THE MARKETING INVESTMENT SHEET

How did our marketing spend translate into commercial progress?

Q3 2026 / NEW B2B CUSTOMERS / EUR

WHAT DID WE INVEST?

Spend in the quarter · Finance

Actual spend €80k

€85k plan · €5k under

WHERE THE MONEY WENT

People	€42k
Agencies	€16k
Media & events	€14k
Tools & data	€8k

FINANCIAL KPIs / MATCHED SCOPES

Blended CAC €10k

€120k acquisition cost / 12 new customers

Estimated marketing ROI 20%

(€36k incremental gross profit - €30k) / €30k

WHAT DID IT PRODUCE?

Pipeline and deals · Sales + Marketing

1 **New qualified pipeline** €400k

Q3 · 20 opportunities Sales accepted
€350k target · €50k above

2 **Win rate** 20%

Q1 deals · 5 wins out of 25 closed
Previous comparable group · 30%

3 **Signed deal value** €120k

Q3 · 4 wins sourced in earlier quarters
First-year contract value

NEXT BUDGET DECISION

HOLD SPEND. REVIEW 10 LOST DEALS.

Check buyer fit, loss reasons and the sales hand-off before scaling demand.
Owner: CRO with Marketing / Due: one week after review

MEASUREMENT BASIS

CRM: marketing is the primary source for each deal shown. Pipeline and signed deals use first-year contract value. Give each group the same time to close before comparing win rates.
CAC includes sales + marketing costs. ROI uses matched costs and incremental gross profit.