

MARKETING CONVERSION FUNNEL

Campaign Performance Summary

AWARENESS (TOFU)

Impressions, Reach, Social Shares

â¼ CTR %

INTEREST (MOFU)

Page Views, Inbound Leads, Newsletter Subs

â¼ Lead Gen %

DESIRE (MOFU)

Add to Cart, Demo Requests, Consultations

â¼ Sales Velocity

ACTION (BOFU)

Transactions, Closed Contracts, Revenue

â¼ Retention Rate

ADVOCACY

Referrals, Reviews, LTV

Key Insights:

Bottlenecks:

Next Steps: