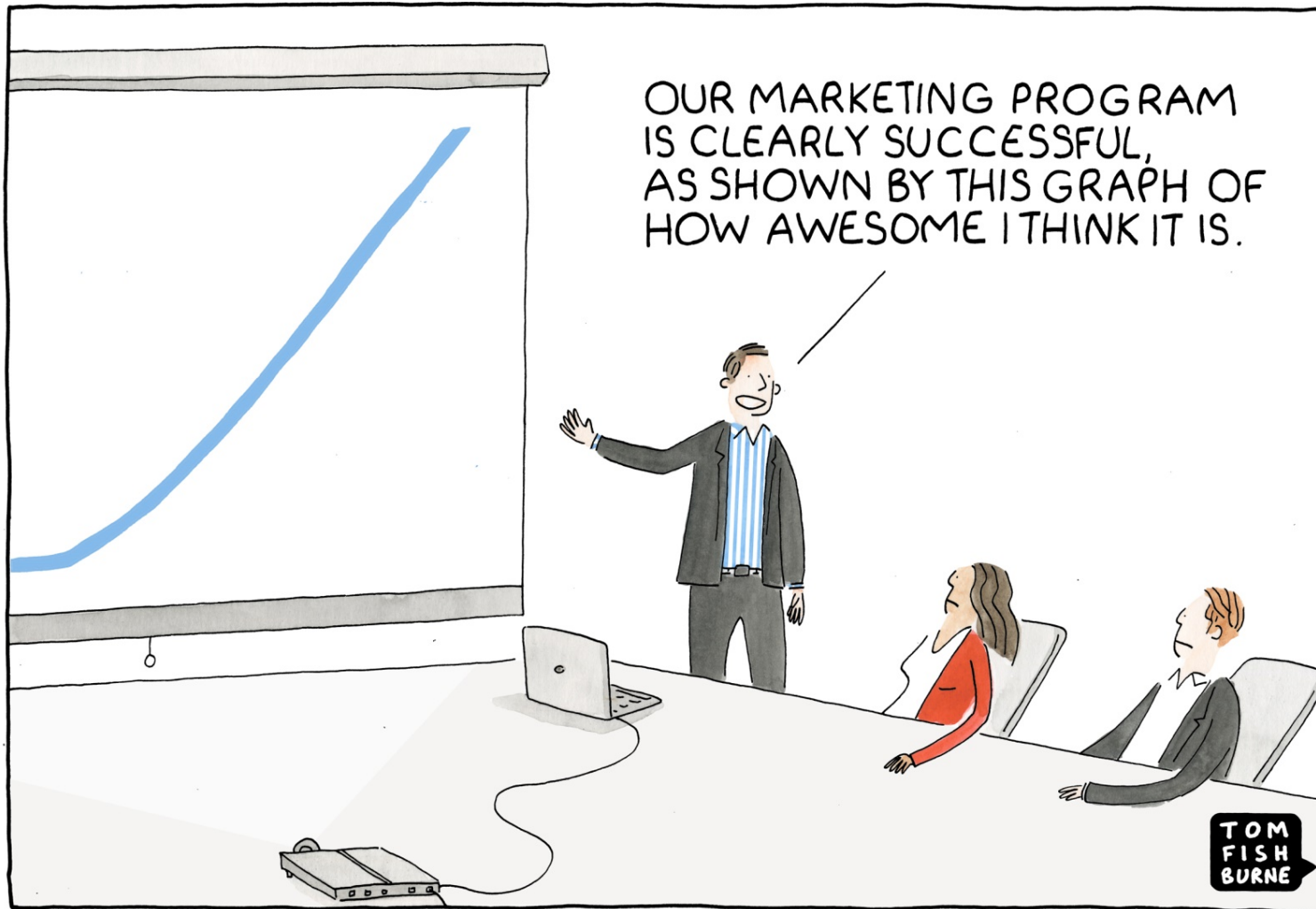




Your Weekly Marketing Analytics Report is Useless; Here's Why

Udi Ledergor



TYPICAL WEEKLY MARKETING REPORT

- I did this
- And I also did this
- I am currently working on this
- Next week, I plan on doing this
- If I find the time, I am also planning to do this

NOBODY CARES* ABOUT YOUR EMAIL OPEN RATES AND CTR

* That's only partly true, but we'll get to that later

IT ALL STARTS WITH THE BUSINESS



New Customers



Self-service Sales



Average Deal Size



Customer Retention

Business Goal

New Customers = 30

Marketing Goal

Assuming Leads \rightarrow 5% \rightarrow SQLs \rightarrow 20% \rightarrow Customers,
SQLs = 150 | Leads = 3,000

