**CEO Questions:**

**1 : What is the overall revenue growth trend over the past year, and what are the main factors driving this growth or decline?**

**2 : How does our company's market share compare to our competitors in key markets, and what strategies can we implement to increase our market share?**

**3 : What is the customer churn rate, and what are the primary reasons customers are leaving? How can we improve customer retention?**

**4 : How effective are our current marketing and advertising campaigns in terms of generating leads and converting them into customers? What are the key metrics we should focus on to measure campaign success?**

**CMO Questions:**

**1 : What are the most effective marketing channels or platforms for acquiring new customers, and how can we optimise our budget allocation across these channels?**

**2 : What are the customer demographics and preferences for our products/services, and how can we tailor our marketing messages to better resonate with our target audience?**

**3 : Are there any emerging market trends or consumer behaviours that we should be aware of to stay ahead of the competition? How can we adapt our marketing strategies to capitalise on these trends?**

**4 : What is the ROI (Return on Investment) for each marketing campaign, and how can we allocate our resources more effectively to maximise ROI?**