

MARKETING PERFORMANCE GUIDE · 2026

Marketing KPI Tracking Template + Benchmark Guide

25 formulas across 4 funnel stages, benchmark ranges for SMB / mid-market / enterprise, and an automated Health Score — pre-built for marketing ops and analytics teams.

- **25 pre-built KPI formulas** — CTR, CPL, MQL→SQL, CAC, LTV, ROAS and more, organized by funnel stage
- **Benchmark ranges by company size** — stop guessing if your numbers are good or just average
- **Automated KPI Health Score** — one composite red/amber/green signal ready for CMO reporting

| | | |
|---|--|--|
| <p>CTR — SEARCH</p> <p>4.7%</p> <p>▲ ABOVE BENCH</p> | <p>COST PER LEAD</p> <p>\$86</p> <p>● WATCH</p> | <p>MQL → SQL RATE</p> <p>31%</p> <p>▲ ABOVE BENCH</p> |
| <p>CAC</p> <p>\$1,240</p> <p>▲ ON TARGET</p> | <p>LTV : CAC RATIO</p> <p>3.8*</p> <p>▲ HEALTHY</p> | <p>ANNUAL CHURN</p> <p>8.2%</p> <p>● MONITOR</p> |

TRUSTED BY ENTERPRISE MARKETING TEAMS AT

ASUS Illycaffè Booyah Advertising Signal Theory AdRoll

01 · WHY KPI TRACKING BREAKS DOWN

Your dashboard is full. Your decisions are still gut.

Here's what actually breaks KPI tracking — and why the fix starts with knowing which 25 metrics deserve a column.

01**No benchmark context**

You track a 2.3% CTR but can't tell if that's market-leading or a slow leak. Without benchmark ranges by company size, every number is just a number — with no signal attached to it.

02**Manual data pulls consuming 8–15 hrs/wk**

Most ops teams spend a full working day each week dragging numbers from Google Ads, Meta, Salesforce, and HubSpot into one sheet. That's not analysis — that's copy-paste on autopilot.

03**Metrics mismatched to funnel stage**

Teams optimizing for impressions at the conversion stage. Reporting CAC while ignoring LTV. Tracking the right metrics in the wrong context produces the wrong optimizations — every time.

04**No composite health signal**

Every KPI looks the same shade of neutral until the Q4 miss hits. A composite Health Score surfaces performance drift in individual metrics weeks before it compounds into a revenue shortfall.

02 · 25 KPIS BY FUNNEL STAGE

Track what moves revenue. Ignore the rest.

Four stages, 25 metrics, one formula each. Core KPIs shown below — the full set is pre-wired in the template.

| METRIC | FORMULA | WHAT IT TELLS YOU |
|-----------------------------|---|---|
| AWARENESS | | |
| Click-Through Rate | $\text{Clicks} \div \text{Impressions}$ | Ad resonance with target audience |
| Cost Per Mille (CPM) | $(\text{Spend} \div \text{Impressions}) \times 1,000$ | Reach efficiency across channels |
| Impression Share | $\text{Your Imps} \div \text{Eligible Imps}$ | Visibility headroom vs. competitive ceiling |
| ACQUISITION | | |
| Cost Per Lead (CPL) | $\text{Spend} \div \text{Leads Generated}$ | Lead generation cost efficiency |
| Cost Per Click (CPC) | $\text{Spend} \div \text{Clicks}$ | Paid channel bid efficiency |
| Traffic Source Mix | $\text{Channel Sessions} \div \text{Total Sessions}$ | Channel dependency + diversification risk |
| Landing Page CVR | $\text{Leads} \div \text{Landing Page Visits}$ | Offer and page performance signal |
| CONVERSION | | |
| MQL → SQL Rate | $\text{SQLs} \div \text{MQLs}$ | Lead quality from marketing channels |
| SQL → Opp Rate | $\text{Opportunities} \div \text{SQLs}$ | Sales handoff quality + ICP alignment |
| Customer Acq. Cost | $\text{Total Spend} \div \text{New Customers}$ | Full-funnel cost efficiency |
| Time to Convert | $\text{Avg Days: First Touch} \rightarrow \text{Close}$ | Sales cycle health + funnel velocity |
| RETENTION | | |
| Lifetime Value (LTV) | $\text{AOV} \times \text{Purchase Freq} \times \text{Lifespan}$ | Revenue potential per customer |
| LTV : CAC Ratio | $\text{LTV} \div \text{CAC}$ | Business model sustainability signal |
| Annual Churn Rate | $\text{Churned} \div \text{Total Customers}$ | Product + CS performance proxy |
| Net Promoter Score | $\% \text{ Promoters} - \% \text{ Detractors}$ | Brand advocacy + expansion signal |

Full 25-KPI set (including ROAS, CPO, Bounce Rate, Email Open Rate, and 9 more) available in the downloadable template.

