

Marketing report

Print it, or type into the fields. Every section is optional — delete what your stakeholders don't read.

Company / client	
Reporting period	e.g. 1–31 March
Prepared by	
Date prepared	
Report cadence	Monthly
Audience for this report	e.g. CMO + exec team

Executive summary

Three sentences maximum: what happened, why it happened, what you're doing next.

KPI dashboard

Goal versus actual, with the previous period for context.

Metric	Channel	Goal	Actual	Prev	Pacing
Sessions / users	All channels				
New leads (MQLs)	All channels				
Sales-qualified leads	All channels				
Customers won	All channels				
Pipeline value	All channels				
Revenue attributed	All channels				
Marketing spend	All channels				
Cost per lead	All channels				
Customer acquisition cost	All channels				
Return on ad spend	Paid				

SEO performance

Metric	This period	Last period	Change	Note
Organic sessions				
Organic conversions				
Non-branded clicks				
Branded clicks				
Impressions				
Average position				
Keywords in top 3				
Keywords in top 10				
Referring domains				
New pages published				
Core Web Vitals pass rate				

Paid performance

Metric	This period	Last period	Change	Note
Impressions				
Clicks				
Click-through rate				
Average cost per click				
Spend				
Conversions				
Cost per conversion				
Return on ad spend				
Top-performing ad creative				
Wasted spend (zero-conversion terms)				

Social performance

Metric	This period	Last period	Change	Note
Followers				
Net new followers				
Posts published				
Impressions				
Engagements				
Engagement rate				
Link clicks				
Referral sessions				
Top-performing post				
Share of voice vs competitors				

Email performance

Metric	This period	Last period	Change	Note
List size				
Net new subscribers				
Unsubscribes				
Campaigns sent				
Open rate				
Click-through rate				
Click-to-open rate				
Conversions				
Revenue attributed				
Deliverability / bounce rate				

Website performance

Metric	This period	Last period	Change	Note
Sessions				
Users				
New vs returning split				
Pages per session				
Average engagement time				
Bounce rate				
Top landing pages				
Top exit pages				
Conversion rate				
Mobile vs desktop split				

Conversion funnel

Stage	Volume	Conv. from previous	Conv. from top
Impressions / reach			
Sessions			
Engaged sessions			
Leads			
Sales-qualified leads			
Opportunities			
Customers			

Budget and return

Line item	Planned	Actual	Variance	Revenue	ROI
Paid search					
Paid social					
Display / programmatic					
Content production					
SEO / tooling					
Email platform					
Events & sponsorship					
Agency / freelance					
Other					
Total					

Insights

The part stakeholders actually read. Write it last.

What worked The single result you'd repeat next period, and the number that proves it.	
What didn't The clearest underperformer — say what you're stopping, not just what missed.	
Why the numbers moved Cause, not restatement. Seasonality, a launch, a tracking change, an algorithm update.	
What we're doing about it Specific action, owner, and date. One line each.	
What we need from you Decisions, budget, or approvals blocking next period.	

Next actions

Action	Owner	Due	Expected impact

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