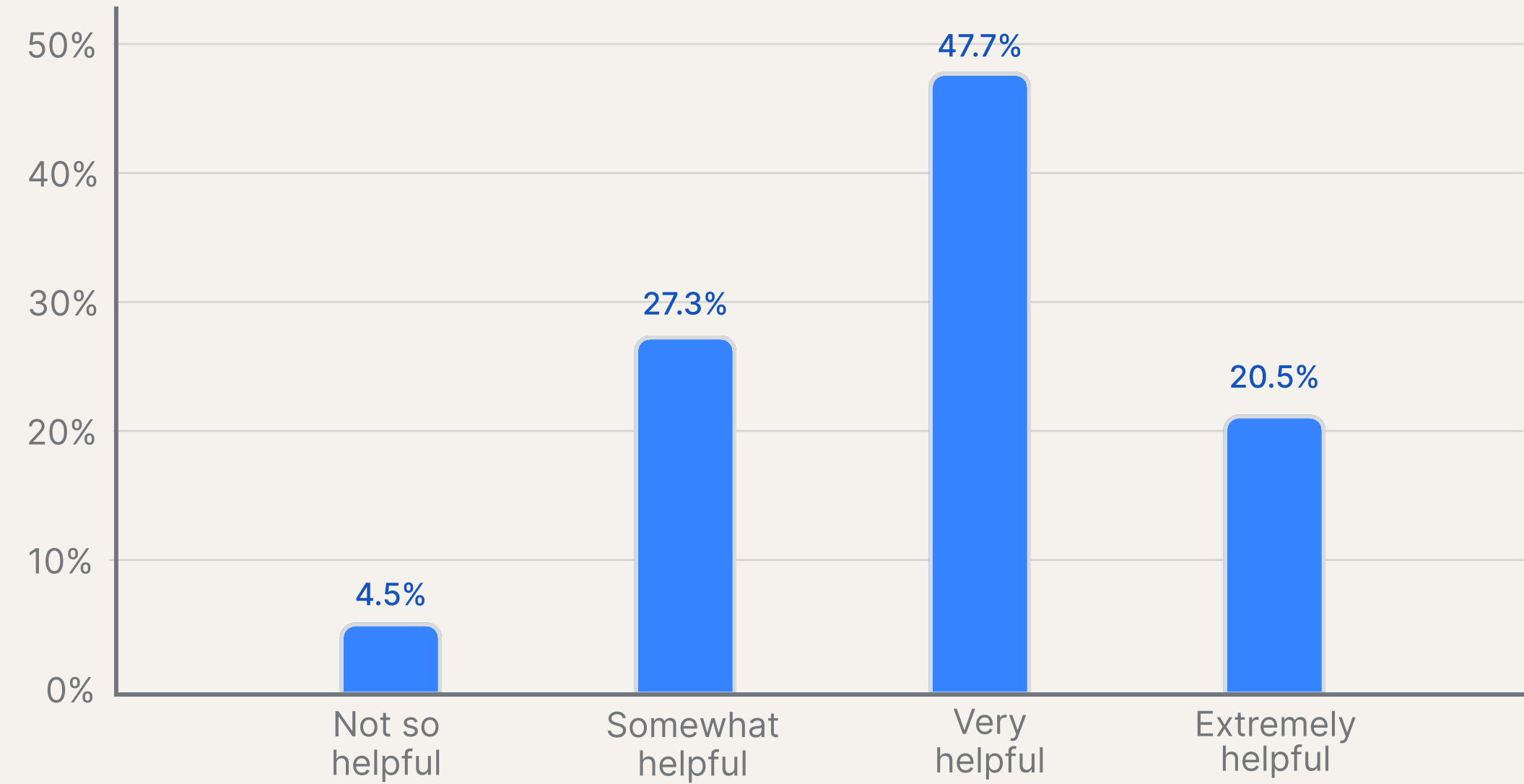


IMPACT: DEAL REVIEWS

Uncovering risks via deal reviews boosts revenue attainment by 2.4x

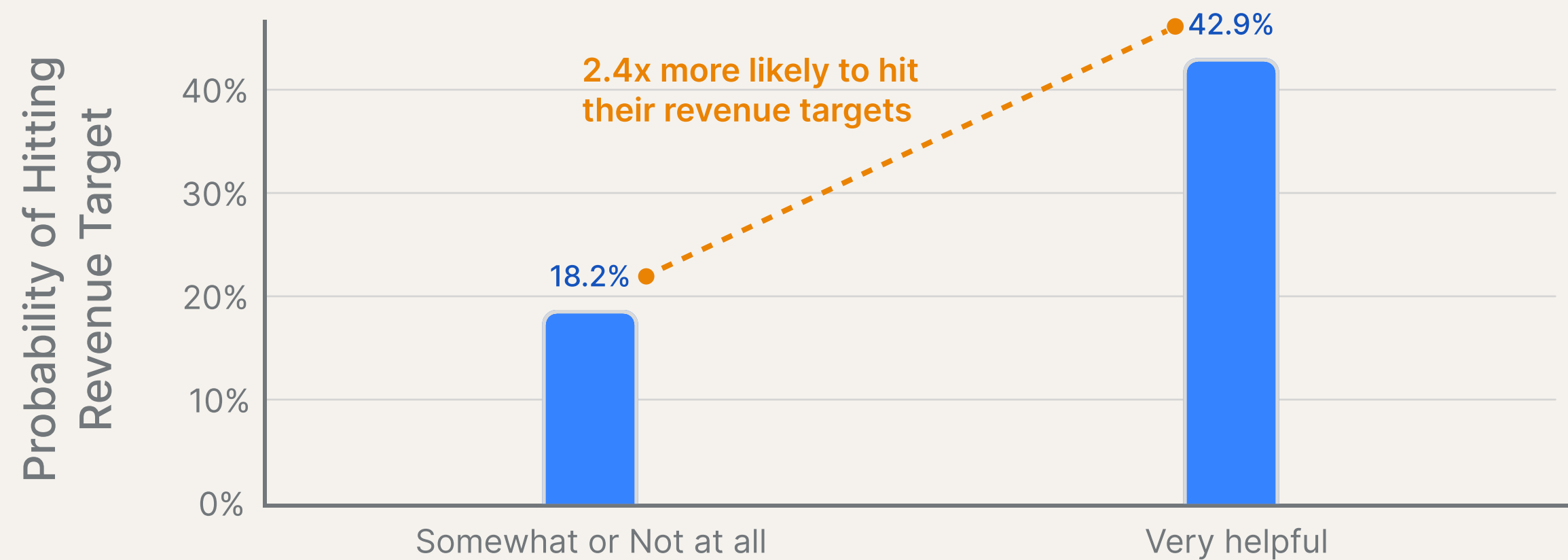
Deal review calls are a game-changer for spotting risks early—at least, that's the verdict from 72% of respondents. Those who use these calls effectively to catch and tackle deal risks are more than 2x as likely to hit their revenue targets.

RCE: Proactively spotting and addressing deal risks



Probability of Hitting Target

by “RCE: Proactively spotting and addressing deal risks ”

