

Category	Stakeholders	Description	Benefits	Organizational Readiness & Required Actions
Strategic Alignment	CMO, CFO, CSO	The most critical part of successful MPM. Cross functional departments accept their roles in sourcing, influencing and driving revenue	Teams are focused on shared revenue goals and roles for achieving success. Transparency also builds trust and teamwork.	
Review 2017 Performance	CMO & Team Leads	Review the current year's revenue performance. Find marketing sourced and marketing influenced revenue.	Revenue performance identifies the programs, technologies, channels that worked well or need adjustments.	
Benchmark Funnel Performance	CEO, CMO, CSO	Deep data dive into reviewing the full funnel from Inquiry, MQL, SQL, Opportunity and Close. Benchmarks show performance at each stage and identify areas to optimize and improve in campaigns, channels, training, sales process consistency across reps.	Focus resources where they are most needed. Significant revenue lift can occur by improving sales process and deep funnel nurture campaigns.	
2018 Revenue Goals	CEO, CMO, CFO, CSO	Marketing agrees to Sourced and Influenced Revenue	Cross organizational alignment and focused effort with revenue goals.	

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2018 Campaign Strategy	CMO	Plan the campaigns that will source and influence revenue with full funnel marketing. 2017 performance metrics help guide the best areas to invest in and the best performing channels.	Full funnel marketing sources and accelerates revenue. Marketing isn't just focused on lead generation. Sales can accelerate with deep funnel marketing campaigns.	
Budget Planning – Invest for Success	CMO and CFO	The financial model that shows where sourced revenue will come from.	A financial model puts the CMO and CFO on the same page to help plan for the best areas to invest or cut budgets.	
Organizational Expectations	CMO, CSO, C-Suite, Department Heads	Communicate where marketing is accountable and focused as well as areas not covered. Set the guardrails to prevent mission creep.	Reinforces alignment by setting expectations where marketing resources are focused for revenue success. Prevents the inevitable scope creep that often falls to marketing.	
Data Management	CMO	Reliable measurements require data management policies and discipline. MPM requires accurate data .		
Systems, Tools, Process	CMO	A central system of record is the single source of truth. All technologies with relevant data must integrate with the SOR. MPM and attribution are essential to the mix.	MPM and attribution solutions aggregate the necessary data to identify sourced and influenced revenue as well as budget ROI.	

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Standardized Reports	CMO	Monthly, quarterly, and annual reporting should focus on revenue metrics that matter.	Marketing spends too much generating monthly reports with metrics that don't matter. All revenue stakeholders must agree to standardize of the critical funnel metrics. Rathole drill down exercises can be handled on a case-by-case basis.	
Assess, Adapt, Optimize	All Execs and Team Leads	Identify underperforming or top performing programs. Make changes necessary to invest resources in the most productive areas.	Opportunities and problems are revealed which can be optimized or corrected.	
Guide Future Performance	CMO	Where Marketing Performance Management delivers true value by guiding future revenue efforts in the most efficient and effective means possible.	Historical data on revenue performance helps guide where to invest budget resources in the right channels.	