

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.







(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).

- 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.

- 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.

- 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.

- 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.

- Marketing-attributed pipeline percentage.
- SQL win rates.
- Average deal size from marketingsourced 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.

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









SALES DIRECTOR

FOCUS:

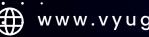
Team performance and lead quality.

Reports they want:

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

- Lead-to-opportunity and opportunity-towin 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.

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









SALES MANAGER

FOCUS:

Campaign performance and operational metrics.

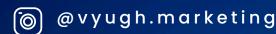
Reports they want:

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

- 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.

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