



Decision Mapping

[illegible]



Decision Mapping Example

Decision Needed	Metric Used	Owner	Frequency
Adjust paid media budget	CAC vs. target, ROAS	Demand Gen Lead	Monthly
Prioritize accounts for ABM	Intent score, Engagement score	ABM Manager	Weekly
Optimize nurture sequences	MQL → SQL conversion rate	Marketing Ops	Quarterly
Content resource allocation	Pipeline influenced by content type	Content Lead	Quarterly
Evaluate sales-marketing alignment	SLA adherence, Lead response time	Head of RevOps	Monthly
Expand into new channel (e.g., TikTok)	Customer acquisition cost by channel	VP Marketing	Semi-Annual
Reallocate SDR coverage	Meetings booked per rep	SDR Manager	Monthly
Product messaging refresh	Win/loss feedback, Competitive mentions	Product Marketing	Bi-Annual

Instructions for use

1. Start by identifying the **critical growth decisions** your team faces.
2. Assign **one clear metric** to each decision — avoid tracking noise.
3. Name the **single accountable owner** (avoid shared ownership).
4. Define a **cadence**: daily, weekly, monthly, quarterly, or bi-annual.
5. Use this worksheet in leadership meetings to ensure decisions stay data-driven and consistent.

Pro Tip:

Keep it simple. If a decision has more than one owner or depends on five different metrics, it will stall.

The real power of this worksheet comes from clarity and focus.

One decision, one metric, one accountable owner, one clear rhythm.

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Pipeline Proven, by scanning this QR code:

