



## What Agencies Measure vs. What Clients Expect (2026)



### Agencies Still Measure

- Opens
- CTRs
- Impressions
- Volume delivered



### Clients Now Expect

- CPQL
- Sales-accepted leads
- Pipeline velocity
- Revenue influence

### PMG B2B (2026 Standard)

- CPQL-first delivery
- Sales-aligned qualification
- Conversion-based reporting
- ROI tied to pipeline & appointments