

MQL to Revenue Reporting Framework: What Your CFO Wants to See



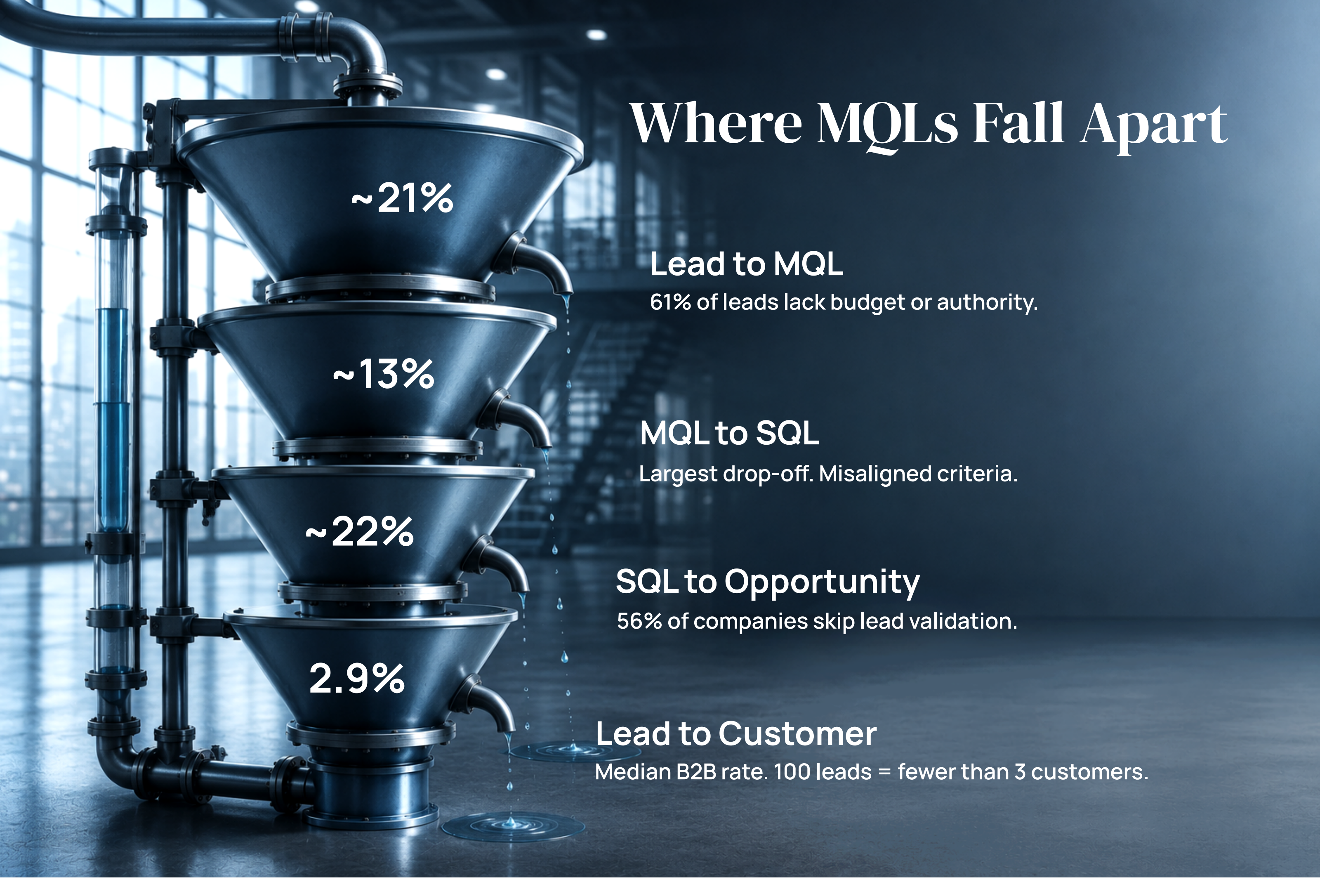
68%

of B2B marketers now rank 'proving ROI' as their #1 challenge, up from 40% in 2023
State of B2B Marketing 2026

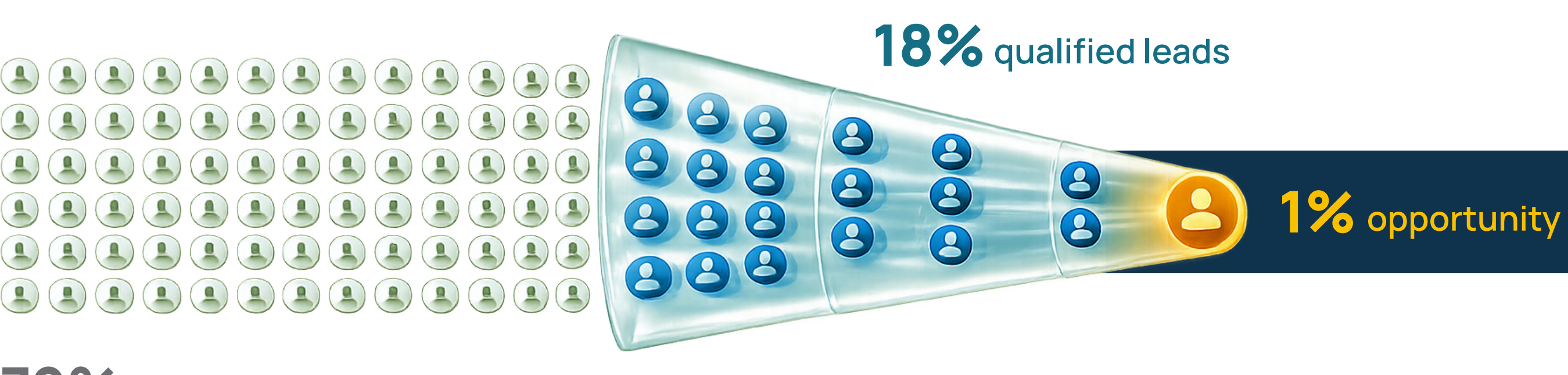
Most marketing teams still report activity: clicks, form fills, MQL counts. CFOs ask a different question. They want to know what marketing contributed to closed revenue, and whether the spend was efficient.

