

# B2B Tech Marketing KPI Dashboard Framework

This framework provides a printable A4 overview of key inbound and outbound marketing KPIs for B2B tech companies. It is designed to help align marketing actions with revenue outcomes, track performance across inbound and outbound, and demonstrate the impact of AI + SEO on pipeline creation.

KPI	Inbound Benchmark	Outbound Benchmark	AI + SEO Impact
Cost per MQL	\$135 (content/SEO)	\$310 (cold outreach/ads)	AI SEO cuts CPL 20–30%
MQL -> SQL Conversion	25 – 35%	10 – 15%	AI personalization boosts outbound conversions
Sales Cycle Length	18% shorter with strong content	Often longer, requires more touches	AI intent data reduces wasted cycles
Pipeline Contribution	30 – 60% in SaaS	20 – 40%	AI balances mix, maximizes total
Lead Quality (ICP fit)	High (self-educated buyers)	Variable	AI scoring improves outbound lead quality
Branded Search Visibility	Driven by SEO authority	Indirect	AI SEO ensures visibility in AI Overviews & search

Tip: Print the framework on the the other side of the document as an A4 document for leadership and sales alignment sessions. Use it as a one-page dashboard to track whether marketing activities (inbound and outbound) are contributing to pipeline growth and revenue impact.



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