

Customer Acquisition Funnel Audit Checklist

Find exactly where your funnel is leaking revenue.

- ☐ Every funnel stage has a named metric and a current conversion rate.
- ☐ You can point to the single stage with the worst conversion rate.
- ☐ First-touch and last-touch attribution are both tracked, not just one.
- ☐ Drop-off between marketing qualified and sales qualified is measured.
- ☐ The funnel is instrumented end to end, from first touch to closed revenue.
- ☐ Sales follow-up time on new leads is tracked and under 24 hours.
- ☐ Lost deals are tagged with a reason, not just marked closed-lost.
- ☐ A/B tests are running on at least one high-traffic funnel stage.
- ☐ Funnel data is reviewed with sales and marketing together, monthly.
- ☐ You know your funnel's revenue-per-lead, not just lead volume.

Want us to run this with you?

Book a free Growth Audit. No pitch deck, just a plan.

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