

Domain Methods

Board Marketing Data Cheat Sheet

1. Five board metrics

- Qualified pipeline created
- Pipeline quality
- Customer acquisition cost
- Realized revenue impact
- Confidence level

2. Confidence language

- Directional: useful for pattern-spotting
- Decision-grade: safe for operating choices
- Board-grade: reconciled enough for formal commitments

3. Questions to pre-answer

- Why does marketing's number not match finance's?
- Why did CAC change?
- Which channels should we trust most right now?
- Is the slowdown real or a measurement artifact?
- What gets fixed before next quarter?

4. Improvement roadmap

- Align metric definitions
- Reconcile CRM-to-revenue mapping
- Tighten CAC logic and ownership
- Retire shadow reporting paths

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