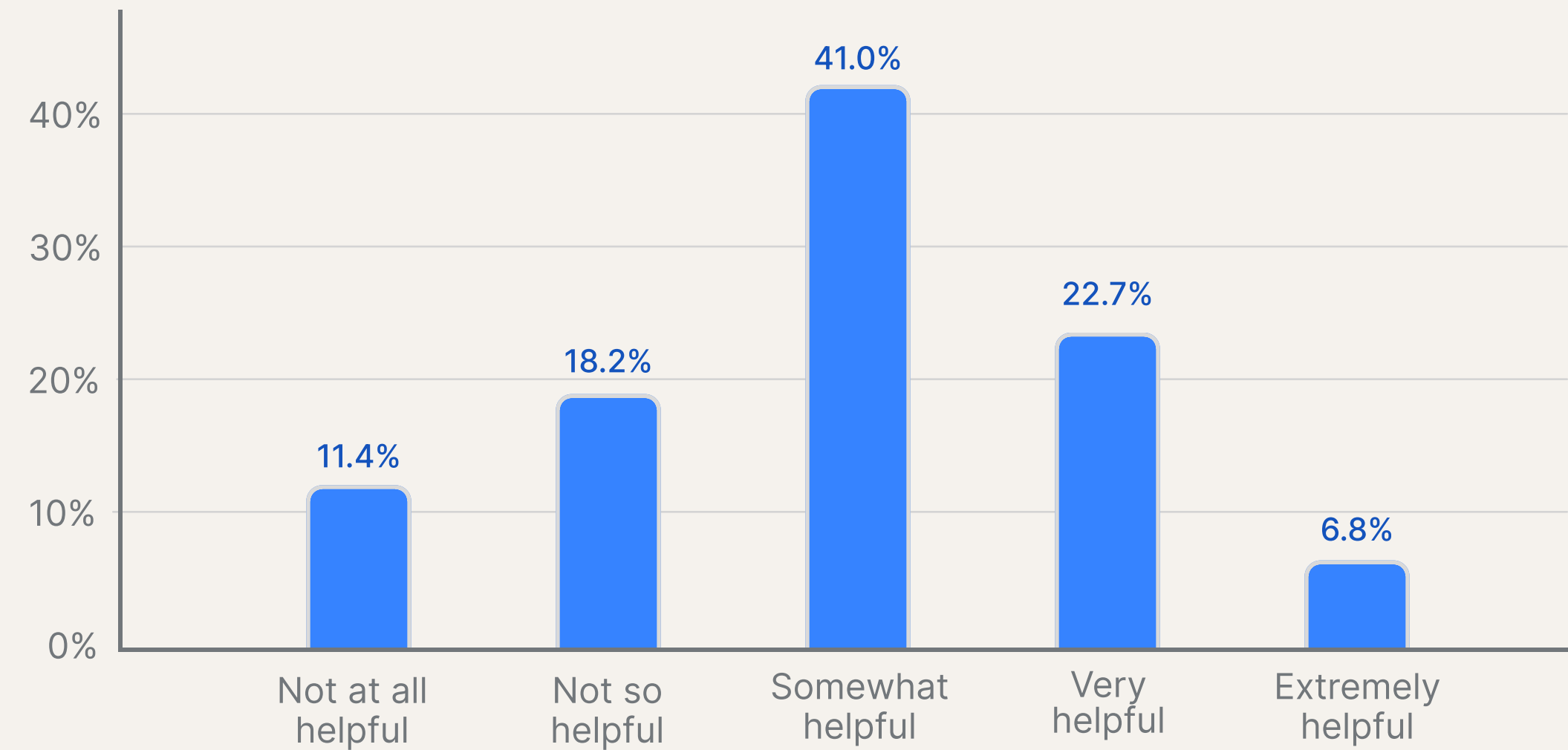


IMPACT: DEAL REVIEWS

Sharpening rep skills via deal review calls can boost revenue attainment nearly 2x

72% of respondents say these calls are only somewhat or not effective for sharpening sales skills. But here's the kicker: those who find the calls effective are nearly twice as likely to hit their revenue targets.

RCE: Improving rep sales skills



Probability of Hitting Target by "RCE: Improving rep sales skills"



IMPACT: OTHER

ROI reigns supreme in tech evaluations—but users value other factors

ROI towers above all other factors in our survey. But RevOps is clearly undervaluing what matters to traditional buyers (i.e., ease of buying experience, ease of use, and adoption).

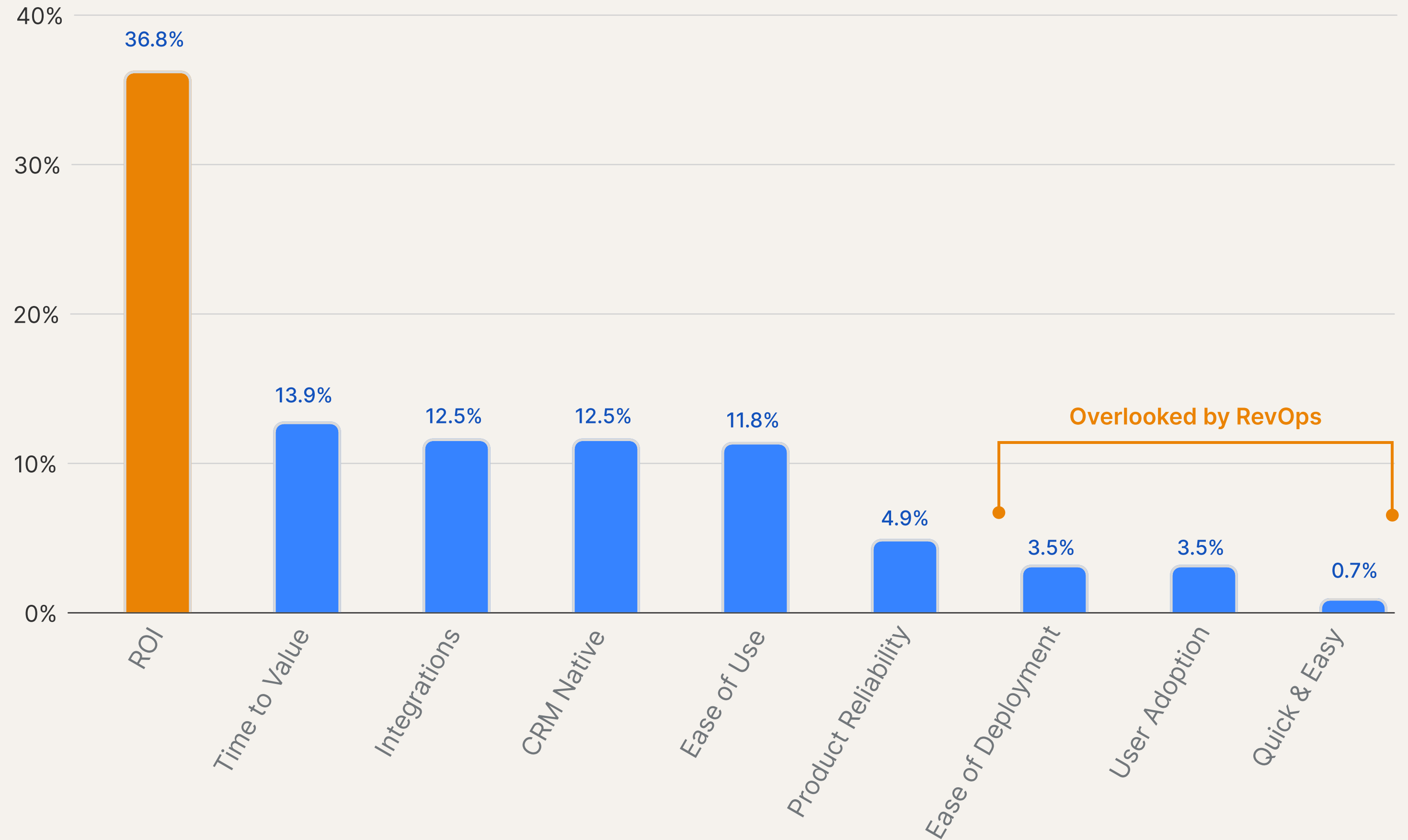
Expert Note

RevOps tech budgets often fall under CFO control—even if CRO-owned—and are first to be cut in downturns. ROI is key, but deployment ease, user adoption, and long-term pricing scalability are essential for maximizing tech value.

Check out [Jeremy Donovan's Revenue Playbook](#) to learn the ins and outs of RevOps tools, processes, roles, and more.

Priorities When Purchasing New Technology

Most Ranked First





Impact: Forecasting & Attainment

IMPACT: FORECASTING & ATTAINMENT

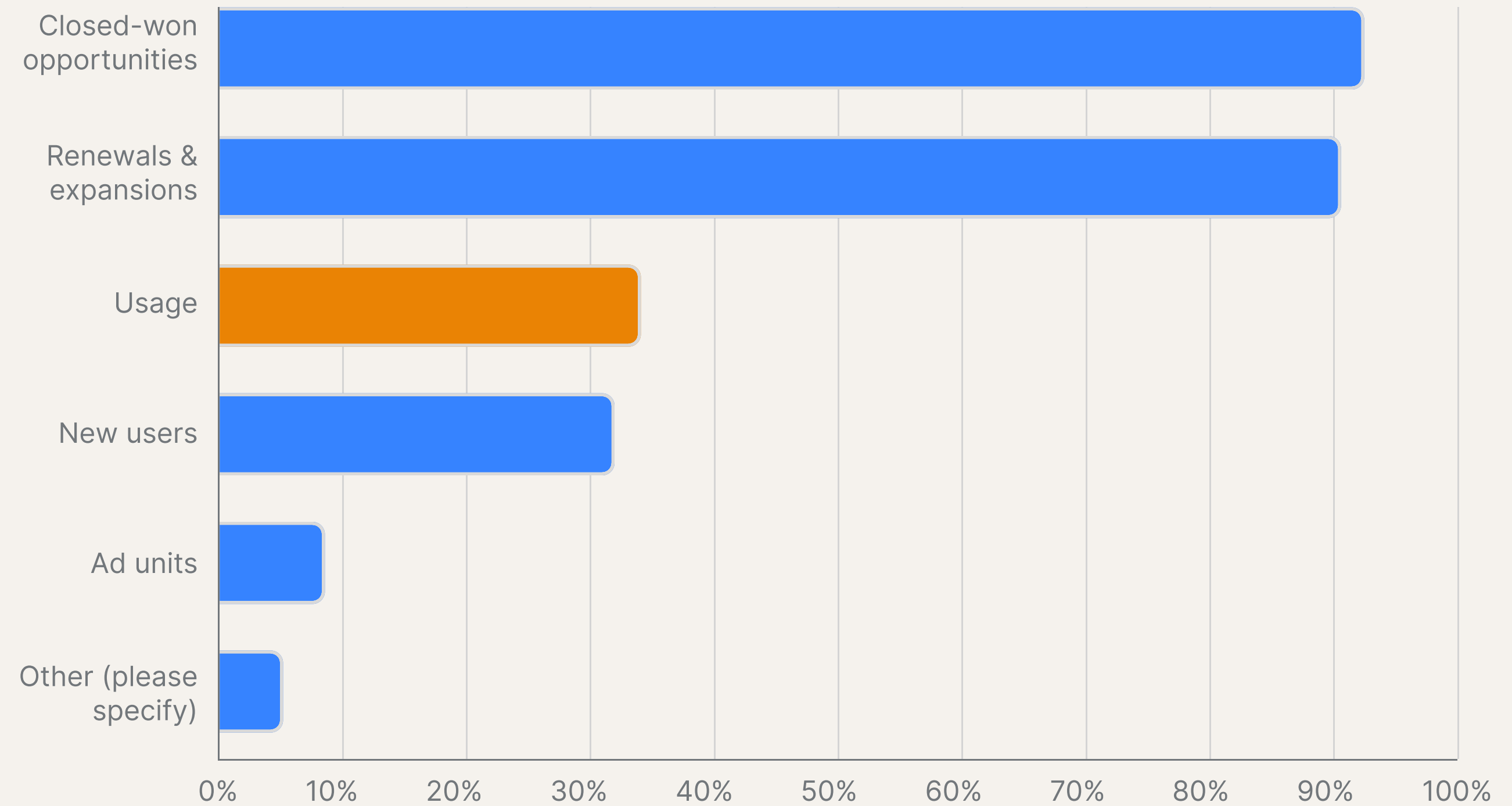
New user and usage-based models are gaining traction