"The marketing leader has to begin speaking the language of revenue, not just reach. Tying campaigns to pipeline signals demonstrates the impact on sales and growth."

Karina Tymchenko | CEO & Co-Founder, Brandualist



The Real Cost Of MQL-first Reporting



79% of marketing leads never convert into a sale, often from weak nurturing and qualification

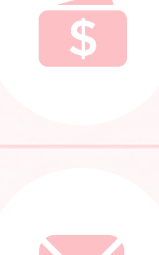
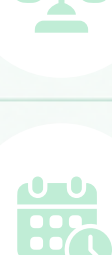


True cost per opportunity when a \$164 content syndication lead converts at 6.8%

"What we don't see is rationalization of martech investment from a total cost of ownership perspective, and managing it as a CFO would."

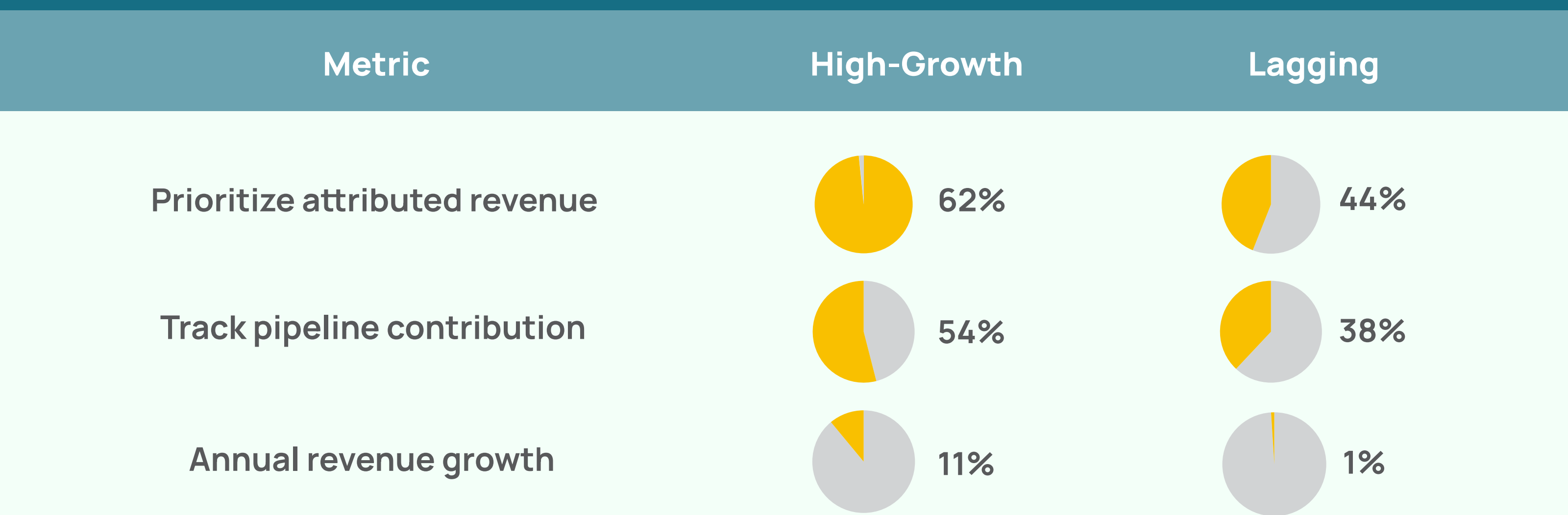
McKinsey | The CMO's Comeback Report (2025)

What The CFO Actually Wants To See

What Marketing Reports	What the CFO Needs
 MQLs generated	 Marketing-sourced revenue
 Cost per lead (CPL)	 Cost per opportunity / CAC
 Email open rates, click rates	 Pipeline-to-spend ratio
 Campaign impressions	 Pipeline coverage ratio
 Form fills and downloads	 LTV:CAC ratio
 Website traffic volume	 CAC payback period

High-growth Teams Report Differently

The gap between high-growth and lagging B2B companies is not budget or headcount. It is what they measure and how they report it.



The Stakes



The Bottom Line

Marketing teams that report MQLs speak a language the CFO does not use. Teams that report sourced revenue, pipeline coverage, and CAC payback earn budget, credibility, and a seat in growth planning.

About Machintel

Machintel is a B2B demand generation company combining proprietary audience data, AI-powered media, and full-funnel execution to help marketing and revenue teams build pipeline that converts. With 25 years of experience, 33 owned publications, and over 4,000 campaigns a year, Machintel operates at the scale that makes a measurable difference. Learn more at machintel.com.