



**Connecting Marketing
Impact to Revenue
Growth:
Building a Modern
Value Measurement
Framework**

Connecting Marketing Impact to Revenue Growth: Building a Modern Value Measurement Framework

INTRODUCTION



CMOs and CROs are all too familiar with the pressure to quantify marketing's contribution to growth. Yet, too often, measurement frameworks are fragmented, focused narrowly on channels (e.g., email clicks) or short-term results. To connect marketing impact to revenue growth, organizations must adopt a modern approach that combines strategic alignment, cross-functional collaboration, and technology-enabled insight.

Enter the modern value measurement framework: a practical model that connects performance metrics across stages, departments, and systems to create a shared definition of success and accelerate commercial impact.

THE CHALLENGE: MARKETING MEASUREMENT HASN'T KEPT PACE



Even as marketing technology evolves, many organizations still struggle to measure what matters. Common pitfalls include disconnected KPIs between marketing, sales, and customer success; overemphasis on campaign metrics instead of customer lifetime value; lack of integration across data sources and tools; and limited visibility into how marketing performance influences revenue.

Modern marketing leaders recognize that precision revenue orchestration depends on sustainable growth, recurring revenue, and lifetime customer value (and not just lead volume).

THE THREE LENSES OF VALUE MEASUREMENT



A complete value measurement framework balances strategic, tactical, and operational perspectives. These lenses ensure that insights move fluidly—from strategy to execution—connecting activity metrics to commercial outcomes.

1

Annual / Quarterly – Strategic Planning

Where should we budget?
What big bets should
we make?

2

Monthly – Tactical Evaluation

How will we evaluate
channel performance
and campaign activation?

3

Weekly / Daily – Operational Optimization

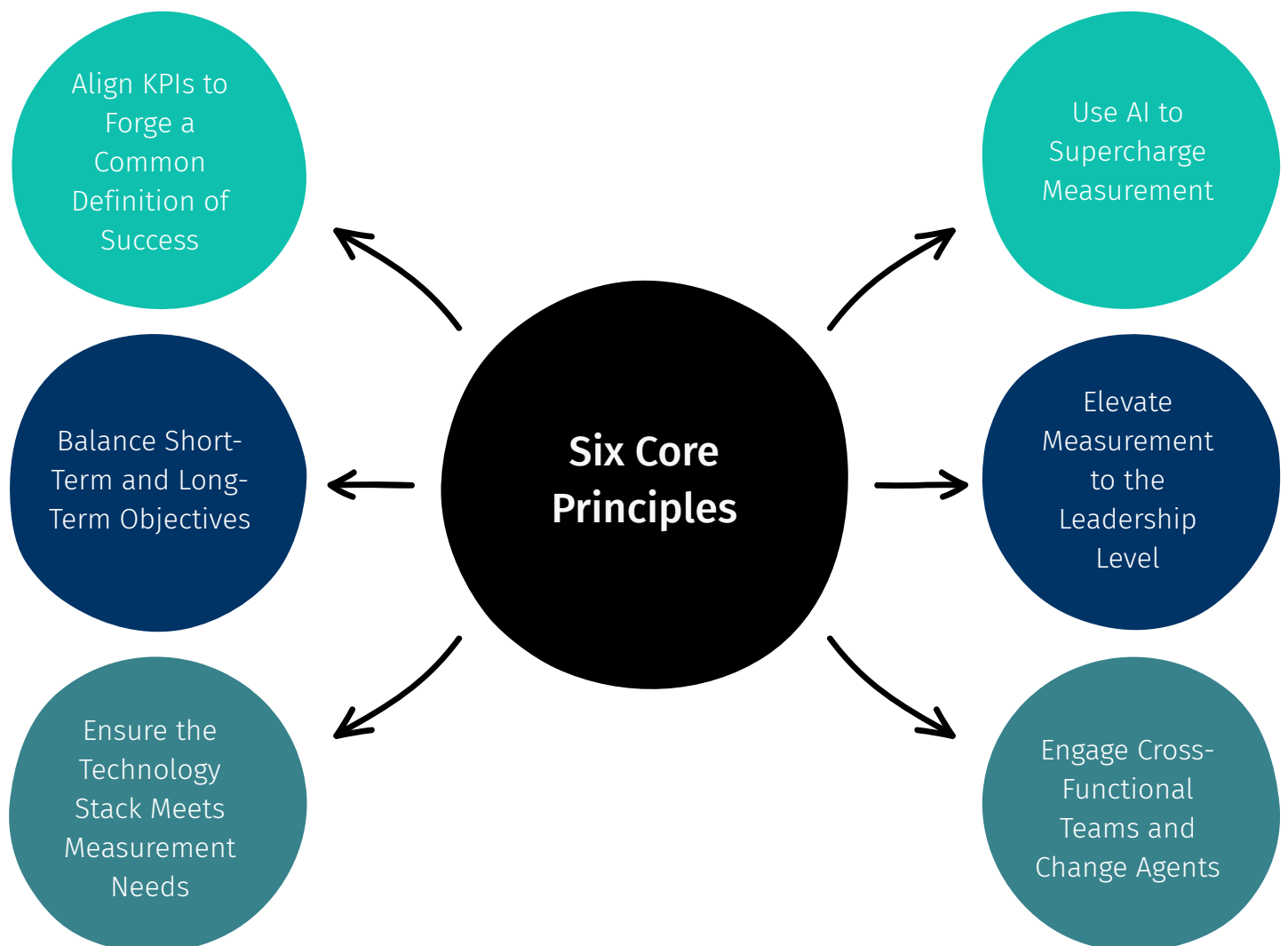
How do we fine-tune
and translate insights
into impact?

