Understanding Your Marketing Report

A plain-language guide to activity, costs, customer actions and useful questions.

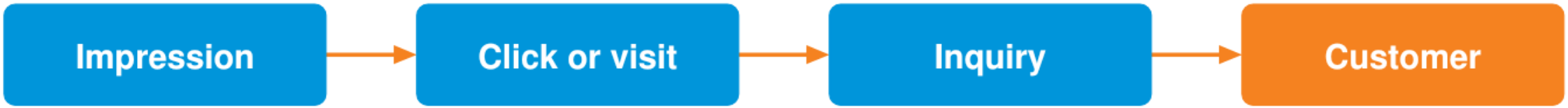


WHERE YOUR BUSINESS COMES TO LIFE!

What a useful report should show

Report section	What it explains	Question to ask
Objective and scope	The goal, dates and channels	Are we reviewing the agreed work?
Activity and spend	What ran and what it cost	Are the costs complete?
Customer actions	Inquiries, bookings or purchases	Are these relevant outcomes?
Decisions and next steps	What changes and who owns it	When will we review the change?

The path from exposure to inquiry



An ad or content is displayed.

Someone reaches your content.

A person contacts the business.

A sale is confirmed.

These are different events. One person can generate several events along the path.

Common measures in plain language

Measure	Meaning	What it does not prove
Impressions	Number of recorded displays	That every display was noticed
Clicks	Recorded link interactions	That each click became a useful visit
Conversions	Actions defined in the setup	That every action was a sale
Qualified inquiries	Inquiries matching agreed criteria	That every inquiry will become a client

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A simple report calculation

Hypothetical example

Campaign cost	Qualified inquiries	Cost per inquiry
$1,500	15	$100

$1,500 divided by 15 qualified inquiries = $100 per qualified inquiry.

Include the agreed cost scope. This figure is not profit, revenue or a promised result.

Questions about reporting context

Compare like periods

Check dates, campaign scope and changes before comparing results.

Ask how actions are counted

Confirm the conversion definition, duplicates and which systems supplied the records.

Understand attribution

Platforms can credit the same action differently. Review the method before combining their totals.

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Your next campaign review

01 The main outcome

Write the outcome that matters and what the report shows.

02 The unresolved question

List the result or tracking detail that needs explanation.

03 The next decision

Record the change, owner and date for checking its effect.

Type your answers in the fields, then save a copy. You can also print this worksheet.

YOUR NEXT STEP

Let us help with your next step

Bring your current reports and business objectives. Required Marketing Group can help define a review that connects marketing activity with useful decisions.



Request a consultation

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