

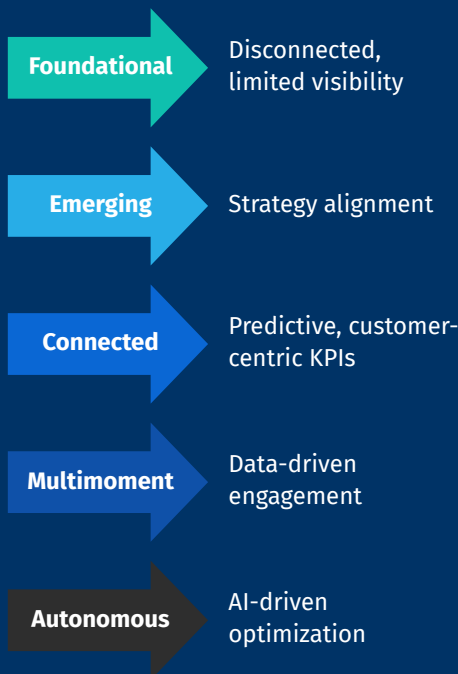
The Cheat Sheet for Connecting Marketing Impact → Revenue Growth

Brought to you by the customer engagement pros at *coffee*+DUNN

*"Most organizations don't have a marketing problem—they have an **aligned measurement problem**. They can't clearly connect marketing activity to revenue outcomes."*

Marketing measurement must evolve from **tactical reporting** to **strategic, revenue-aligned decision-making**

Assess your Maturity Journey



Shift your thinking:

Channel-centric → **Customer-centric**
Disconnected tools → **Connected systems**
Reporting history → **Predicting impact**



CMOs feel pressure to prove impact



CROs distrust marketing reports and metrics



CEOs want predictable growth, not historical dashboards

Core Problem



Marketing measures **activity, not impact** (clicks, opens, impressions)



Operate with **fragmented KPIs** across Marketing, Sales, and Customer Success



Lack a **clear line of sight from marketing to revenue**

Modern Value Measurement Framework (At a Glance)



Connects metrics across the customer lifecycle



Aligns strategy, execution, and operations



Creates a shared definition of success across teams

True marketing impact is not more data—it's better decisions.

ICP is Non-Negotiable

Without a clearly defined **Ideal Customer Profile (ICP)**, measurement fails.



Focuses on quality over volume



Aligns Marketing, Sales, and CS around value



Improves budget allocation and ROI



Enables AI-ready, predictive analytics

Garbage in, garbage out—ICP is the first step to reliable revenue insight.

Three Lenses of Value Measurement

1

Annual / Quarterly – Strategic Planning

Where should we invest?

2

Monthly – Tactical Evaluation

What's working by channel/campaign?

3

Weekly / Daily – Operational Optimization

How do we optimize right now?

Six Principles of Modern Measurement

1. Align KPIs around a **shared definition of success**
2. Balance **short-term and long-term outcomes**
3. Ensure the **tech stack supports measurement**
4. Elevate measurement to **executive leadership**
5. Engage **cross-functional teams**
6. Use **AI to supercharge insight**

Metrics That Matter

(By Lifecycle Stage)

Awareness (Reach + Engage)

Goal: Drive high-quality, in-ICP demand

- In-ICP web visits
- Event attendance/activity engagement (by ICP)
- Reach to ICP audiences
- Engagement quality (not volume)

When ICP drives measurement, qualification becomes a revenue signal—not a guess.

Education + Selection

(Consider + Qualify)

Goal: Convert engagement into pipeline

- Potential Qualified Leads (PQLs)
- Conversion to RQL → Opportunity
- Velocity through qualification stages
- Opportunity creation rate
- Cost per qualified opportunity

Onboarding + Adoption

(Activate + Use)

Goal: Accelerate time-to-value

- Time to onboard/activate
- Product adoption (30/60/90 days)
- Net Promoter Score (NPS)
- Early churn risk indicators
- Correlation between activation and expansion

Achievement (Retain + Grow)

Goal: Maximize lifetime value

- Customer Lifetime Value (CLV)
- Upsell & cross-sell creation
- Renewal and revenue retention
- Churn risk indicators
- Engagement with customer marketing

When CMOs and CROs align on this framework:

- Teams work from shared truths
- Budgets reflect measurable growth drivers
- Insights translate into real revenue impact

The Bottom Line

*High-growth organizations don't win by collecting more data; they win by making **better decisions**.*

Schedule your envisioning session with us:



About Coffee + Dunn

Coffee + Dunn helps mid-market and enterprise organizations build smarter, AI-ready revenue engines using the Microsoft ecosystem. We go beyond traditional CRM projects by combining strategy, process, data and AI with technology to create connected revenue systems that drive growth, velocity, and retention.

Our PLAN-BUILD-RUN framework and deep expertise in Dynamics 365, Power Platform, Azure AI, and Copilot enables companies to improve customer engagement, activate AI responsibly, and build revenue intelligence platforms that support confident, data-driven decisions and long-term competitive advantage.