

Key Metrics for **Multi-Channel Demand Generation**

Checklist

- ✓ Website traffic and unique visitors (top of funnel)
- ✓ Lead volume (number of leads captured)
- ✓ Cost per lead (CPL)
- ✓ Conversion rates: visitor → lead, lead → MQL, MQL → SQL
- ✓ Lead quality (for example % of leads accepted by sales)
- ✓ Pipeline velocity (how quickly leads move through)
- ✓ Pipeline value attributed to marketing efforts
- ✓ Customer acquisition cost (CAC) from those leads
- ✓ Return on marketing investment (ROMI)
- ✓ Channel-specific metrics: e.g., email open/click rates, social engagement, paid-ad cost per acquisition.