Beyond the usual forecasting items like closed-won deals and renewals, one use case stands out: new users. With product-led growth on the rise, it's not surprising that new users are hitting the forecast.

Another shift: usage-based revenue models are taking off. A recent survey shows about 61% of B2B SaaS companies now use some form of usage-based revenue model—a 125% jump in just five years. Companies are getting better at tracking and measuring consumption, turning usage into a powerful revenue predictor.

Read [Mastering Consumption-Based Forecasting \[White Paper\]](#) for a deep dive into usage-based forecasting.

Which of the following does your company need to forecast?

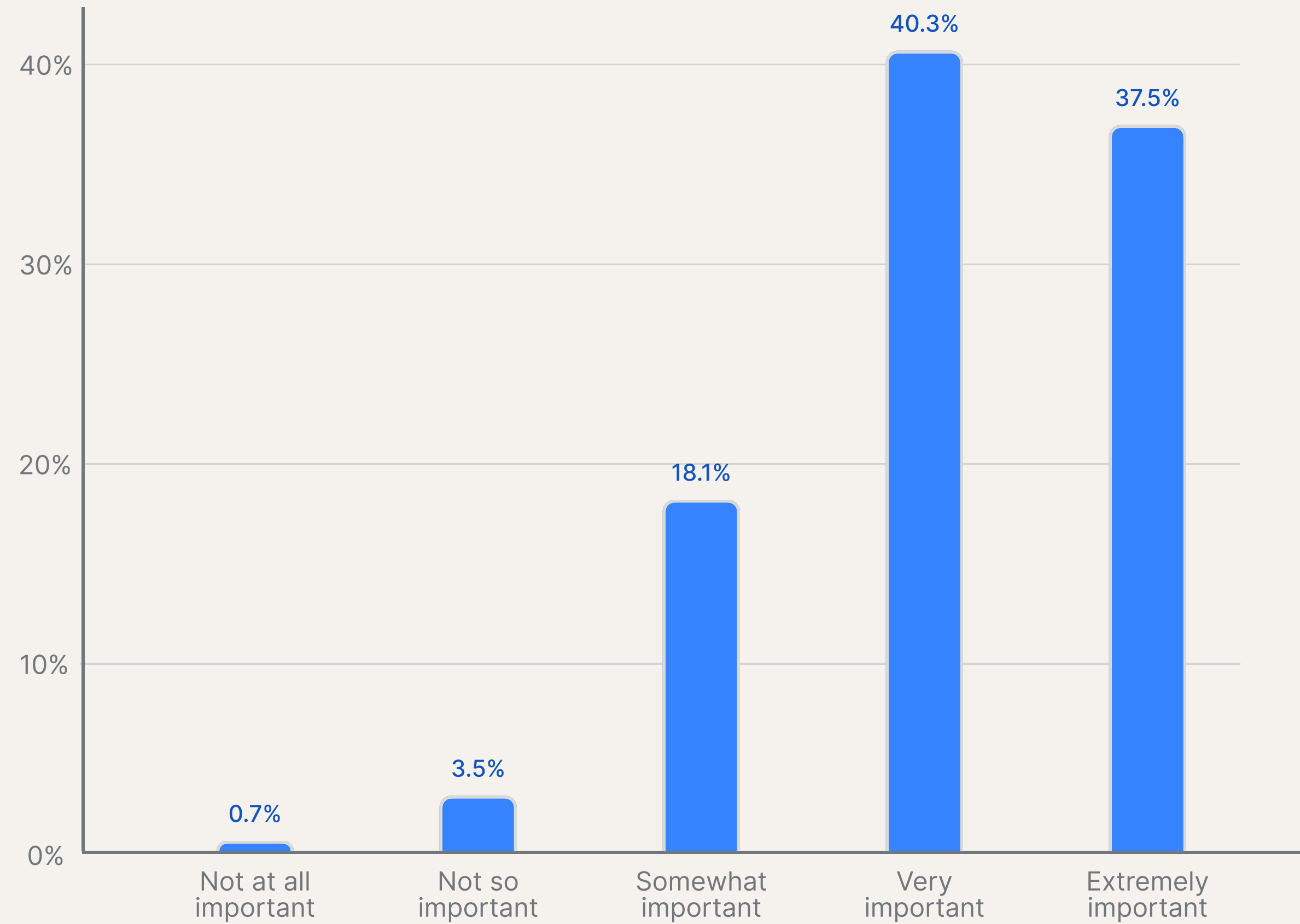


IMPACT: FORECASTING & ATTAINMENT

Accuracy doesn't matter to all RevOps pros

Shockingly, 22% of respondents think it's not that important to submit an accurate forecast.

How important is it that your team submits an accurate forecast?



IMPACT: FORECASTING & ATTAINMENT

82% accuracy by week 8 is the sweet spot

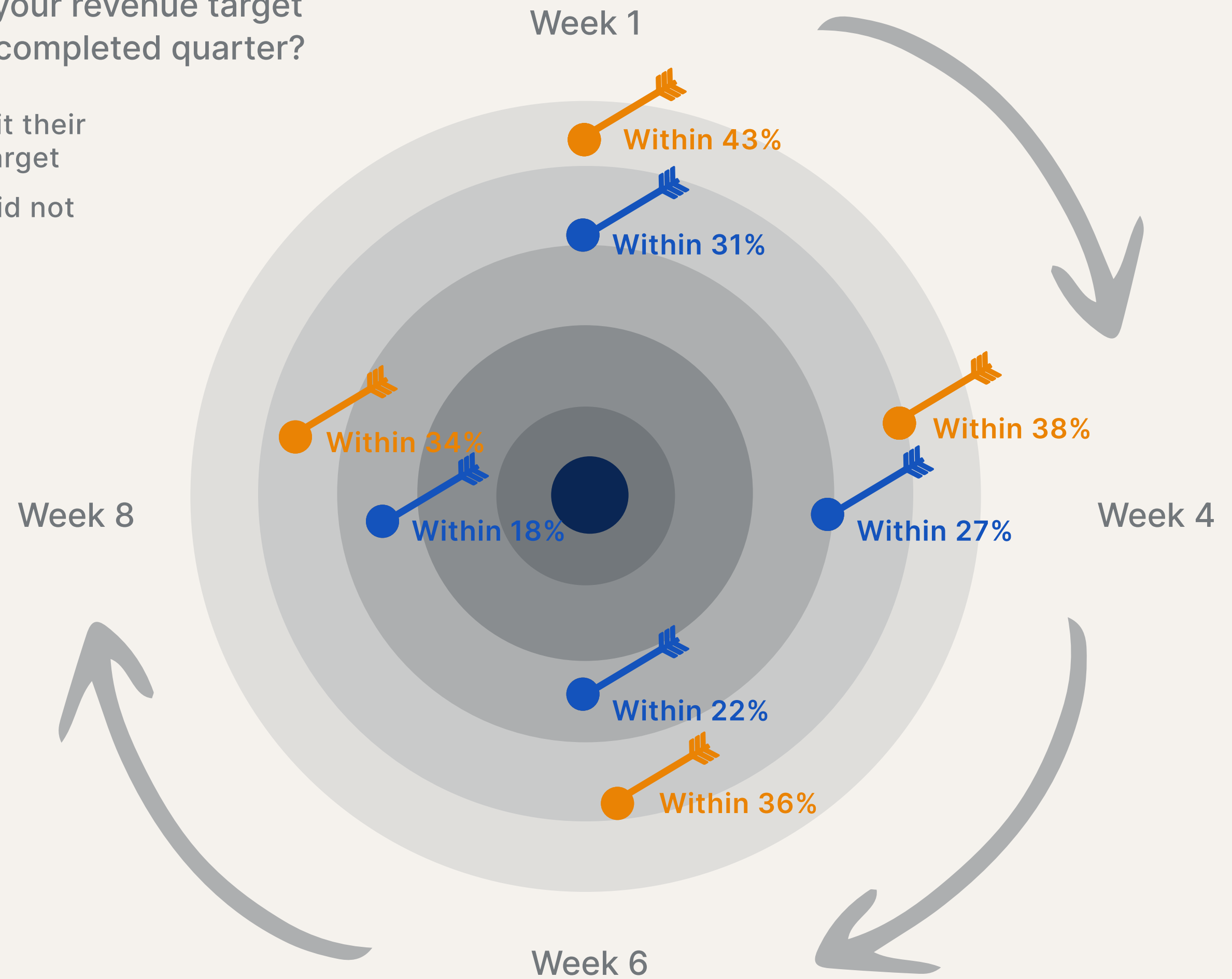
Reps who hit their targets were far more accurate throughout the quarter. By week 1, those who hit target had forecasts within 31% of their goal, boasting an accuracy of 69%. In contrast, those who missed their targets were within 43% of the final number by week 1 (forecast accuracy of 57%). The big takeaway? To hit your target, aim for an average accuracy of 82% by week 8—no more than 18% error.

Average Forecast Accuracy Within Quarter by Week

0 is a bullseye, meaning you exactly predicted final revenue as of that week.

Did you hit your revenue target in your last completed quarter?

- This org hit their revenue target
- This org did not



IMPACT: FORECASTING & ATTAINMENT

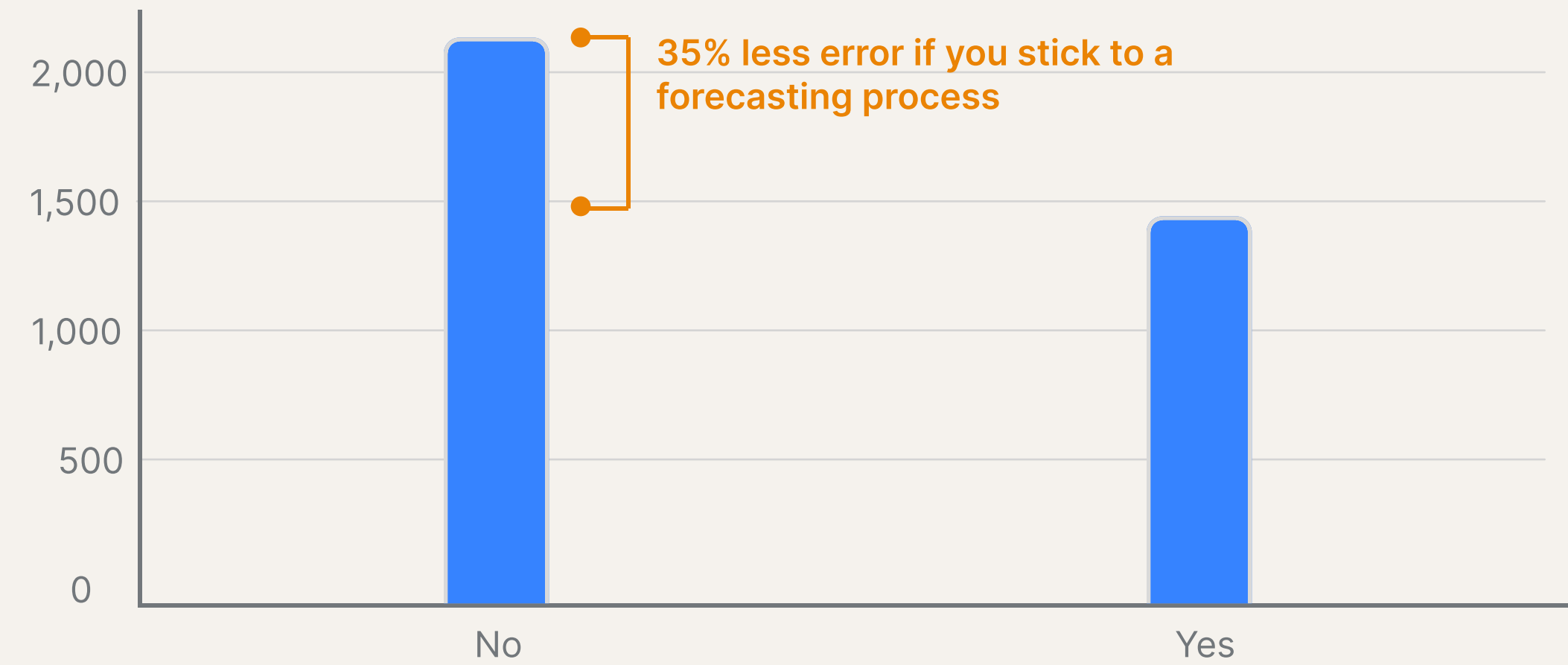
Formal forecasting boosts accuracy by week 1

When it comes to sales cycles, it's no surprise: the longer the cycle, the more unpredictable and trickier it is to forecast accurately. But stick to a forecasting process, and you'll boost your accuracy by week 1, and see 35% less error.

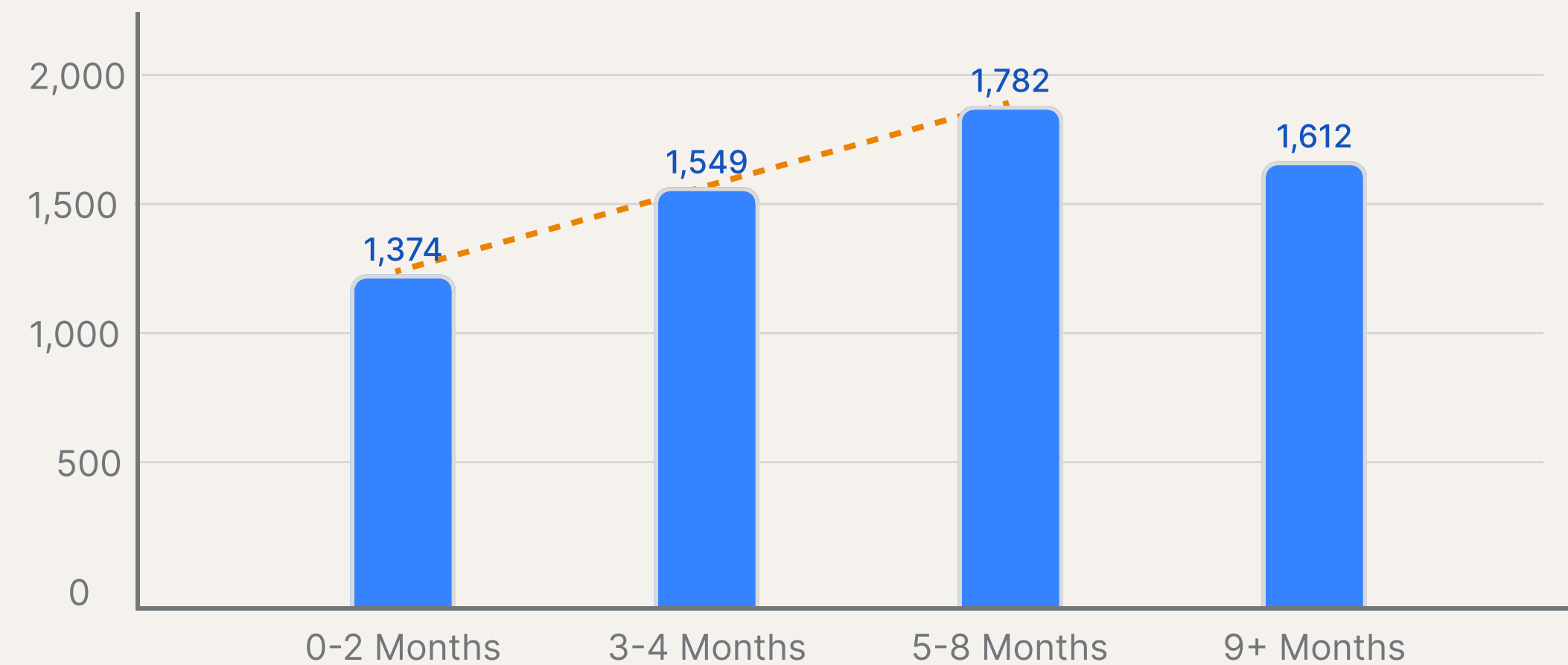
Forecasting process is about stages and criteria, while methodology is about deal qualification and health.

Read [Renewal Forecasting 101](#) for insights into how to forecast renewals and expansions with greater accuracy and precision.

