THE CMO'S COMMUNICATIONS MEASUREMENT PLAYBOOK BY REVENUE STAGE

How reporting priorities should evolve from under $100 million to $1 billion+

What CMOs Should Prioritize

- Under $100M: Establish a small number of reliable growth and visibility indicators.
- $101M–$999.9M: Integrate digital and AI signals into an executive-level business narrative.
- $1B+: Simplify a complex reporting environment into a scorecard that supports investment decisions that the board trusts.

Key attributes of reporting based on revenue level

Companies $100M & under

58%

are NOT very confident in reporting accuracy and completeness

Companies $101M - $999.9M

63%

track AI referrals

58%

track AI visibility

Connecting communications to business impact signals

Companies $1B+

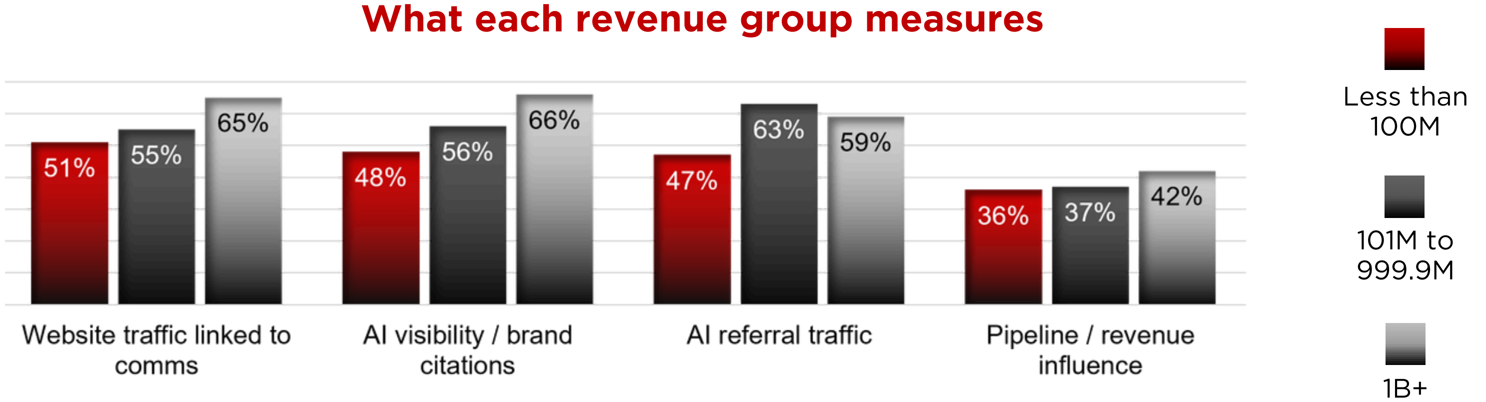
49%

have fully integrated reporting

Reporting maturity generally increases with company revenue in this sample. All of the marketing leaders are trying to connect visibility and engagement to business impact. The difference is how they are doing it.

- Core performance signals include the measures that help marketing teams connect programs to business movement: website traffic, AI visibility, AI referral traffic, earned media influence, social engagement, content interaction, click-throughs, form fills, demo requests, leads, pipeline influence and revenue impact.
- Mid-market companies are building more sophisticated proof points, especially around AI referral traffic and confidence in data.
- Enterprise companies are furthest ahead on integrated reporting, executive buy-in and multi-touch attribution, by connecting the measurements to pipeline and revenue acquisition reporting

