

LEAD TO CUSTOMER ACQUISITION CHART

REPORTING PERIOD

CAMPAIGN / CHANNEL

TOTAL BUDGET

Funnel Stage	Count (Qty)	Conversion %	Notes / Observations
Total Impressions		-	Total reach of campaign
Raw Leads (MQL)			Marketing Qualified Leads
Vetted Leads (SQL)			Sales Qualified Leads
Opportunities			Demos / Proposals sent
New Customers			Closed-Won deals
Final Conversion Rate			CAC: \$_____

EXECUTIVE SUMMARY & NEXT STEPS