Average Relative Error in Week 1 (Lower is Better)
by Do you Follow a Formal Process

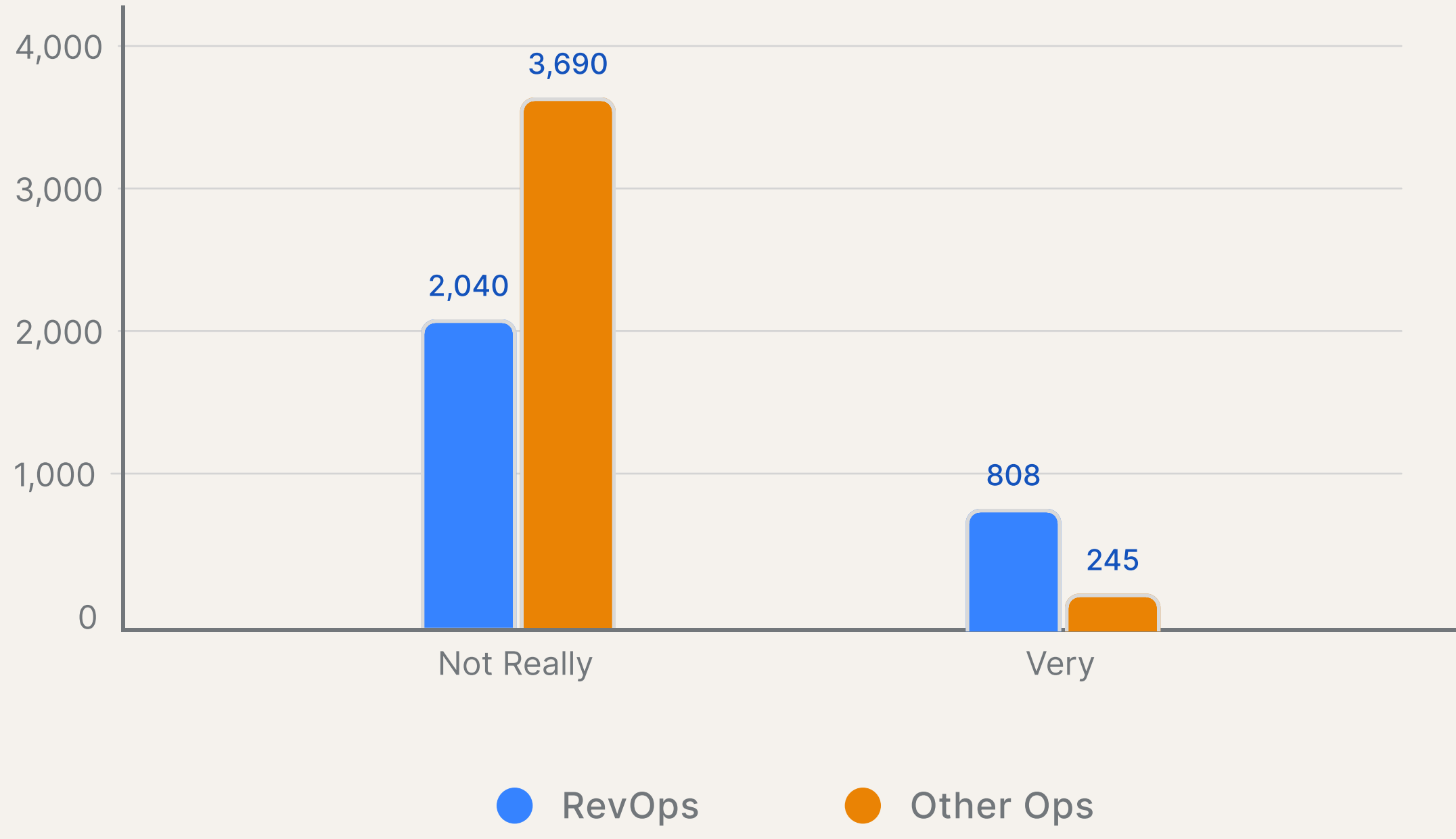


Average Error in Week 1
by Sales Cycle Duration

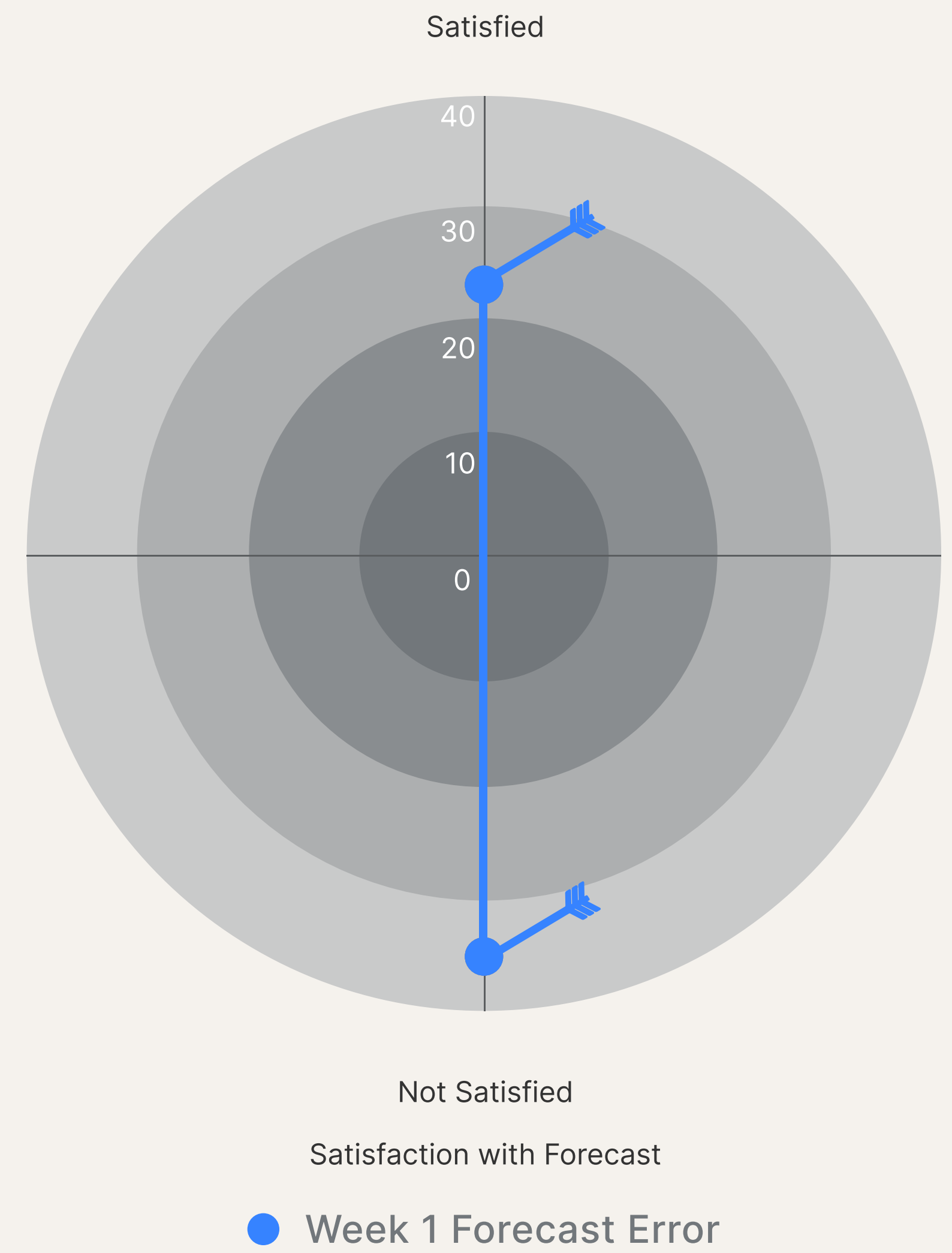


Week 1 Forecast Accuracy vs. Satisfaction with Forecast
 0 is a bullseye, meaning you exactly predicted final revenue as of that week.

