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| Campaign Owner | **Campaign Name** | **Start** | Campaign type | **Budget** | Revenue | Total users addressed | Active users | **ROI** | Days since launch |
| Halima, Yakubu | E-mail End January | 27. Jan. | Digital Marketingg | 500 $ | 6.980 $ | 4205 | 465 | 1296,00 % | 366 |
| Kovaleva, Anna | Posters small | 29. Januar | Brand Marketing | 250 $ | 4.732 $ | 2.000 | 500 | 1792,80 % | 364 |
| Smith, Avery | Posters large | 3. Februar | Brand Marketing | 4.500 $ | 5.632 $ | 10.000 | 362 | 25,16 % | 359 |
| Glazkov, Ilya | Evaluation3x | 16. Januar | Program for Improvement | 2.750 $ | 5.676 $ | 35,000 | 5418 | 106,40 % | 377 |
| Lawson, Andre | Targeting-Group 1 | 5. März | Digital Marketing | 5.800 $ | 136 $ | 10.000 | 285 | -97,66 % | 329 |
| Cartier, Christian | Posters small | 3. Januar | Brand Marketing | 800 $ | 8.703 $ | 2\.500 | 496 | 987,88 % | 390 |
| Barden, Malik | Industry Conference | 23. Februar | Program for Improvement | 600 $ | 4.540 $ | 950 | 618 | 656,67 % | 339 |
| Macedo, Beatriz | Targeting-Group 2 | 25. Februar | Digital Marketing | 800 $ | 788 $ | 2.000 | 367 | -1,50 % | 337 |
| Halima, Yakubu | E-mail February – North | 11. Februar | Digital Marketing | 500 $ | 12.423 $ | 4205 | 902 | 2384,60 % | 351 |
| Halima, Yakubu | E-Mail February – South | 13. März | Digital Marketing | 500 $ | 9.293 $ | 3687 | 673 | 1758,60 % | 321 |
| Halima, Yakubu | E-mail February – West | 22. März | Digital Marketing | 500 $ | 16.342 $ | 5\.278 | 1029 | 3168,40 % | 312 |
| Connors, Morgan | Product Mention 5x | 6. Februar | Program for Improvement | 635 $ | 2.208 $ | 55.000 | 1470 | 247,72 % | 356 |

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|  |  | Campaign type | Average of the **ROI** |  |  |  |  |  |  |  |  |  |  |
|  |  | Digital Marketing | 1418,07 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Brand Marketing | 935,28 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Program for Improvement | 336,93 % |  |  |  |  |  |  |  |  |  |  |
|  |  | **Grand Total** | **1027,09 %** |  |  |  |  |  |  |  |  |  |  |
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|  |  | | **Campaign Name** | | | Total turnover | | |
|  |  | | E-mail February – West | | | 16.342 $ | | |
|  |  | | Poster small | | | 13.435 $ | | |
|  |  | | E-mail February – North | | | 12.423 $ | | |
|  |  | | E-Mail February – South | | | 9.293 $ | | |
|  |  | | E-mail End January | | | 6.980 $ | | |
|  |  | | Product rating 3x | | | 5.676 $ | | |
|  |  | | Posters large | | | 5.632 $ | | |
|  |  | | Industry Conference | | | 4.540 $ | | |
|  |  | | Product Mention 5x | | | 2.208 $ | | |
|  |  | | Targeting Group 2 | | | 788 $ | | |
|  |  | | Targeting Group 1 | | | 136 $ | | |
|  |  | | **Grand Total** | | | **77.453 $** | | |
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