

Weekly marketing report template

One page. Pull the numbers on the same weekday every week. Grey values are an example.

Grey italic text is an example. Replace it with your own content.

1. WEEK AT A GLANCE

Metric	This week	Last week	Pace vs target
Qualified leads	46	41	On pace (target 45 a week)
Spend	\$7,400	\$7,100	Slightly ahead (budget \$7,000)
Cost per qualified lead	\$161	\$173	Above target of \$145
Visit-to-lead conversion rate	2.2%	2.0%	Below target of 2.4%

2. WHAT CHANGED

- Paused two non-brand search ad groups with no leads in 14 days
- Published the webinar follow-up email with a single call to action
- Rankings for the pricing guide moved from position 9 to 6

3. ANOMALIES AND TRACKING CHECK

Anything that moved more than you expected <i>A number that jumped, fell or went to zero</i>	<i>Direct traffic up 30% on Tuesday, links in the webinar email were missing UTM parameters</i>
Tracking and form check <i>Did a test conversion on each main landing page reach the CRM this week?</i>	<i>Yes for webinar and demo pages; pricing page form not tested</i>
Data delays <i>Any source that hadn't finished reporting when you pulled the numbers</i>	<i>Analytics figures for Sunday still processing, shown as provisional</i>

4. TESTS NEXT WEEK

Test	Hypothesis	Metric	Owner
<i>Single call to action in nurture email 2</i>	<i>Fewer links raise clicks to the demo page</i>	<i>Click rate to demo page</i>	<i>Lifecycle manager</i>

Test	Hypothesis	Metric	Owner
<i>Narrower paid social audience</i>	<i>Lower frequency reduces cost per lead</i>	<i>Frequency, cost per lead</i>	<i>Paid media lead</i>

5. BLOCKERS AND DECISIONS

Blocked by <i>Person or team and what you need</i>	<i>Web team: redirect on the pricing page strips parameters</i>
Decision needed this week <i>Leave blank if none</i>	<i>Approve \$1,000 test budget for search ad group split</i>