

MARKETING QUARTERLY REVIEW

QUARTER: _____

DATE: _____

OWNER: _____

DATA COLLECTION & AUDIT

Gather multi-channel performance metrics and compare against previous quarter benchmarks.

- Traffic & Lead Volume
- CAC & LTV Analysis
- Conversion Rates
- Channel ROI

GOAL ASSESSMENT

Evaluate KPI achievement status and identify variance reasons for underperforming targets.

- KPI Target vs. Actual
- Budget Utilization
- Competitor Benchmarking
- Market Share Trends

CREATIVE & MESSAGING REVIEW

Analyze high-performing assets and sunset fatigue-heavy creative campaigns.

- Top Performing Ads
- A/B Test Outcomes
- Brand Sentiment
- Content Engagement

FORWARD STRATEGY

Define objectives for the upcoming quarter based on historical data and seasonal shifts.

- Next Quarter OKRs
- Resource Allocation
- New Channel Testing
- Timeline Finalization