Average Error in Week 1
 by How Satisfied are you with your forecast



Week 1 Forecast Accuracy



IMPACT: FORECASTING & ATTAINMENT

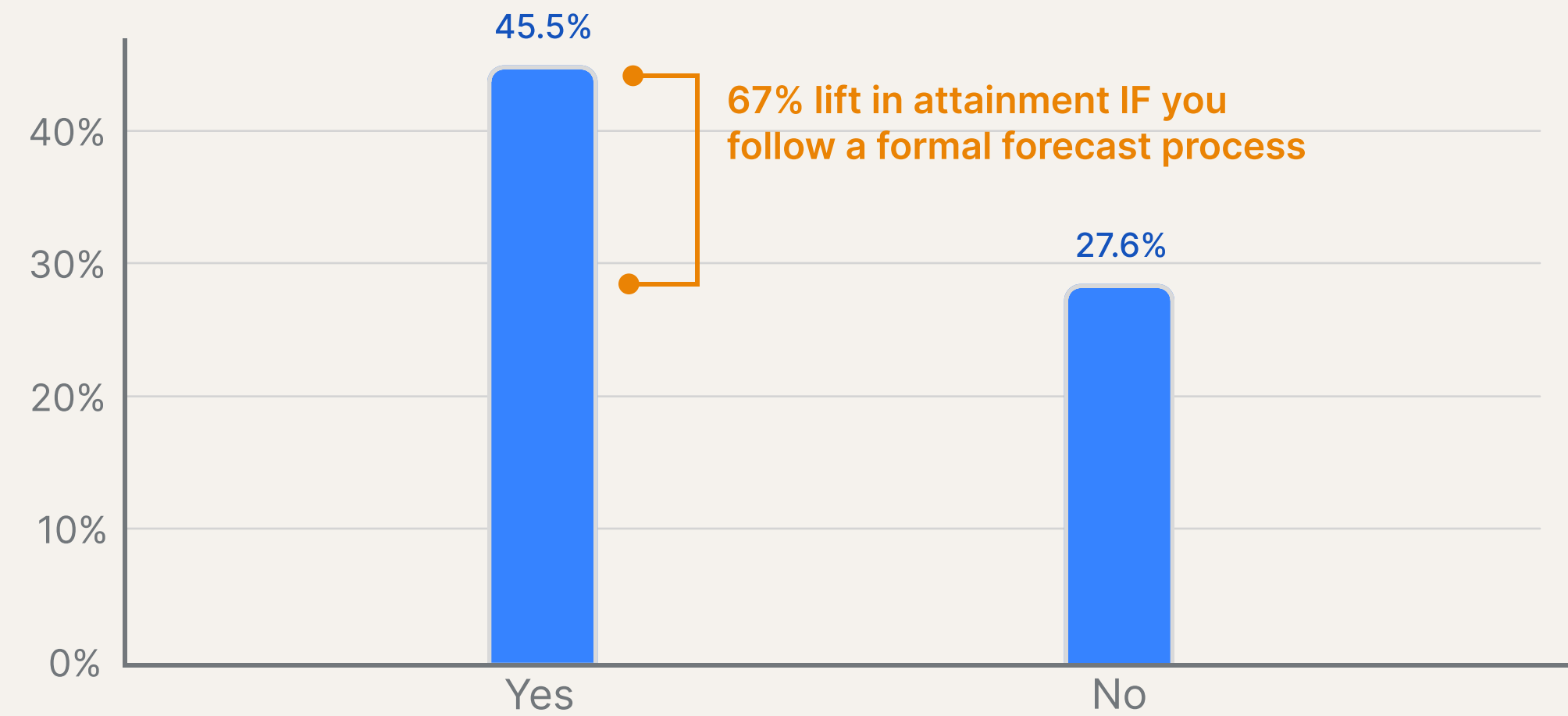
A solid forecast process improves your chances of success by 67%

Without a formal sales process, your chances of hitting revenue stand at just 27%. But if you have a process and actually follow it? Those odds skyrocket to 45%—a boost of 67%.

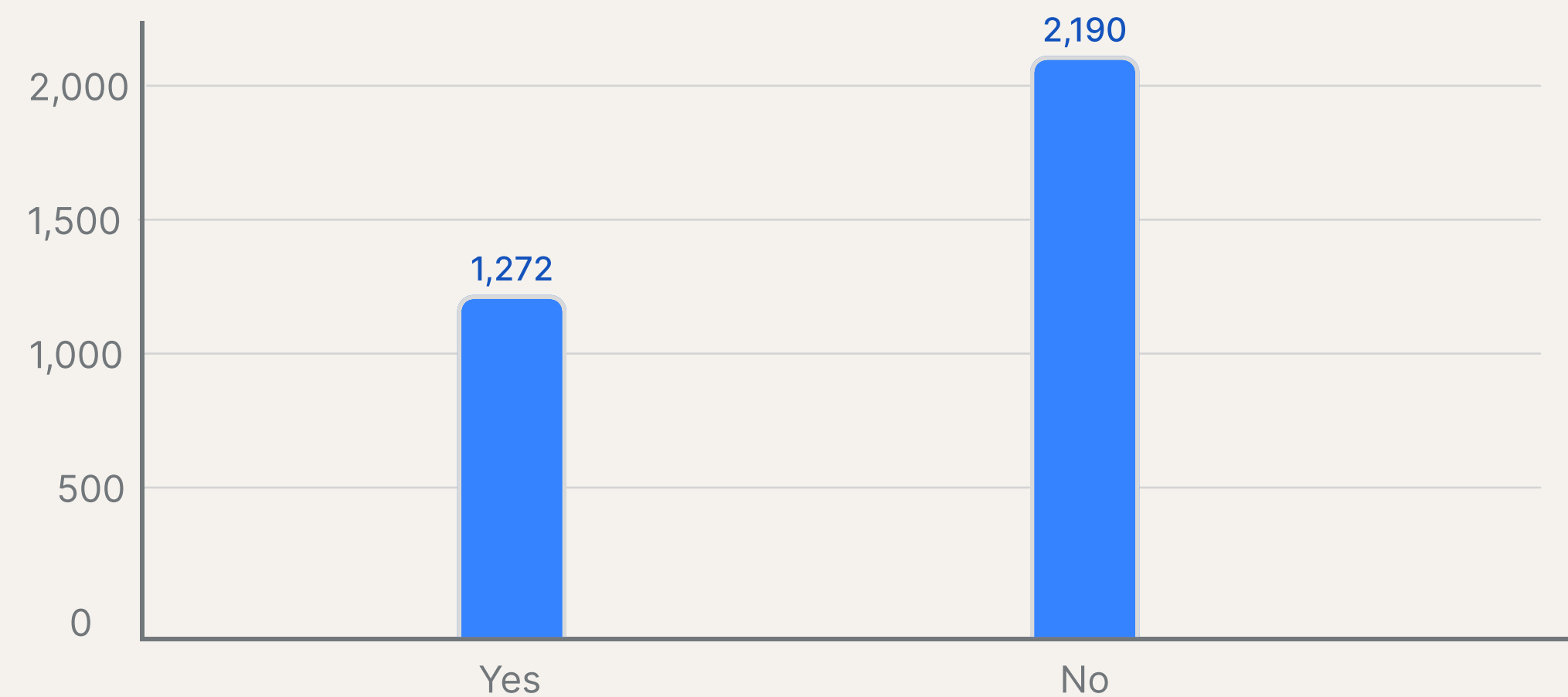
Forecast accuracy thrives on sales discipline and process adherence. Tailor forecasting for high-velocity vs. enterprise deals—teams might split methods by new vs. expansion and SMB/mid-market/enterprise segments.

Boost adoption of your latest RevOps report, system, or process by reading [Why and How to Build a Business Case](#) from RevOps Co-op.

Probability of Hitting Revenue Target by “Do you effectively follow a formal forecast process?”



Forecast Error vs. Do you effectively follow a formal forecast process?



6 Steps for an Effective Forecast Process

Want sharper forecast visibility and higher accuracy? We've cracked the code on what the best-performing revenue teams do differently.

Use these proven practices to establish a strong, formal forecast process. Download our [Forecast Maturity Report](#) for a deeper dive into how to achieve more accurate forecasts.

Alignment

Alignment of the sales and forecast disciplines, which speeds up execution. The way this typically works is the sales process feeds into the forecast process; the work that goes into deal inspection and pipeline management contribute to your forecasting workflows. Sales stage and forecast category rules provide the basic record keeping framework for pipeline management and forecast assembly.

Assembly

Forecast assembly combines the bottom up sales process with human judgment from leaders on their teams rather than on specific deals. Deals included or excluded is the connective tissue that exposes areas of alignment or disagreement. Leader forecast calls follow rep calls; the reps are then held accountable for their human judgment.

Deal Inspection

Consistency is key for effective deal inspection processes, led by first-line management, who balance the need to drive process discipline while creating opportunities for rich conversations on deal strategy and execution. For example, a discussion about budget challenges with one client may open discussions about what other clients have done to free up budget in similar situations.

Cadence

Effectively managed teams have well-defined forecast submission cadences, which consist of at least the following:

- Early week rep and manager 1:1s and deal inspection, as well as rep and first line manager submissions, which include an overall call and bottom up projection
- Mid week forecast alignment across the sales management layer (by group, region, etc.)
- End of week with a CRO-led forecast call

Multiple Vectors

Best-in-class teams universally apply multiple forecast models to arrive at a number, including:

- Human judgment: bottoms up, top down, and cross team (rep, manager, extended sales team)
- Historical performance: weighted pipeline and funnel conversion
- Machine forecasting: historical forecast projection and deal risk analysis

Accountability

Each has a high level of organizational accountability, with clearly documented and regularly communicated guidelines by role. Those guidelines include what is to be done, when, and by whom, based on sales stage, deal behavior, and category definition.

