

MARKETING REPORTING THAT RESONATES: METRICS LEADERS CARE ABOUT

Deliver impactful insights tailored to every level of
your organization—from the CEO to Marketing
Managers.



***Data is everywhere, but relevance drives results. Here's
how to report what truly matters.***



CEO (CHIEF EXECUTIVE OFFICER)

FOCUS:

Overall business growth, revenue impact, and strategic alignment.

Reports they want:

- ✓ Marketing ROI and overall impact on revenue.
- ✓ Customer acquisition cost (CAC) vs. customer lifetime value (CLTV).
- ✓ Market share growth and brand equity insights.
- ✓ Pipeline growth and contribution from marketing.
- ✓ High-level campaign performance (key wins/losses).

Metrics:

- Revenue influenced by marketing (%).
- Marketing-attributed pipeline (\$).
- ROI on key marketing initiatives.
- Brand sentiment and awareness tracking.



CFO (CHIEF FINANCIAL OFFICER)

FOCUS:

Budget utilization and financial efficiency.

Reports they want:

- ✓ Marketing spend vs. revenue contribution.
- ✓ Forecasted vs. actual ROI from campaigns.
- ✓ Cost per lead (CPL) and cost per acquisition (CPA).
- ✓ Budget allocation efficiency by channel.

Metrics:

- Marketing spend as a percentage of revenue.
- ROI on each campaign.
- CAC-to-CLTV ratio.
- Budget variance reports.



COO (CHIEF OPERATING OFFICER)

FOCUS:

Operational efficiency and cross-departmental alignment.

Reports they want:

- ✓ Lead-to-conversion timeline and operational bottlenecks.
- ✓ Alignment between sales and marketing teams.
- ✓ Customer feedback and satisfaction trends.

Metrics:

- Lead response time.
- Conversion rates by funnel stage.
- Customer retention rates and churn analysis.



CMO (CHIEF MARKETING OFFICER)

FOCUS:

Strategic performance of marketing efforts.

Reports they want:

- ✓ Campaign performance by channel and region.
- ✓ Funnel efficiency and lead quality.
- ✓ Brand performance and competitor analysis.
- ✓ Customer behavior insights and trends.

Metrics:

- Marketing-sourced pipeline and MQL-to-SQL conversion rates.
- Engagement metrics (CTR, impressions, reach).
- Campaign-level ROI.
- Brand sentiment and awareness shifts.



VP SALES

FOCUS:

Sales pipeline and lead quality.

Reports they want:

- ✓ Marketing-generated vs. sales-generated leads.
- ✓ Lead conversion rates and quality breakdown.
- ✓ Sales pipeline contribution from marketing.
- ✓ Lead-to-close time.

Metrics:

- Marketing-attributed pipeline percentage.
- SQL win rates.
- Average deal size from marketing-sourced leads.



VP MARKETING

FOCUS:

High-level marketing effectiveness and alignment with company goals.

Reports they want:

- ✓ Campaign-level performance by region and audience.
- ✓ Funnel drop-offs and bottlenecks.
- ✓ Brand health reports and sentiment analysis.

Metrics:

- MQL-to-SQL conversion rates.
- Engagement rates by campaign and channel.
- Customer acquisition metrics (CPL, CAC).



SALES DIRECTOR

FOCUS:

Team performance and lead quality.

Reports they want:

- ✓ Monthly lead quality assessment from marketing.
- ✓ Performance of sales strategies on marketing leads.
- ✓ Regional sales performance based on marketing efforts.

Metrics:

- Lead-to-opportunity and opportunity-to-win rates.
- Regional contribution of marketing-qualified leads (MQLs).



MARKETING DIRECTOR

FOCUS:

Campaign performance and operational metrics.

Reports they want:

- ✓ Campaign execution and ROI by channel.
- ✓ Funnel efficiency (awareness to decision).
- ✓ Budget spend analysis across regions.

Metrics:

- CPL, CPA, and CTR by campaign.
- Engagement and conversion by audience segment.
- Marketing project delivery timelines.



SALES MANAGER

FOCUS:

Campaign performance and operational metrics.

Reports they want:

- ✓ Weekly/monthly lead reports from marketing.
- ✓ Feedback on lead quality and follow-ups.
- ✓ Deal velocity and close rates.

Metrics:

- SQL-to-close rate.
- Lead follow-up response time.
- Deal value by marketing campaign source.



MARKETING MANAGER

FOCUS:

Day-to-day campaign execution and performance.

Reports they want:

- ✓ Campaign-level analytics (CTR, impressions, engagement).
- ✓ Email and social media performance reports.
- ✓ Budget tracking and spend allocation.

Metrics:

- Campaign engagement rates.
- CPL and ROI per campaign.
- Channel performance metrics (organic vs. paid).