



LEANSUMMITS · REVENUE REPORTING FRAMEWORK

# Marketing Performance Dashboard

See what actually drives revenue. Move from scattered metrics to unified, decision-ready reporting.

For

Marketing Heads · RevOps &amp; Growth Teams · Founders tracking ROI

"Data is everywhere. Insights are nowhere. This dashboard framework connects marketing activity directly to revenue."

## 1 What a Good Dashboard Does

It Does This	So You Can
Aligns marketing metrics to revenue	Justify budget and prove ROI
Shows the full funnel in one view	Identify where leads drop off
Compares channel performance	Reallocate spend to what works
Surfaces leading indicators	Act before pipeline dries up
Eliminates vanity metrics	Focus the team on decisions, not reports

## 2 Funnel View — Core Framework

Funnel Stage	Key Metrics	Target Questions
Awareness	Impressions, organic sessions, brand searches	Are we reaching the right people?
Acquisition	Form fills, demo requests, CTR, CPA	Are we converting attention into leads?
Activation	MQL rate, sales accepted leads, CAC	Are leads qualifying and reaching sales?
Revenue	SQL → Closed Won rate, deal velocity, revenue contribution	Is marketing driving actual closed deals?

## 3 Channel Performance Layer

Channel	CAC	Avg. Pipeline / Lead	ROI Signal
Paid Search	—	—	ROAS, pipeline from paid
Paid Social (LinkedIn)	—	—	CPL, MQL from social

Organic / SEO	—	—	Organic pipeline, topic rank
Lifecycle / Email	—	—	Reactivation rate, expansion rev
Referral / Partner	—	—	Partner-sourced pipeline %
Events / Webinars	—	—	Attendee → SQL rate

## 4 Campaign Tracking

### UTM Structure

UTM Parameter	Definition	Example
utm_source	Where the traffic comes from	linkedin, google, newsletter
utm_medium	Type of channel	paid-social, cpc, email
utm_campaign	Specific campaign name	q2-seo-launch, abm-enterprise
utm_content	Ad creative or link variant	hero-cta, sidebar-link
utm_term	Keyword (paid search only)	growth-marketing-agency

## 5 Pipeline & Revenue Visibility

Stage	Volume	Conv. Rate	Revenue Impact
Visitors (Organic + Paid)	—	—	—
Leads / Form Fills	—	___% of visitors	—
MQLs (Marketing Qualified)	—	___% of leads	—
SQLs (Sales Accepted)	—	___% of MQLs	—
Opportunities	—	___% of SQLs	—
Closed Won	—	___% of opps	\$___

## 6 Decision Layer

A dashboard that doesn't drive decisions is just a report. Use this framework to act on what you see.

Decision	Signal to Look For	Action
Scale it	CAC < target AND pipeline growing	Increase budget 20–30% weekly
Kill it	CAC > 2x target for 4+ weeks	Pause, reallocate budget
Iterate it	Good reach, poor conversion	A/B test messaging / CTA / offer
Investigate it	Sudden traffic drop or spike	Audit UTMs, indexing, page status
Budget shift	One channel dominates ROI	Rebalance toward high performers

TEMPLATES INCLUDED

<b>Google Sheets / Looker Structure</b>	Pre-built dashboard layout with funnel, channel, and pipeline views
<b>Funnel Tracking Template</b>	Stage-by-stage conversion tracker tied to revenue
<b>Campaign Tracker</b>	UTM-linked campaign performance log with CAC and ROI columns
<b>Monthly Reporting View</b>	Executive-ready monthly summary with decisions and next actions

## Track what matters. Scale what works.

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