03 · BENCHMARK RANGES BY COMPANY SIZE

Good, mediocre, or broken? Now you'll know.

Ranges sourced from WordStream, HubSpot, Salesforce, and Gartner. Use as directional benchmarks — apply within your vertical, not across all industries.

| KPI | SMB (<200 EMPLOYEES) | MID-MARKET (200-1K) | ENTERPRISE (1K+) |
|----------------------|----------------------|---------------------|------------------|
| CTR — Search Ads | 1.5 – 3.5% | 2.5 – 5.0% | 4.0 – 8.0% |
| CTR — Display Ads | 0.05 – 0.3% | 0.1 – 0.5% | 0.3 – 1.0% |
| Cost Per Lead (CPL) | \$25 – \$75 | \$50 – \$200 | \$100 – \$500 |
| MQL → SQL Rate | 8 – 20% | 15 – 35% | 25 – 50% |
| ROAS (Paid Channels) | 2 – 4× | 3 – 6× | 4 – 10× |
| LTV : CAC Ratio | 1.5 – 2.5× | 2.5 – 4× | 3 – 6× |
| Annual Churn Rate | 15 – 25% | 10 – 20% | 5 – 12% |
| Email Open Rate | 18 – 25% | 22 – 32% | 25 – 40% |

● On target for segment ● Acceptable, room to improve ● Context-dependent (scale affects range)

Important: benchmarks vary significantly by vertical

Healthcare and financial services CPLs typically run 3–5× higher than the ranges above due to compliance overhead and longer sales cycles. Retail ecommerce ROAS targets often exceed 8× at enterprise scale. Always calibrate to your vertical and acquisition model before setting targets.

04 · THE KPI HEALTH SCORE

One composite score. Five minutes of setup.

Each KPI scores against its benchmark band. The composite rolls up to a single RAG status — ready for weekly CMO reporting without a BI ticket.

● RED — ACT NOW

KPI is >20% below the benchmark floor for your company size. Needs investigation this week.

● AMBER — WATCH

Within range but trending down over 3 consecutive periods. Flag for next planning cycle.

● GREEN — ON TRACK

At or above benchmark median. Hold strategy, document what's working, review quarterly.

1

Paste your numbers once a week

Drop weekly actuals into the yellow input cells. The template reads from 6 source columns — one per major channel (Search, Social, Email, Display, Direct, Other).

2

Each KPI auto-scores against its benchmark band

VLOOKUP formulas match your company size tier to the benchmark table and calculate a 1–10 score. Below the floor = red; within range = amber or green based on trend direction over prior 3 periods.

3

Composite score feeds your weekly report

The summary tab outputs one number (0–100) and a top-3 "metrics needing attention" list. Copy it into your CMO dashboard or Slack update — no formatting needed.

WITHOUT THIS TEMPLATE

Export manually from 5+ platforms
No benchmark — no signal
Spreadsheet emailed as attachment
CMO asks "is this good?" — no answer



WITH THIS TEMPLATE

Paste once → charts auto-update
RAG score vs. benchmark — instant context
Summary tab ready to screenshot or share
CMO sees status in under 30 seconds

Stop updating the sheet. Start using it.

ASUS replaced a 90-hour weekly reporting grind with automated dashboards — full visibility across every channel, any report in minutes.



ASUS Global Technology Brand

"Full control over our marketing data globally. Any report in minutes."

Jeff Lee · ASUS

90 hrs/wk saved on manual reporting **Minutes** to build any report (was days)

WHY TEAMS MOVE FROM TEMPLATE TO IMPROVADO

90

hrs/wk saved on manual reporting
(ASUS)

1,000+

managed data connectors, no
engineering required

Live

KPI dashboards — no weekly paste, ever

Book a Demo

See how Improvado replaces your manual KPI process with live, automated marketing analytics.

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