



Marketing Mary

# Marketing Performance Report

[Company Name] — [Reporting Period]

**Prepared by:** [Your Name / Team]

**Date:** [DD Month YYYY]

**Version:** [1.0]

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# Executive Summary

## Performance Overview

*[Provide a 3–4 sentence summary of overall marketing performance for the reporting period. Include the most significant headline metrics—e.g. total leads generated, pipeline influenced, revenue attributed—and any major strategic context such as product launches or market shifts.]*

## Key Achievements

- 1. [Achievement with supporting metric — e.g. “Increased MQLs by 34% QoQ through revised lead scoring model.”]*
- 2. [Achievement with supporting metric — e.g. “Increased MQLs by 34% QoQ through revised lead scoring model.”]*
- 3. [Achievement with supporting metric — e.g. “Increased MQLs by 34% QoQ through revised lead scoring model.”]*
- 4. [Achievement with supporting metric — e.g. “Increased MQLs by 34% QoQ through revised lead scoring model.”]*
- 5. [Achievement with supporting metric — e.g. “Increased MQLs by 34% QoQ through revised lead scoring model.”]*

## Areas for Improvement

- 1. [Area needing attention — e.g. “Paid search CAC rose 18%; recommend bid strategy revision.”]*
- 2. [Area needing attention — e.g. “Paid search CAC rose 18%; recommend bid strategy revision.”]*
- 3. [Area needing attention — e.g. “Paid search CAC rose 18%; recommend bid strategy revision.”]*

## Strategic Recommendations

- 1. [Forward-looking action — e.g. “Shift 15% of paid budget to LinkedIn ABM campaigns.”]*
- 2. [Forward-looking action — e.g. “Shift 15% of paid budget to LinkedIn ABM campaigns.”]*
- 3. [Forward-looking action — e.g. “Shift 15% of paid budget to LinkedIn ABM campaigns.”]*

## KPI Dashboard

Key performance indicators tracked against quarterly and annual targets.

Metric	This Quarter	Last Quarter	QoQ Change	YoY Change	Target	Status
Sessions	—	—	—	—	—	●
MQLs	—	—	—	—	—	●
SQLs	—	—	—	—	—	●
Pipeline Value	—	—	—	—	—	●
Customers Won	—	—	—	—	—	●
Revenue Attributed	—	—	—	—	—	●
CAC	—	—	—	—	—	●
CLV:CAC Ratio	—	—	—	—	—	●

● On Track ● At Risk ● Off Track

## Channel Performance

Channel	Investment	Leads	MQLs	Revenue	ROAS	Trend
Organic Search	—	—	—	—	—	—
Paid Search	—	—	—	—	—	—
LinkedIn	—	—	—	—	—	—
Email	—	—	—	—	—	—
Content	—	—	—	—	—	—
Events	—	—	—	—	—	—
Referral	—	—	—	—	—	—
<b>TOTAL</b>	—	—	—	—	—	

*[Insert Channel Performance Chart]*

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## Content & Campaign Performance

### Top Content

Title	Views	Leads	Conv Rate	Revenue
[Content piece 1]	—	—	—	—
[Content piece 2]	—	—	—	—
[Content piece 3]	—	—	—	—
[Content piece 4]	—	—	—	—
[Content piece 5]	—	—	—	—

### Campaign Results

Campaign	Reach	Engagement	Leads	Cost	CPL
[Campaign 1]	—	—	—	—	—
[Campaign 2]	—	—	—	—	—
[Campaign 3]	—	—	—	—	—
[Campaign 4]	—	—	—	—	—

## Pipeline & Revenue Attribution

### Marketing-Influenced Pipeline

Metric	Value
Total Pipeline Value (Marketing-Influenced)	—
% of Total Pipeline Influenced by Marketing	—
Average Deal Size (Marketing-Sourced)	—
Pipeline Velocity (days)	—
Win Rate (Marketing-Sourced vs Other)	—

### Attribution Model Results

*[Insert Attribution Model Comparison Chart — First Touch / Last Touch / Multi-Touch]*

### Revenue by Source

Source	Deals	Revenue	% of Total	Avg Deal Size
Organic Search	—	—	—	—
Paid Search	—	—	—	—
LinkedIn	—	—	—	—
Email	—	—	—	—
Events	—	—	—	—
Referral	—	—	—	—
<b>TOTAL</b>	—	—	<b>100%</b>	—

# Budget Analysis

## Budget vs Actual Spend

Category	Budget	Actual	Variance	% Used
Paid Media	—	—	—	—
Content	—	—	—	—
Events	—	—	—	—
Tools / Tech	—	—	—	—
Agency	—	—	—	—
Other	—	—	—	—
<b>TOTAL</b>	—	—	—	—

*[Insert Budget Allocation Pie Chart]*

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## Forward-Looking Recommendations

### Next Quarter Priorities

1. *[Priority with expected impact — e.g. “Launch ABM pilot targeting top 50 accounts; expected to generate 20 enterprise MQLs.”]*
2. *[Priority with expected impact — e.g. “Launch ABM pilot targeting top 50 accounts; expected to generate 20 enterprise MQLs.”]*
3. *[Priority with expected impact — e.g. “Launch ABM pilot targeting top 50 accounts; expected to generate 20 enterprise MQLs.”]*
4. *[Priority with expected impact — e.g. “Launch ABM pilot targeting top 50 accounts; expected to generate 20 enterprise MQLs.”]*
5. *[Priority with expected impact — e.g. “Launch ABM pilot targeting top 50 accounts; expected to generate 20 enterprise MQLs.”]*

### Budget Recommendations

*[Summarise proposed budget reallocations for the next quarter. Reference specific channels or programs and the rationale—e.g. “Redirect 15% of paid search budget to LinkedIn ABM based on superior pipeline conversion rates.”]*

*[Include any new investment requests with projected ROI.]*

### Key Risks & Mitigations

Risk	Likelihood	Impact	Mitigation
[Risk description]	[H / M / L]	[H / M / L]	[Mitigation strategy]
[Risk description]	[H / M / L]	[H / M / L]	[Mitigation strategy]
[Risk description]	[H / M / L]	[H / M / L]	[Mitigation strategy]

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