

KPIs 4 CMOs

Ultimate Success Sheet for CMOs for Mid-Market Tech Growth Scale-Ups

This scorecard equips growth-stage CMOs with high-impact metrics that spotlight what fuels pipeline, builds market authority, and maximises lifetime value. Track, compare, and course-correct quickly to convert marketing activity into predictable revenue and capital-efficient scale.

ACQUISITION & PIPELINE KPIS

Monitor these demand and pipeline indicators to ensure campaigns create qualified opportunities, accelerate deal cycles, and align marketing spend with quarterly revenue commitments.

Marketing Qualified Leads (MQLs)

Number of leads meeting defined fit criteria.

Pipeline Coverage Ratio

Ratio of pipeline value to upcoming sales target.

Cost per Lead (CPL)

Number representing marketing spend per qualified lead.

Sales Qualified Leads (SQLs)

Number of leads accepted by sales for sales engagement.

Opportunity Win Rate

Percentage of opportunities won from total pipeline.

Cost per MQL/SQL

Number representing total acquisition cost per MQL/SQL.

MQL to SQL Conversion Rate

Percentage of MQLs that convert into SQLs in the funnel.

Average Deal Size

Average value of closed-won deals in a given period.

Customer Acquisition Cost

Total sales and marketing cost per new customer

Sales Accepted Leads (SALs)

Number of leads reviewed and approved by sales for pursuit.

Pipeline Velocity

Average time for opportunities to move from open to closed-won.

Source-to-Opportunity Rate

Percentage of leads from a source that become sales opportunities.

Pipeline Created (\$)

Total value of new opportunities entering the sales pipeline.

Lead Response Time

Average time for sales to contact new leads (in hours/days).

Marketing Sourced Pipeline %

Percentage of total pipeline value directly sourced by marketing.

BRAND & MARKET VISIBILITY KPIS

Share of Voice in Target Channels

Your share of coverage or presence versus competitors in relevant media, events, or digital channels.

Earned Media Placements (Non-Paid)

Count of articles, reviews, interviews, or analyst citations in respected industry publications.

Key Event Participation

Number and relevance of industry events where your company has a speaking slot, panel, or demo.

Direct Website Traffic

Volume of visits arriving via direct URL (an indicator of market visibility and recall).

Qualified Leads from Events/Webinars

Number of marketing-qualified leads generated from field marketing, trade shows, or online webinars.

Referral Leads Generated

Count of new leads entering the pipeline via referrals from partners, clients, or ecosystem activity.

CUSTOMER GROWTH & RETENTION KPIS

Net Revenue Retention (NRR)

Recurring revenue retained after expansion and churn, tracked in CRM.

Gross Revenue Retention (GRR)

Percent of recurring revenue retained, excluding upsell, via CRM.

Logo Churn Rate

Number of customer accounts lost during a period, tracked in CRM.

Renewal Rate

Percent of customers who renew or sign a new contract in CRM.

Expansion Opportunities Created

Number of upsell or cross-sell deals opened for existing clients in CRM.

Customer Health Score

Composite CRM score for customer risk, usage, engagement, and support.

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