What each revenue group measures



Less than $100M: Practical, Focused and Still Building Integration

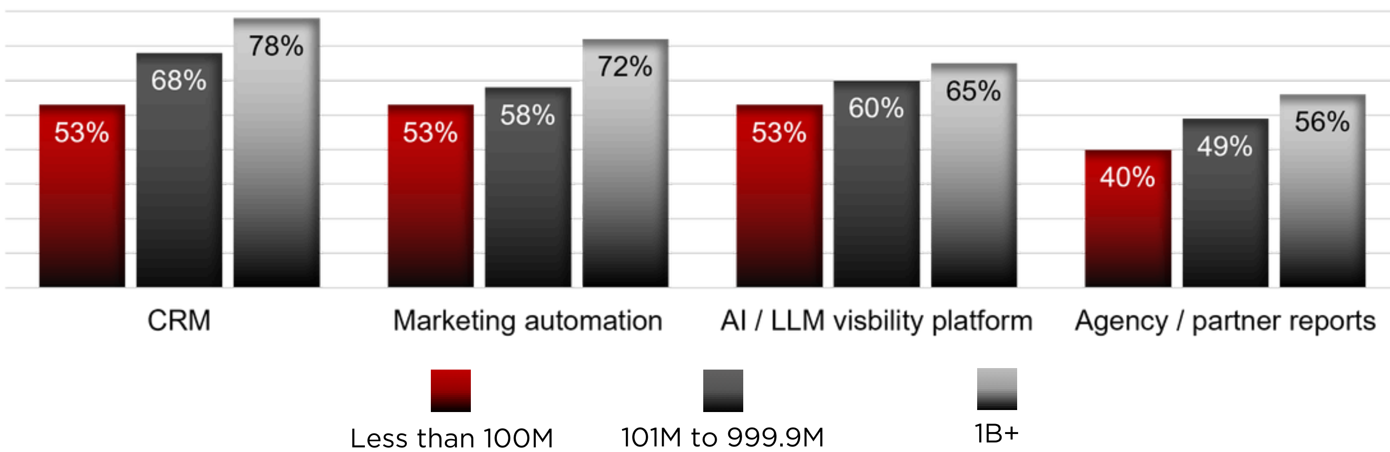
Companies under $100M report lower confidence in the accuracy. Although companies under $100M report lower confidence in the accuracy and completeness of their reporting. Although many are already tracking business-impact signals that matter: 51% measure website traffic linked to communications, 48% track AI visibility and 47% track AI referral traffic. Their challenge is the connective tissue. Only 29% report fully integrated measurement, and only 42% are very confident in the accuracy and completeness of their data. This group appears strongest when measurement is close to the action: traffic, AI referrals, campaign response and other direct signals that can be tied to near-term growth. The opportunity is to build connectivity between the metrics most critical to the C-Suite and board.

$101M to $999.9M: The Proof-Building Middle

The middle revenue segment looks like the transition point. These companies report business impact signals - measuring the highest AI referral tracking with very strong AI and website traffic measurement.

They have emerging confidence in their data, with 54% saying they are very confident. It's integration that's the problem. Only 35% have fully integrated reporting, and just 21% say they can consistently connect communications to business outcomes that the CEO or board trust.

Reporting stacks broaden with revenue



$1B+: More Mature, Integrated and Executive-Connected

Enterprise companies show the expected maturity advantage. They are more likely to use CRM data, marketing automation, AI or LLM visibility platforms in conjunction with agency or partner reports. They are also more likely to have fully integrated reporting, and to use multi-touch attribution. Most importantly, 42% can consistently tie communications to business outcomes and are most likely to secure CEO or board trust.

But the companies at every revenue still face a credibility challenge: only 56% are very confident in the accuracy and completeness of their data. More resources create stronger systems, but they do not eliminate the need for a clear business-impact narrative.

Preceived business drivers by revenue group

Less than 100M | 101M to 999.9M | 1B+

	Less than 100M	101M to 999.9M	1B+
AI visibility / GEO	24%	28%	40%
SEO / Organic search	22%	35%	36%
Paid social	34%	30%	44%

What the Segments Have in Common

Maturity, integration and ROI improves based on the amount of revenue, according to our data. However, there are no groups reporting at even 70% or better on key business impact proof points - meaning many will have challenges proving the ROI of their programs.

All agree that revenue impact is the most trusted board-level outcome but interestingly, pipeline influence is much lower. The research suggests the issue is not whether communications contributes to growth. It is whether teams have the attribution model, data integration and executive agreement required to claim that contribution credibly.

- Smaller companies need measurement models that are simple enough to maintain.
- Mid-market companies need to turn AI and digital signals into a disciplined executive story.
- Enterprise companies need to simplify complex reporting so the C-Suite can see what is changing, why it matters and what to do next.

Maturity improves, but proof is not exclusive to enterprises

Less than 100M | 101M to 999.9M | 1B+

	Less than 100M	101M to 999.9M	1B+
Very confident in data accuracy	42%	54%	56%
Use multi-touch attriubution	38%	41%	55%
Tie outcomes with CEO / Board buy-in	27%	21%	42%
Fully integrated reporting	29%	35%	49%

The Takeway

The Communications ROI Reset is relevant at every revenue stage. Under $100M companies should focus on practical proof and avoid drowning in fragmented metrics. Mid-market companies should turn AI and digital measurement momentum into stronger executive confidence. Enterprise companies should use their broader reporting stack to create a clearer business-impact narrative. The goal is not one universal measurement model. It is to help each company connect visibility, trust and action in a way that matches its stage of growth.

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