

CMO Dashboard

Fillable worksheet. Type your answers. Save the file.

Weekly review on top. Quarterly framework on bottom. The eight rows up top are the only metrics on the wall.

01 WEEKLY REVIEW

Eight rows. Current. Last week. Trend note.

METRIC	CURRENT	LAST WEEK	TREND
Marketing-attributed pipeline			
CAC by channel			
Brand search volume			
Organic traffic			
Email list health			
Campaign performance			
Share of voice			
NPS or CSAT			

02 QUARTERLY FRAMEWORK

Three columns. Each metric with horizon and source.

BRAND	CAMPAIGN	BUSINESS
METRIC	METRIC	METRIC
HORIZON	HORIZON	HORIZON
SOURCE	SOURCE	SOURCE
METRIC	METRIC	METRIC
HORIZON	HORIZON	HORIZON
SOURCE	SOURCE	SOURCE
METRIC	METRIC	METRIC
HORIZON	HORIZON	HORIZON
SOURCE	SOURCE	SOURCE