

Marketing Funnel Questionnaire

Who on the forecasting team is responsible for tracking the marketing funnel metrics?

What tracking tools are in place to track marketing metrics?

What are the top three to five lead sources delivering the highest volume of leads in the forecast?

Which lead sources deliver the highest and lowest dollar value to customers?

Which lead sources deliver the highest and lowest percentage of won customers?

Which lead sources deliver the shortest and longest sales cycles?

What is the cost per lead associated with each lead source?

How does the marketing team receive customer feedback on the alignment of marketing messaging with customer expectations?
