

Executive Marketing KPI Dashboard

A one-page management view connecting marketing activity with demand, pipeline, revenue, and decisions.

Monthly Reporting Template
Jeddah, Saudi Arabia
majedjan.com

Monthly executive summary

Reporting month	Prepared by

1. What happened?

2. Why did it happen?

3. What should leadership decide?

Primary KPI scorecard

KPI	Target	Actual	Previous	Status	Comment
Marketing spend					
Qualified inquiries					
Cost per qualified inquiry					
Inquiry-to-opportunity conversion					
Pipeline influenced					
Revenue influenced					
Customer acquisition cost					
Retention or repeat rate					

Channel and funnel decisions

Channel / stage	Spend	Qualified demand	Conversion	Decision
				Scale / Fix / Pause / Stop
				Scale / Fix / Pause / Stop
				Scale / Fix / Pause / Stop
				Scale / Fix / Pause / Stop
				Scale / Fix / Pause / Stop
				Scale / Fix / Pause / Stop
				Scale / Fix / Pause / Stop

Actions for next month

Action	Owner	Deadline	Expected outcome