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Marketing Performance Advisory

A KPI scorecard leadership will actually use

Six steps to a short, stable scorecard

A good scorecard is short, stable and tied to decisions. This is the approach I use.

Six steps

1. **Start with the decisions.**
   List what leadership decides each month, such as budget, priorities and hiring. Every KPI should inform at least one.
2. **Keep it to eight to twelve measures.**
   Group them by funnel stage, from reach to revenue.
3. **Pair each result with the driver behind it.**
   For example, qualified leads with the conversion rate that produces them.
4. **Show the trend and the target.**
   Not just this month's number.
5. **Add three lines of commentary.**
   What changed, why, and what you'll do about it.
6. **Review the scorecard itself every quarter.**
   Drop measures nobody uses.

> **If a number goes up and nobody would do anything differently, it doesn't belong on the scorecard.**

See an illustrative example: mayankpatel.uk/scorecard

> **Want a second pair of eyes?**
>
> The Marketing Performance Review is a two-week review of how your marketing and sales data fits together, ending with a KPI scorecard and five prioritised recommendations. I advise and measure; your team or agency implements the changes.
>
> Arrange an introductory call: mayankpatel.uk/contact · 3-minute marketing check: mayankpatel.uk/health-check