

Marketing KPI Framework

Measuring what matters

A simple, 3-tier framework for Marketing leaders to demonstrate value with the same confidence as sales. Built for board-level clarity and team-level action.

- Align metrics to strategic decisions
- Clarify availability & ownership
- Establish credibility

Demonstrate long-term value

Revenue and Pipeline

CONSIDER: Revenue types and relevant segmentation

Customer Acquisition Cost (CAC)

CONSIDER: What revenue types and costs you include

Customer Lifetime Value (LTV)

CONSIDER: Find relevant segmentation



"Relevant numbers that validate investment"

Directional alignment

Pipeline Mix & Quality

CONSIDER: Revenue type, product category, Geography

Funnel Conversion

CONSIDER: Key points in the buyer journey; engagement through to close

Brand Awareness

CONSIDER: Category selection, Share of Voice



"Signals that tell us if we're going in the right direction"

The daily pulse

Paid Media Efficiency

CTR, CPC, CPL by campaign, Landing Page CVR

CONSIDER: Audience relevance and growth (YoY and MoM)

Engagement & Retention

Email Opens/Clicks, Unsubscribe rates, Web Sessions

CONSIDER: Engagement from target groups, ABM and identified prospects

Sales Development Activity

SDR Connect Rate, Meeting Set/Hold Rates

CONSIDER: Role in buyer journey; conversion at that stage, likely latter stage conversion



"Short term indicators and KPIs for momentum"

Three Tiers, One Framework

Summary & Key Takeaways



Business Metrics You'll Need:

- ✓ Revenue numbers
- ✓ Average Order Value (AoV)
- ✓ Average Customer Tenure

**The goal isn't just to measure.
It's to measure the right metrics at the right level, shared with
the right people, at the right frequency.**