

**Mohammed Kheider- Biskra- University**  
**Faculty of Economics and Management**  
**Level: I<sup>st</sup> Year Master marketing**

# **Marketing reports**

By : Dr . Manel Hani

# Creating Effective Marketing Reports That Drive Results

A marketing report is more than just numbers—it's a snapshot of your business showing which campaigns drive results, where to invest budget, and how to fix what isn't working. It's also a powerful communication tool for sharing insights with stakeholders who need evidence of your marketing success.

Effective reports help you make data-driven decisions and secure buy-in for future campaigns. They answer crucial questions like: Did our last campaign work? How can we get more budget? How do we show clients our work gets them customers? Why are campaigns falling flat, and how can we fix them?







# The Purpose and Benefits of Marketing Reports



## Justify Marketing Expenses

Demonstrate the return on investment for your marketing activities and advocate for increased budget in high-performing areas.



## Identify What Works

Determine which marketing channels deliver results so you can focus resources where they matter most.



## Find Strategy Gaps

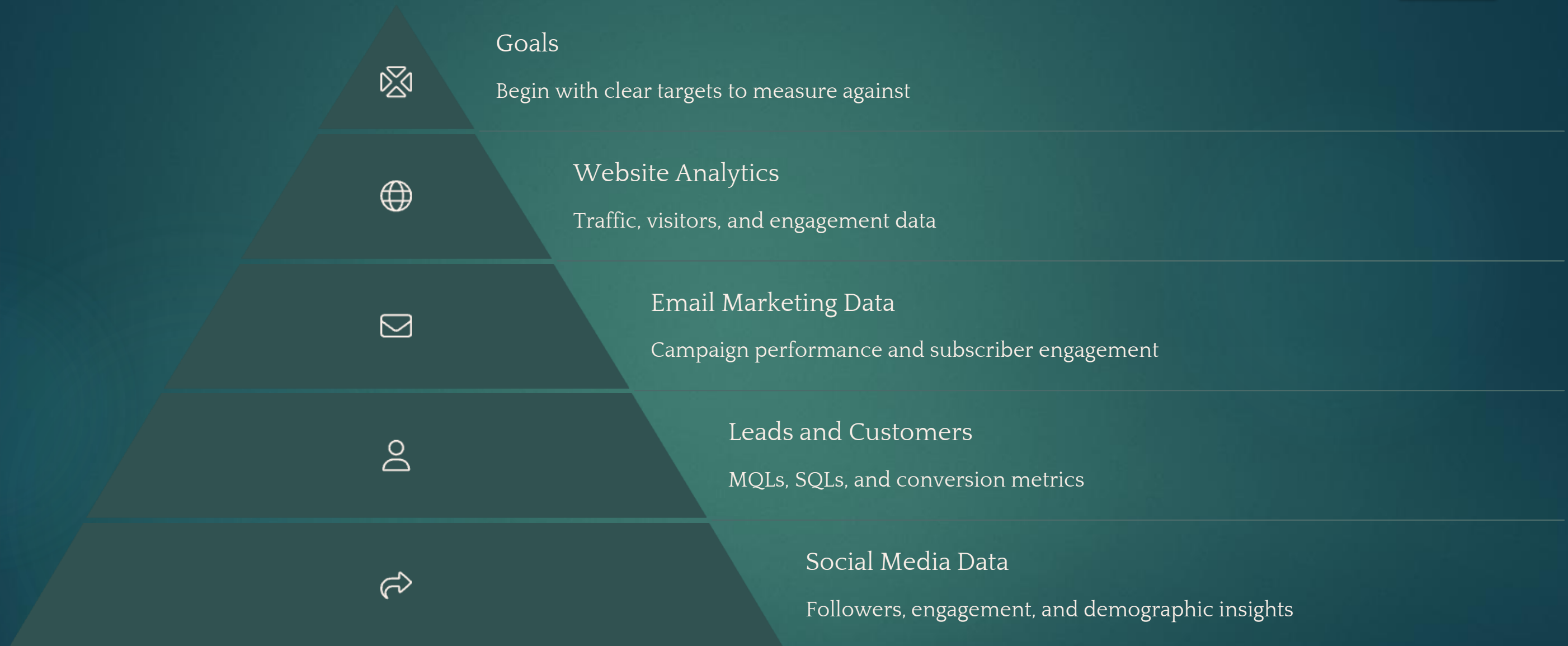
Discover holes in your marketing approach and identify new revenue-driving opportunities to explore.



## Monitor Progress

Track performance over time to ensure you're moving toward your goals and making necessary adjustments.

# Essential Metrics for Your Marketing Report



The most effective marketing reports include metrics that directly tie to business success. Start with your goals, then include website performance, email engagement, lead generation, and social media metrics that show progress toward those objectives.

