For CMOs and Heads of Demand

Marketing spends the quarter defending a pipeline number sales will not accept.

These four run on the campaign ledger and the CRM, with one lead rule agreed first.

Decision	Evidence to supply	Check before action
01 / Spend **Where budget outruns pipeline**	Spend by channel and month, opportunities by recorded source with stage dates, plan by segment.	Sales accepts the source attribution before budget moves.
02 / Cost Per Lead **What a qualified lead costs**	Qualified leads by channel and month, spend by channel and the acceptance rule sales applies.	One definition of qualified, signed by both teams.
03 / The Cascade **One idea, several formats**	The approved point of view, the audiences it is for and the formats each channel takes.	A person edits every draft before it carries a name.
04 / Post-Mortem **What the last campaign taught**	The campaign plan, its spend, results by channel and the follow-up outcomes in the CRM.	Marketing and sales review it together within two weeks.

Monthly, with sales in the room.

Attribution arguments end when both teams read the same sheet on the same day. Run the numbers monthly; hold the post-mortem within two weeks of close.

Attribution the model decides.

Given loose inputs, a model assigns every opportunity to a source and presents the split as fact. Give it the CRM's recorded source field and require UNKNOWN where it is empty.

The CMO owns the budget move. The model compares spend with pipeline and drafts the formats. Moving money, changing the lead rule or publishing under a name stays with a person.

Measure the workflow: Cost per qualified lead · pipeline by source sales accepts · reviews within two weeks · drafts edited first.

Get a pipeline number sales accepts.
Bring one campaign and its CRM export. We can define the lead rule, review and first run.

Sample output on page 2. Companion prompt and downloads.

CMO / Spend versus pipeline

Spend versus pipeline

Illustrative / Synthetic · Northstar Workflow · 21 September 2026 review

Gaps first / TO AGREE

€0.40m has no recorded source. Sales has not accepted attribution or the qualified-lead rule. No budget reallocation is approved.

Spend versus pipeline

August spend and qualified leads beside open Q3-close pipeline at 18 September. Different periods: this is a diagnostic comparison, not cohort ROI. [M01, M02]

Recorded source	Aug spend	Qualified leads	Cost / lead	Open pipeline
Paid	€60k	40	€1,500.00	€1.40m
Partner	€40k	50	€800.00	€1.00m
Organic	€20k	30	€666.67	€0.80m
UNKNOWN	UNKNOWN	UNKNOWN	n/a	€0.40m
Total	€120k	120	€1,000.00	€3.60m

UNKNOWN means absent evidence, not zero spend or zero leads. Paid + Partner + Organic spend totals €120k; no unallocated spend exists in M01.

88.9%

€3.20m / €3.60m pipeline has a recorded source

60%

72 accepted / 120 qualified leads, August

Decisions for the joint review

Spend: examine paid activity alongside the €0.40m unattributed pipeline before moving money. Source records may overlap campaigns; do not infer influence. [M02]

Lead rule: fit confirmed and meeting requested; Sales acceptance is separate. Inspect reasons for the 48 unaccepted leads before changing qualification. [M01, M03]

Content cascade: proposed claim: “Show the missing source before defending the pipeline.” Use this illustrative table as evidence, not a client result. Author edits every format.

Post-mortem: Marketing and Sales reconcile campaign dates and accepted outcomes. Schedule and owners TO AGREE; review within two weeks of the selected campaign close.

Not calculable here: CAC payback. Customer acquisition counts, gross margin by cohort and revenue timing were not supplied.

Synthetic evidence: M01-M03. €1.40m + €1.00m + €0.80m + €0.40m = the CRO’s €3.60m open pipeline, never €3.60m revenue.