

MARKETING CAMPAIGN TRACKER TEMPLATE

(enter data in highlighted / white cells, only)

TOTAL ADVERTISING BUDGET in Campaigns (month total)	TOTAL ADVERTISING	COST/CAMPAIGN (\$/d)	TOTAL BUDGETING RATE	CONVERSION RATE OF TOTAL BUDGETING	TOTAL NO. OF CLICKS	TOTAL NO. OF CONVERSIONS	TOTAL SPEND	COST PER IMPRESSION	COST PER BUDGETING	COST PER CONVERSION
900	2275	1475	54.67%	45.29%	1295	523	\$2,379.00	11.42	12.40	\$4.46

CAMPAIGN NAME	IMPRESSIONS	COST	SPEND	BUDGET	DATE TO END DATE	PLATFORM	CAMPAIGN ID	NO. OF CLICKS	NO. OF SALES	CONVERSION RATE	CONVERSION VALUE	COST/CONVERSION	NOTES AND COMMENTS
PRE													
Google Display Ad 1	50	\$200.00	\$	\$200.00	01 - 05	Facebook	99	20	10	2.2	Average	\$	20.00
Google Display Ad 2	40	\$160.00	\$	\$160.00	02 - 04	LinkedIn	99	25	11	2.8	Good	\$	18.18
Web banner	30	\$120.00	\$	\$120.00	03 - 07	Instagram	99	15	8	1.4	Outstanding	\$	42.50
Promoted IG Post	10	\$40.00	\$	\$40.00	03 - 06	Instagram	99	10	4	2.0	Average	\$	10.00
Google Display Ad 3	75	\$300.00	\$	\$300.00	02 - 09	TikTok	99	30	15	3.0	Average	\$	1.00
UPCOMING													
Youtube Targeted Ad	0	\$0.00	\$	\$0.00	01 - 02	Youtube	99	0	0				
Blog Post	0	\$0.00	\$	\$0.00	01 - 03	Local Influencer	99	0	0				
	0	\$0.00	\$	\$0.00	01 - 04		99	0	0				
	0	\$0.00	\$	\$0.00	01 - 05		99	0	0				
	0	\$0.00	\$	\$0.00	01 - 06		99	0	0				
COMPLETED													
Email 1	300	\$300.00	\$	\$300.00	01 - 02	Newsletter	99	400	300	2.0		\$	1.00
Email 2	400	\$400.00	\$	\$400.00	01 - 03	Newsletter	99	250	150	2.0		\$	2.00
Ad for Conversion	070	\$280.00	\$	\$280.00	01 - 04	Google	99	140	80	2.0		\$	1.00
Survey Post	500	\$50.00	\$	\$50.00	01 - 05	Instagram	99	200	100	2.0		\$	0.50
Google Ad	070	\$40.00	\$	\$40.00	01 - 04	Google	99	70	10	4.0		\$	0.17

Spreadsheet Marketing

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