# Website Analytics: The Foundation of Your Report

## Traffic Overview

Track total site traffic to visualize your reach, then break it down into unique visitors to understand individual engagement with your business.

## Traffic Sources

Analyze paid vs. organic traffic to evaluate ROI on advertising and determine which channels are bringing visitors naturally to your site.

## Content Performance

Identify which pages attract the most visitors and where users consistently land to determine where to double down for continued success.

## Engagement Metrics

Measure average visit duration to understand how engaging your website is and how well it matches visitor intent.

Website analytics provide crucial insights into your marketing strategy's effectiveness. Tools like Google Analytics offer thousands of metrics, but focus on those that directly impact your business goals.



# Email Marketing and Lead Generation Metrics

## Customer Acquisition

Calculate customer acquisition cost (CAC) by dividing total sales and marketing expenses by the number of new customers.

Track cost per acquisition (CPA) for different channels to identify the most efficient ways to convert prospects.

## Lead Generation

Monitor new marketing qualified leads (MQLs) and sales qualified leads (SQLs) to see how your marketing efforts translate into potential revenue.

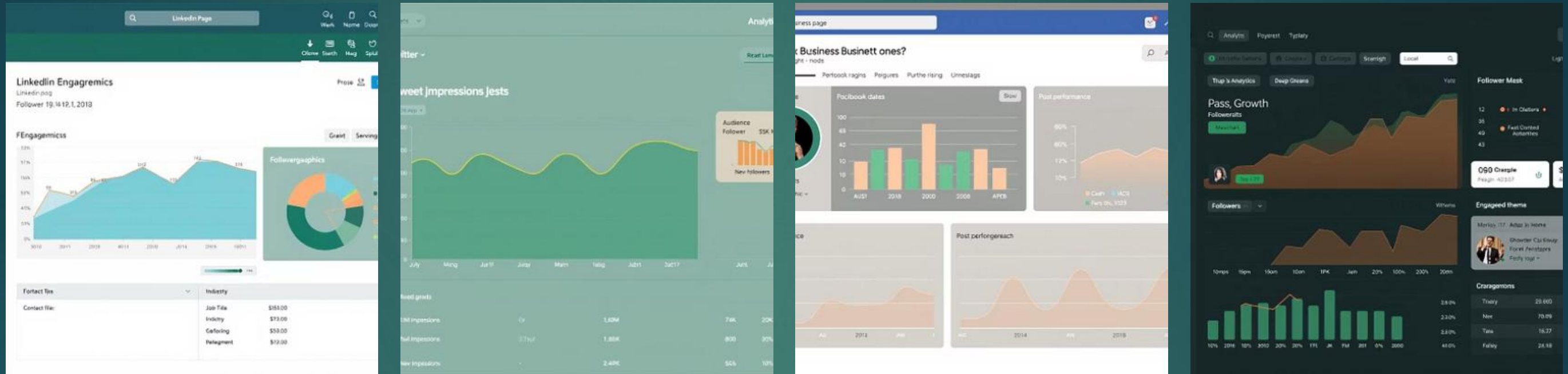
Define what constitutes an MQL or SQL for your business based on engagement tracking, site behavior, form submissions, or event attendance.

## Email Campaign Performance

Track emails sent, open rates, click-through rates, and conversions to determine which messages resonate with your audience.

Analyze which types of emails create the most activity and result in the most leads or customers to inform future campaigns.

# Social Media Metrics That Matter



Include social media data in your marketing reports when it directly contributes to brand awareness goals or customer conversion. Platform analytics provide valuable insights on followers, engagements, impressions, and audience demographics.

This data helps you understand how your audience responds to your messaging and can reveal surprising information about who's actually engaging with your content—which might differ from your perceived target audience.

# What to Remove From Your Marketing Reports

## Jargon

Eliminate obscure terminology that confuses readers and detracts from clear communication.

## Excessive Data

Cut information that doesn't contribute to the story or help drive decisions.



## Irrelevant Metrics

Remove data points not tied to core values or goals that take up valuable mental space.

## Unexplained Visuals

Avoid charts and graphs without proper context that may confuse rather than clarify.

Good reports tell a clear story and provide actionable insights. Streamline your reporting by focusing only on what matters. Just because you have access to certain metrics doesn't mean they belong in your report.



# Creating a Repeatable Reporting Process



## Define Your Purpose

Determine what you want to learn from the report and how it will guide decisions.



## Establish Clear Goals

Identify the marketing objectives that will serve as benchmarks for your metrics.



## Select Relevant Metrics

Choose only the data points that will tell you what you need to know.



## Create a Template

Organize information in a logical flow that tells a story and can be reused.



## Iterate and Improve

Continuously refine your reporting process based on feedback and changing needs.

# Reference:

<https://www.activecampaign.com/blog/marketing-report>