

Monthly Client Report Template

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a reusable monthly client report template — structure, sections, the metrics to show and a narrative format — so reporting is consistent and value is clear. Use it to standardise client reporting. For a one-off campaign use the Campaign Performance Report.

Purpose of this tool & output

A reusable monthly report clients love

How the output is used

Use it as a reusable monthly report clients love — a monthly report template that shows progress against goals clearly.

Important cautions

Lead with outcomes and value, not activity.

Companion documents

- Marketing Analytics Setup Plan
- Marketing Dashboard Planner
- Campaign Performance Report
- Attribution Model Advisor
- Marketing ROI Analysis
- A/B Test Plan

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