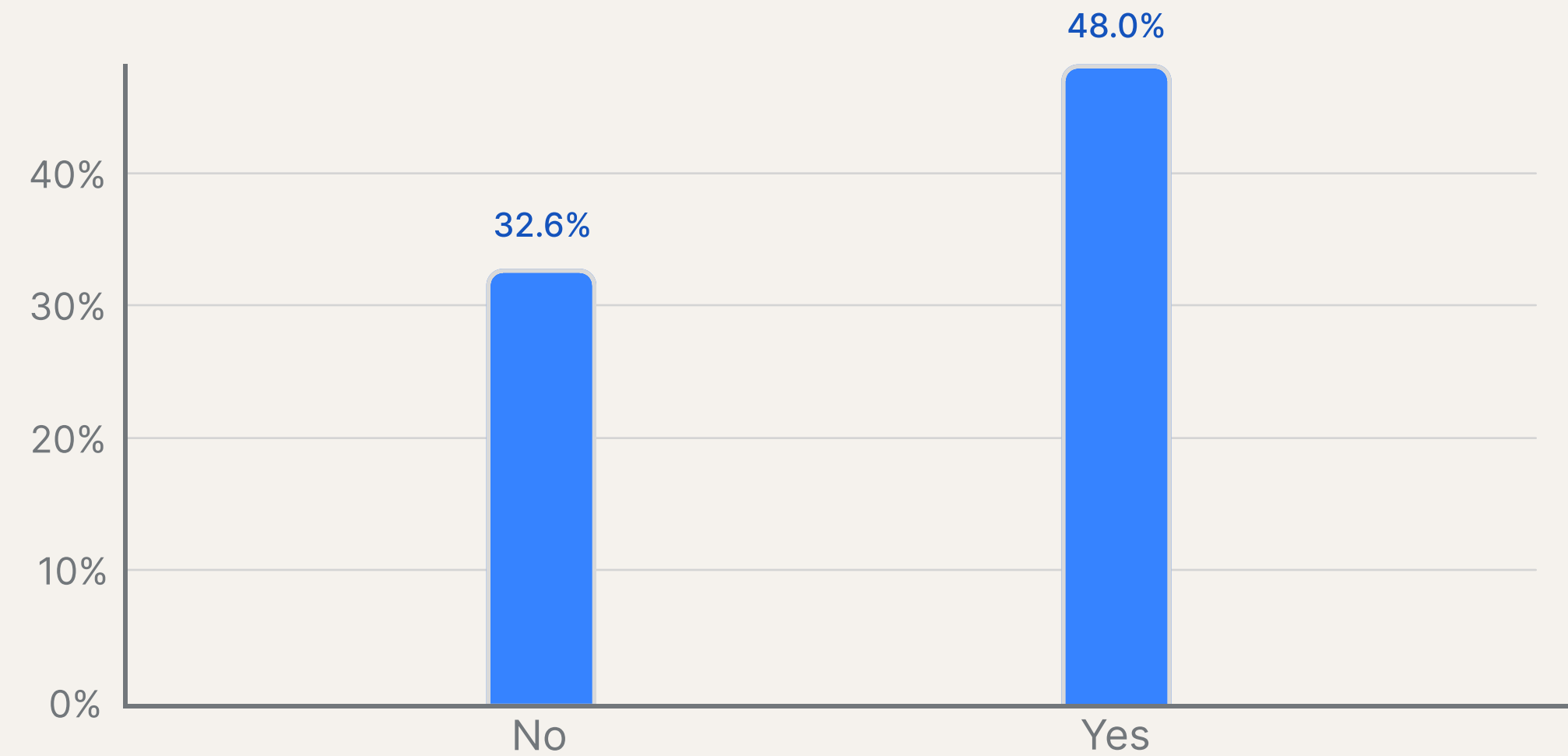
IMPACT: FORECASTING & ATTAINMENT

Dedicated forecasting tools help you hit targets **47% more often**

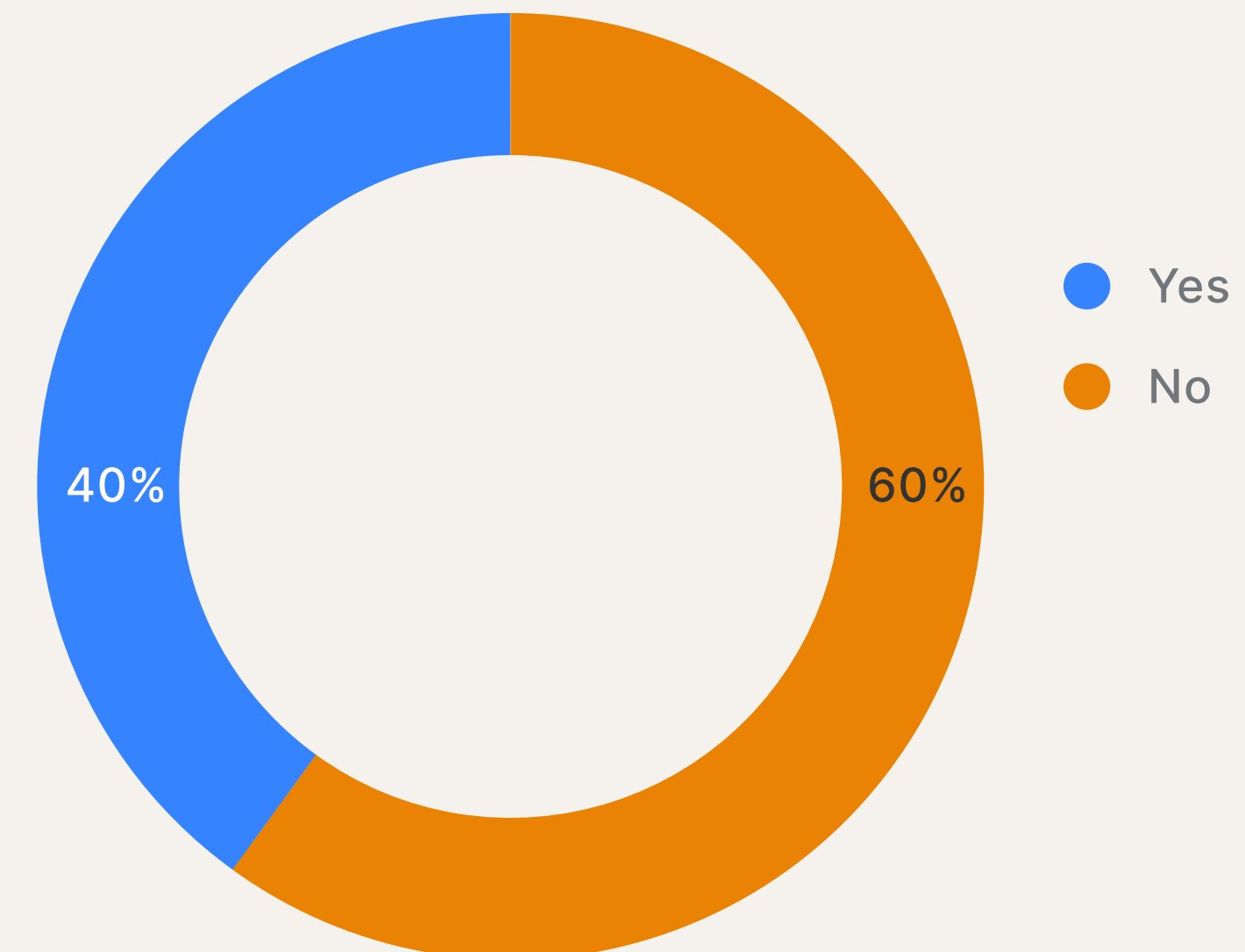
A staggering 60% of respondents don't use a dedicated forecasting tool, yet doing so increases the chances of hitting targets by a whopping 47%.

Instead, 88% of respondents use CRM, 67% rely on spreadsheets, and 40% turn to BI tools.

Probability of Hitting Target
by "Do you use a forecasting tool?"



Does your team use a purpose-built forecasting tool?

