

LEAD TRACKING FUNNEL

Period: _____ to _____

Total Reach / Visitors

Marketing Qualified Leads

Vetted Opportunities

Active Negotiations

New Customers

AWARENESS / TRAFFIC

LEAD CAPTURE (MQL)

SALES QUALIFIED (SQL)

PROPOSAL / DEMO

CLOSED WON

Overall Conversion Rate _____ %

Cost Per Acquisition \$ _____

Total Pipeline Value \$ _____