

Marketing Campaign Tracker Template													
Enter data in the highlighted / white cells only.													
Campaign Name / Category	Key Metrics		Marketing		Total Revenue	Conversion Rate (%)	Sales Data		Marketing Expenses	ROI & Profit			Overall Status
	Revenue	Profit	Visits	leads			Units Sold	Revenue		Revenue	Profit	ROI (%)	Overall Status
Q1	220	10%	1000	200	5000	0.5%	120	1500	100	1200	100	1200	Green
Campaign Data	Revenue	Profit	Visits	leads	Total Revenue	Conversion	Units Sold	Revenue	Marketing Expenses	Revenue	Profit	ROI (%)	Overall Status
Q2													
Brand Awareness	150	50	1200	250	4000	0.4%	100	1000	80	1100	300	1200	Yellow
Product Launch	180	60	1100	230	3500	0.4%	90	900	70	1000	200	1100	Yellow
Customer Retention	120	40	900	180	3000	0.4%	80	800	60	900	100	1000	Yellow
Partnership Deal	100	30	800	160	2800	0.4%	70	700	50	800	100	900	Yellow
New Product Line	140	55	1000	240	3200	0.4%	95	1100	85	1200	350	1400	Green
Category	Revenue	Profit	Visits	leads	Total Revenue	Conversion	Units Sold	Revenue	Marketing Expenses	Revenue	Profit	ROI (%)	Overall Status
Q3													
Brand Awareness	160	55	1250	260	4200	0.45%	105	1050	85	1150	350	1250	Green
Product Launch	190	65	1150	240	3600	0.45%	95	950	75	1050	250	1150	Green
Customer Retention	130	45	950	190	3100	0.45%	85	850	65	950	150	1050	Yellow
Partnership Deal	110	35	850	170	2900	0.45%	75	750	55	850	150	950	Yellow
New Product Line	135	50	1050	235	3350	0.45%	90	1150	80	1250	380	1350	Green
Q4													
Brand Awareness	170	60	1300	270	4400	0.45%	110	1100	90	1200	400	1300	Green
Product Launch	200	70	1200	250	3800	0.45%	100	1000	80	1100	300	1200	Green
Customer Retention	140	50	1000	220	3400	0.45%	90	900	70	1000	200	1100	Yellow
Partnership Deal	120	40	900	190	3000	0.45%	80	800	60	900	180	1000	Yellow
New Product Line	145	55	1100	245	3500	0.45%	95	1150	85	1250	390	1450	Green

Spreadsheet Marketing

M Lipman

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