

# MARKETING CAMPAIGN TRACKER TEMPLATE

(All data is non-provided / white cells only)

TOTAL IMPRESSIONS (ESTIMATED)	TOTAL REVENUE	PROFIT (ESTIMATED)	TOTAL EXPENSE BUDGET	CONVERSION RATE OF TOTAL REVENUE	TOTAL NO. OF COGS	TOTAL NO. OF CONVERSIONS	TOTAL SPEND	COST PER IMPRESSION	COST PER REVENUE	COST PER CONVERSION
900	2375	1475	\$4.67K	40.23%	1299	523	\$2,379.00	\$1.42	\$2.40	\$4.60

CAMPAIGN NAME	IMPRESSIONS	COST	SPEND	REVENUE	DATE TO END DATE	PLATFORM	CAMPAIGN ID	NO. OF COGS	NO. OF SALES	CONVERSION RATE	CONVERSION VALUE	COST PER CONVERSION	NOTE AND STATUS
<b>FB</b>													
Good Media Ad 1	50	\$20.00	\$20.00	\$80.00	01 - 05	Facebook	001	5	10	20%	Average	\$2.00	
Good Media Ad 2	40	\$16.00	\$16.00	\$64.00	02 - 04	Instagram	002	8	11	13%	Good	\$0.79	
Web banner	30	\$12.00	\$12.00	\$48.00	03 - 07	Facebook	003	10	8	8%	Outstanding	\$1.50	
Promoted IG Post	10	\$4.00	\$4.00	\$16.00	04 - 08	Instagram	004	10	4	40%	Average	\$1.00	
Good Media Ad 3	10	\$4.00	\$4.00	\$16.00	05 - 09	TikTok	005	5	8	16%	Average	\$1.00	
<b>SPONSORED</b>													
Youtube Targeted Ad	0	\$0.00	\$0.00	\$0.00	01 - 02	Youtube	006	0	0				
Blog Post	0	\$0.00	\$0.00	\$0.00	01 - 03	Good Influence	007	0	0				
	0	\$0.00	\$0.00	\$0.00	01 - 04		008	0	0				
	0	\$0.00	\$0.00	\$0.00	01 - 05		009	0	0				
	0	\$0.00	\$0.00	\$0.00	01 - 06		010	0	0				
<b>CONTENT</b>													
Email 1	500	\$20.00	\$20.00	\$80.00	01 - 02	Newsletter	011	40	30	75%		\$1.30	
Email 2	400	\$16.00	\$16.00	\$64.00	01 - 03	Newsletter	012	30	10	33%		\$1.30	
Ad for Conversion	100	\$40.00	\$40.00	\$160.00	01 - 04	Google	013	140	60	43%		\$1.00	
Blog Post	500	\$10.00	\$10.00	\$50.00	01 - 05	Instagram	014	50	100	20%		\$0.50	
Google Ad	100	\$4.00	\$4.00	\$16.00	01 - 06	Google	015	10	10	10%		\$1.00	

# Spreadsheet Marketing

**EW Minium**



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