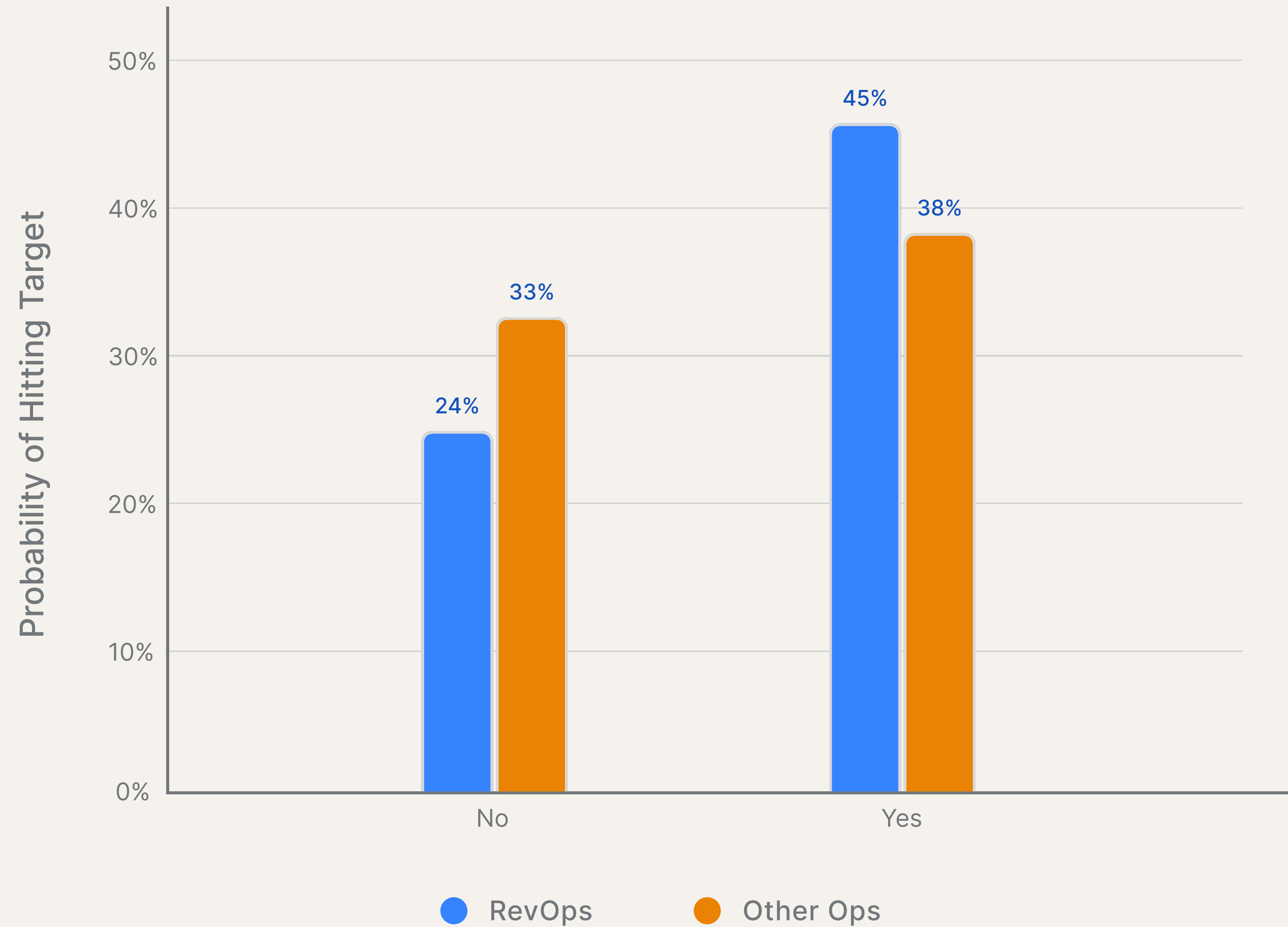


IMPACT: FORECASTING & ATTAINMENT

You hit your target 45% of the time with a formal sales process

Without a sales process, you're only 24% likely to hit your target. But with one in place? That jumps to an impressive 45%.

Probability of Hitting Target
by "Do you follow a formal sales process?"

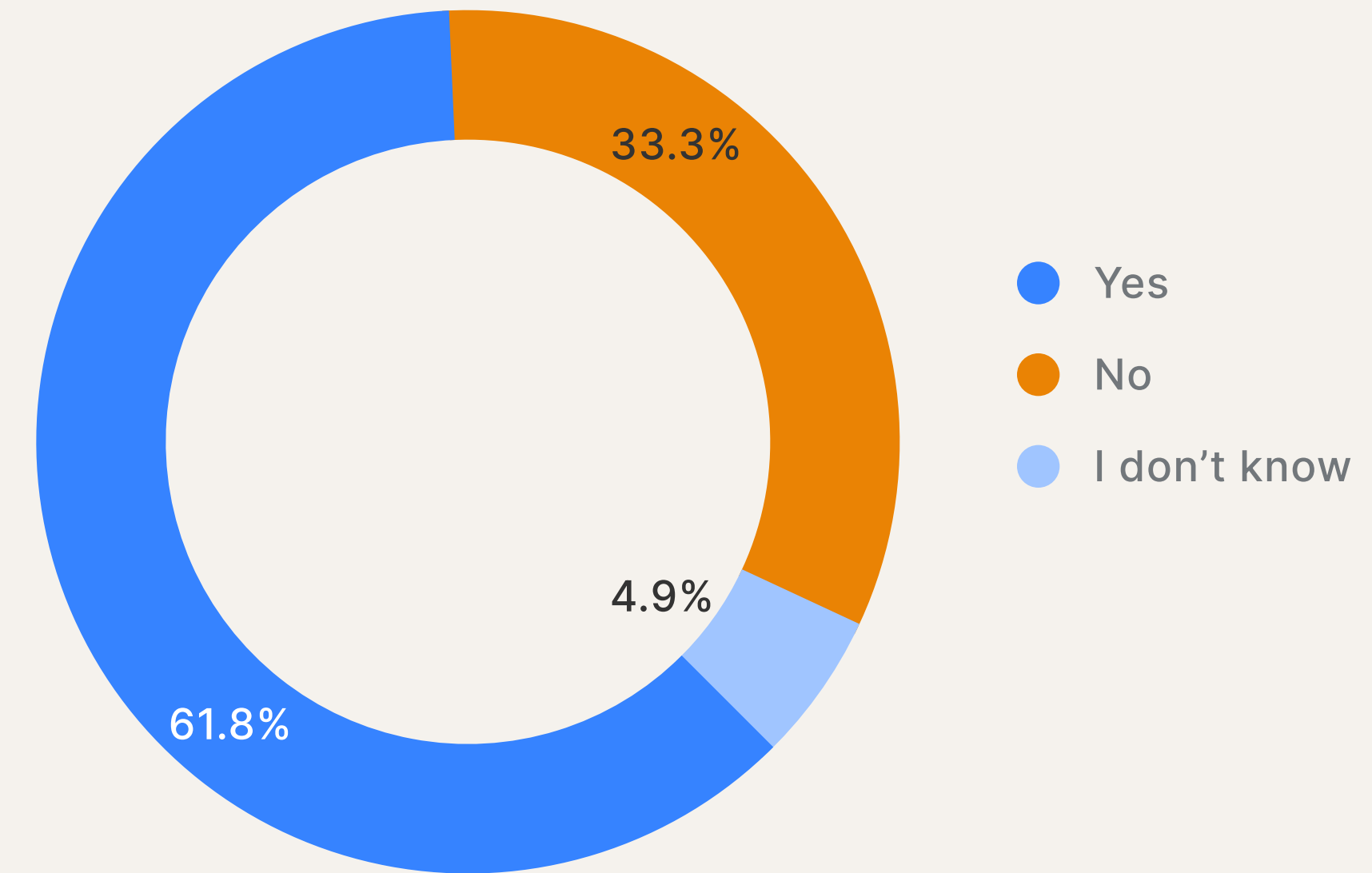


IMPACT: FORECASTING & ATTAINMENT

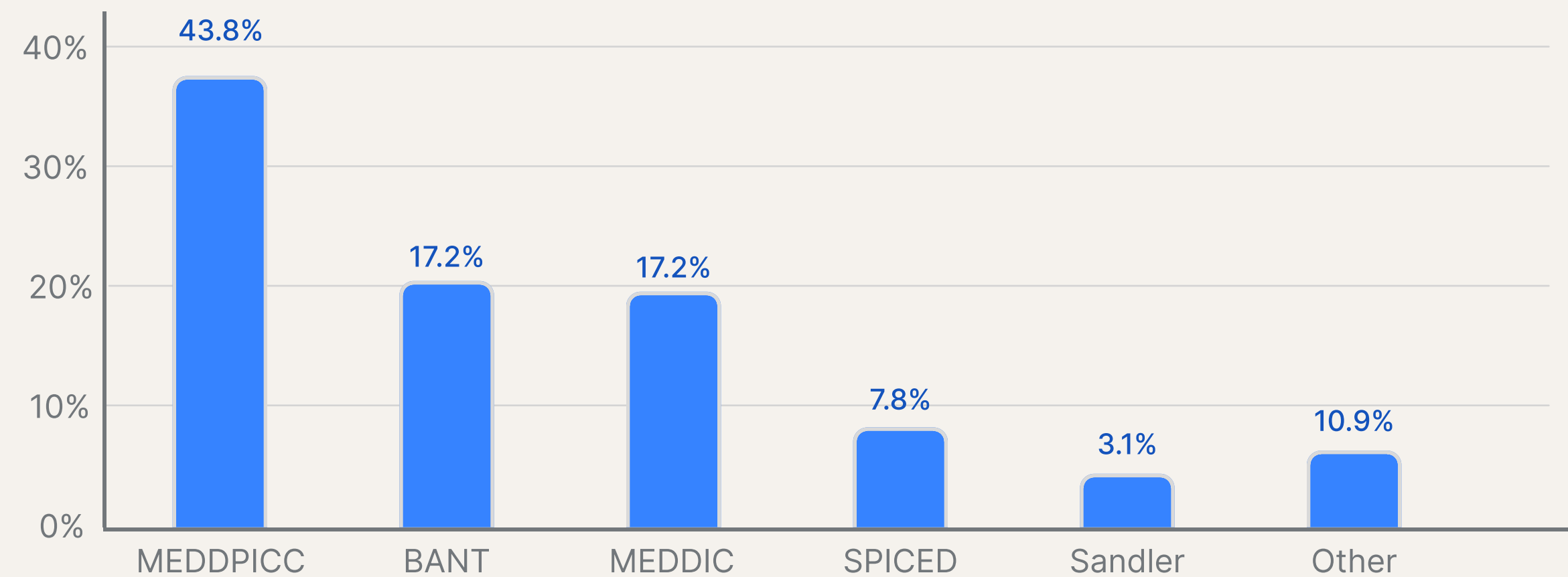
MEDDPICC is the sales methodology of choice

61.7% of respondents follow a formal sales methodology. The vast majority (40.5%) of respondents use the MEDDPICC sales methodology. Next most popular are MEDDIC and BANT, favored equally by 15.9% of respondents.

Does your sales team follow a formal sales methodology?



Sales Methodologies



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