Marketing Activities

Channel: Paid | Organic | Trade Shows
Campaign: A | B | C | D | E | F | G

Activity Results

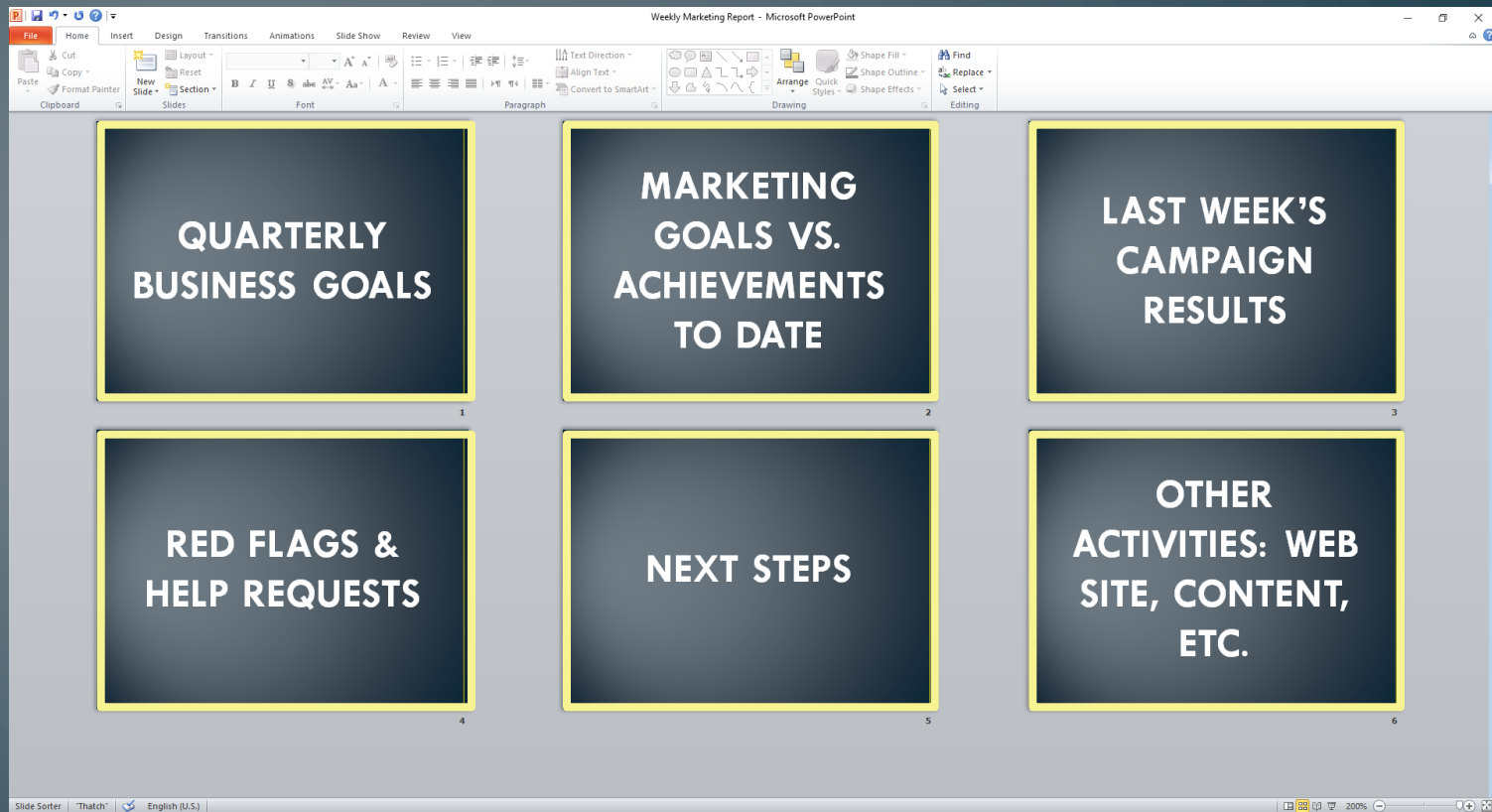
Email Open Rate | CTR | LP Conversion Rate
\$/Lead | \$/SQL | \$/Customer

Absolute

Over Time

Compared to Other
Campaigns & Channels

WEEKLY MARKETING REPORT CHEAT SHEET



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