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SIX PRINCIPLES FOR MODERN MEASUREMENT



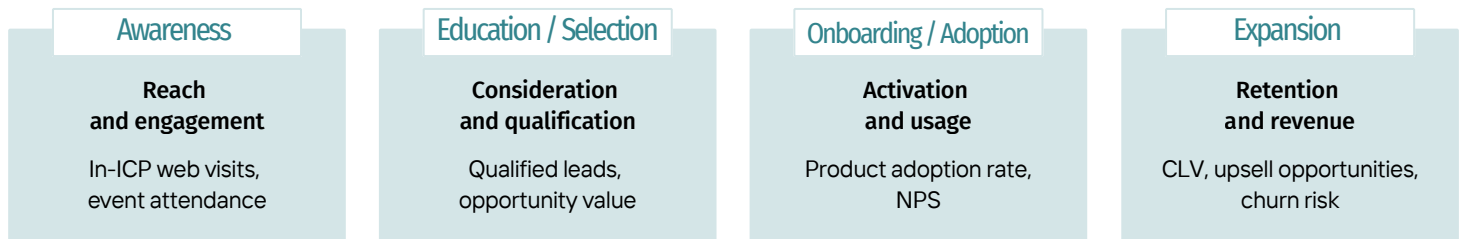
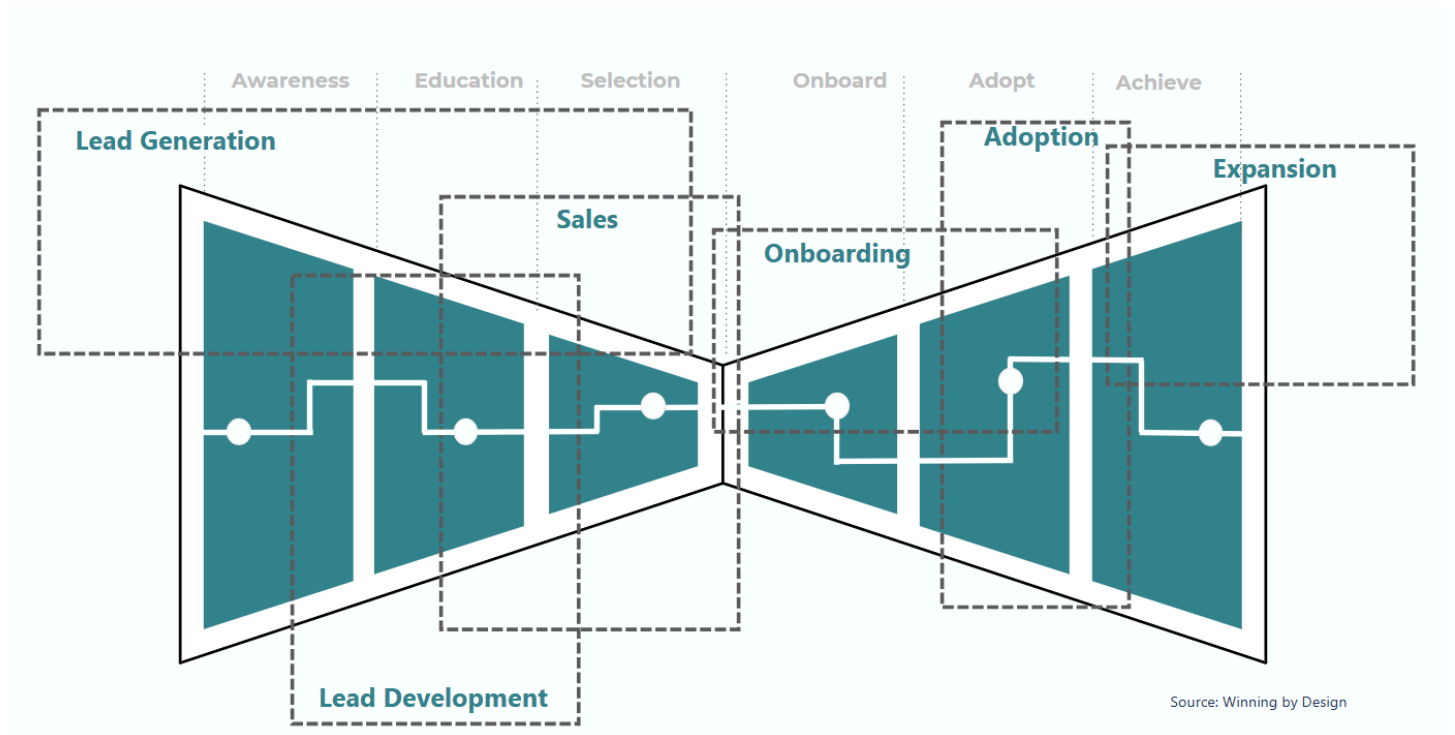
The framework rests on six core principles that distinguish high-performing organizations:



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ALIGNING AROUND THE CUSTOMER LIFECYCLE

Performance manifests differently across both organizational levels and stakeholders. To measure what matters, teams must align around the customer lifecycle—from awareness to adoption to expansion.



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THE MICROSOFT TECHNOLOGY STACK FOR CONNECTED VALUE MEASUREMENT



Executing a modern measurement framework requires more than alignment; it requires the right Microsoft foundation. The Dynamics 365 ecosystem provides the technology backbone to unify customer data, automate insights, and connect marketing impact to financial outcomes.

Dynamics 365 Customer Insights – Data



Unifies customer information across systems, creates a single source of truth, and enables KPI alignment.

Dynamics 365 Customer Insights – Journeys

Automates campaigns, tracks engagement, and aligns marketing performance to revenue.



Dynamics 365 Sales + Customer Service

Closes the loop between marketing and revenue realization.



Microsoft Fabric

Transforms data into real-time, predictive intelligence.



Power BI + Copilot for Analytics

Democratizes insight and enables natural language queries for campaign ROI and customer analytics.



Power Automate + Power Apps

Extends workflows with automation, apps, and AI-driven experiences (Power Automate, Power Apps).

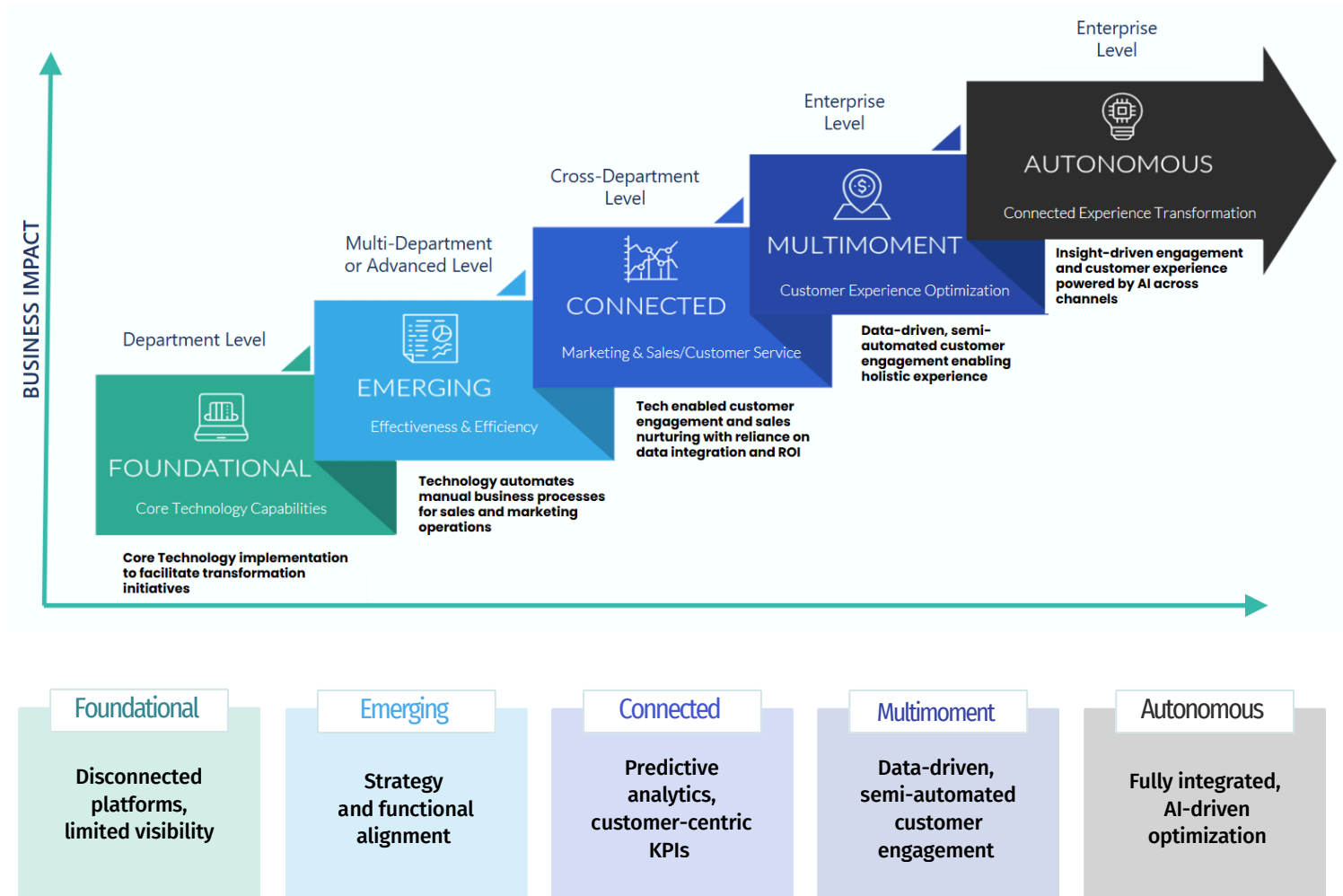
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BUILDING THE INFRASTRUCTURE FOR REVENUE ANALYTICS

A unified revenue analytics framework integrates data, technology, and insight across systems. Connected data from Dynamics 365, unified models in Sales, Customer Insights and Service, predictive intelligence, and governance enable every stakeholder, from analyst to CMO, to act on shared truth.

THE MATURITY JOURNEY: FROM DATA CHAOS TO CONNECTED GROWTH

Based on Coffee + Dunn's Connected Experience Maturity Diagnostic, leaders can benchmark their organization's state:



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THE TAKEAWAY: MEASURE WHAT MATTERS



True marketing impact is not about more data; it's about better decisions. When CMOs and CROs align on the value measurement framework:

- 1 **Teams work from shared truths.**
- 2 **Budgets reflect measurable growth drivers.**
- 3 **Insights translate into commercial performance.**

Modern revenue leaders don't just report on marketing; they run their business through it.

ABOUT COFFEE + DUNN



Coffee + Dunn is an industry leading connected experience partner uniquely focused on building effective customer engagement through the strong alignment of **technology**, **operations**, and **strategy**.

Our award-winning services enable our clients to drive growth and optimize value. We serve various industries, including financial and B2B professional services, manufacturing, healthcare, education, and not-for-profit and member-based organizations.

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ABOUT THOMAS MANDERS



Thomas Manders is a client-focused leader known for delivering success through integrity, meaningful interactions, and reliable service. He is passionate about implementing practical solutions that drive real impact.

As the leader of Coffee + Dunn, Thomas is responsible for business growth, strengthening the Microsoft Dynamics 365 Channel partnership, fostering client relationships, developing staff, and overseeing the deployment of services and technologies.

With over 25 years of experience, Thomas excels at tackling complex challenges and asking thought-provoking questions to help clients uncover the best solutions. His diverse background spans retail, industrial manufacturing, distribution, education, corporate development, and M&A. For the past two decades, he has focused on enterprise marketing and sales technologies, giving him a deep understanding of the high-stakes decisions Coffee + Dunn clients face. Thomas is committed to guiding them through these challenges with thoughtful and effective strategies.

