

Sample Client

2020 Marketing Dashboard Report

Marketing Metrics	2014 (Q4) Baseline	2020 Avg (or YTD)	January	February	March	April	May	June	July	August	September	October	November	December
WEB TRAFFIC														
Visits/Sessions	3,937	7,168	6,555	6,623	7,018	6,358	6,167	6,301	6,056	5,866	8,227	9,110	8,702	9,027
Unique visitors	2,281	5,884	5,594	5,704	5,998	5,345	5,162	5,226	5,125	4,850	6,210	6,390	7,373	7,632
Search Traffic	1,694	3,948	3,545	3,201	3,256	3,604	3,893	4,471	4,067	3,808	3,971	4,291	4,045	5,224
Search Traffic Percent	43%	56%	54%	48%	46%	57%	63%	71%	67%	65%	48%	47%	47%	58%
Conversion rate		1.7%	2.0%	2.0%	1.8%	1.4%	1.6%	1.5%	1.7%	2.7%	1.2%	2.1%	1.3%	1.3%
SOCIAL														
LinkedIn followers: (Company; YTD)	2,831	4,082	3,700	3,726	3,756	3,786	3,796	3,844	3,931	3,975	4,031	4,058	4,060	4,082
LEADS/SALES														
Contact Us Completions	7	98	93	95	100	97	93	87	95	130	110	104	75	98
Website Downloads	5	64	136	147	76	23	32	29	40	63	29	101	43	43
Total new opportunities for month (YTD)		23	1	1	4	1	3	1	2	1	6	2	1	3
Total new marketing-generated opportunities for month (YTD)		7	0	1	1	0	1	1	0	0	3	0	0	1
Potential revenue added to pipeline (YTD)		\$51,220,000	\$400,000	\$330,000	\$5,055,000	\$600,000	\$3,925,000	\$5,000,000	\$3,380,000	\$16,000,000	\$4,750,000	\$1,400,000	\$500,000	\$9,880,000
Pipeline size- total		\$19,468,333	\$8,980,000	\$8,910,000	\$14,165,000	\$12,910,000	\$14,560,000	\$16,910,000	\$15,590,000	\$25,110,000	\$26,960,000	\$28,925,000	\$25,630,000	\$34,970,000
Accounts closed & won (YTD)		9	1	0	0	0	1	0	1	2	1	2	1	0
Potential revenue from new accounts closed		\$10,475,000	\$160,000	\$0	\$0	\$0	\$1,425,000	\$0	\$3,100,000	\$2,350,000	\$2,500,000	\$180,000	\$760,000	\$0
Potential rev from new mktg-gen accts (YTD)		\$4,525,000	\$0	\$0	\$0	\$0	\$1,425,000	\$0	\$3,100,000	\$0	\$0	\$0	\$0	\$0