Questions for the CEO:

CEO: How has our overall revenue performance trended over the past year, and what are the key drivers behind any significant changes?

CEO: Which product or service offerings have shown the highest growth potential in terms of sales and profitability? What strategies have contributed to their success?

CEO: What is our customer acquisition cost (CAC) and customer lifetime value (CLV) for each major customer segment? Are there any segments where the CAC exceeds the CLV, indicating potential profitability challenges?

CEO: What is our market share compared to our competitors in key markets, and how has it evolved? Are there any emerging market trends or competitive threats that we need to be aware of?

Questions for the CMO:

CMO: Which marketing channels have delivered the highest return on investment (ROI) in terms of customer acquisition and conversion? How does the performance of digital marketing channels compare to traditional channels?

CMO: What are the key demographic and psychographic characteristics of our most valuable customer segments? How can we tailor our marketing messages and campaigns to resonate better with these segments?

CMO: Are there any notable changes in customer preferences or trends that have impacted our marketing strategies? How can we adapt our campaigns to align with these changes and stay ahead of the competition?

CMO: What are the key metrics and KPIs we should be tracking to measure the effectiveness of our marketing efforts? How can we enhance our marketing analytics capabilities to gain deeper insights and optimize our marketing spend?