

INBOUND LEAD CONVERSION FUNNEL

Reporting Period: _____

AWARENESS (Total Traffic)
INTEREST (Leads Generated)
CONSIDERATION (MQLs)
INTENT (SQLs/Demos)
EVALUATION (Closed Won)

VISITOR TO LEAD %
LEAD TO MQL %
SQL TO WIN %
AVG. DEAL SIZE
CAC (COST PER LEAD)
TOTAL REVENUE

Confidential Internal Sales Report â€¢ Generated via Marketing Template