

INBOUND ACQUISITION GROWTH

Monthly Performance Tracking Chart

Period: _____
Owner: _____

Acquisition Channel	New Leads	Conversions	CPA (\$)	Growth Key / Notes
Organic Search (SEO)				
Content Marketing				
Social Media (Organic)				
Email Newsletters				
Referral Traffic				
Webinars/Events				
Other Inbound				

TOTAL INBOUND LEADS

AVG. CONV. RATE
_____%
TOTAL GROWTH MOM
_____%
TARGET VARIANCE
+/- _____

STRATEGIC OBSERVATIONS: