

# Marketing Performance Reporting and KPIs

Document ID: MKT-KPI-2025.01

Version: 1.0

Effective Date: 2025-11-01

Department: Marketing, Finance

## 1. Objective

To define the essential metrics used to measure marketing efficiency, contribution to revenue, and overall market impact.

## 2. Key Performance Indicators (KPIs)

KPI Category	Metric	Definition	Target Baseline
Pipeline Contribution	Marketing Originated Pipeline (\$)	Value of new pipeline generated directly from Marketing-sourced leads (MQLs).	> 30% of total pipeline.
Efficiency	Customer Acquisition Cost (CAC)	Total marketing and sales cost divided by the number of new customers acquired.	Maintain CAC < 1/3 of projected Customer Lifetime Value (CLV).
Lead Quality	MQL-to-SQL Conversion Rate (%)	Percentage of MQLs that are accepted by Sales and converted to SQLs.	> 15%
Brand/Digital	Organic Search Traffic (%)	Percentage of website sessions coming from organic (non-paid) search.	> 50%

<b>Content Impact</b>	<b>Total Gated Asset Downloads</b>	Number of unique users accessing Tier 1 content, indicating high intent.	<b>Monthly Growth Rate &gt; 10%</b>
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### 3. Reporting Cadence

- **Weekly Dashboard Review:** Focus on MQL volume, MQL-to-SQL conversion rate, and pipeline velocity.
- **Monthly Performance Review:** Comprehensive review of all KPIs, CAC, and channel spend efficiency.
- **Quarterly Business Review (QBR):** Deep dive into strategic performance (Brand Awareness, CLV analysis, Budget Variance).

### 4. Attribution Model

NexaCore uses a **Weighted Multi-Touch Attribution** model, giving partial credit to all marketing touches (first touch, mid-touch, and final touch) that occurred before the lead converted to a Sales Accepted Lead (SAL).