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| **Campaign Owner** | **Campaign Name** | **Launch Date** | **Campaign Type** | **Budget** | **Revenue** | **Total Users Targeted** | **Engaged Users** | **ROI** | **Days since launch** |
| Halima, Yakubu | Late Jan Email | 27-Jan | Digital marketing | $ 500 | $ 6,980 | 4,205 | 465 | 1296.00% | 366 |
| Kovaleva, Anna | Billboards small | 29-Jan | Brand marketing | $ 250 | $ 4,732 | 2,000 | 500 | 1792.80% | 364 |
| Smith, Avery | Billboards large | 3-Feb | Brand marketing | $ 4,500 | $ 5,632 | 10,000 | 362 | 25.16% | 359 |
| Glazkov, Ilya | Product review 3x | 16-Jan | Customer Experience | $ 2,750 | $ 5,676 | 35,000 | 5,418 | 106.40% | 377 |
| Lawson, Andre | Targeted - Group 1 | 5-Mar | Digital marketing | $ 5,800 | $ 136 | 10,000 | 285 | -97.66% | 329 |
| Cartier, Christian | Billboards small | 3-Jan | Brand marketing | $ 800 | $ 8,703 | 2,500 | 496 | 987.88% | 390 |
| Barden, Malik | Industry Conference | 23-Feb | Customer Experience | $ 600 | $ 4,540 | 950 | 618 | 656.67% | 339 |
| Macedo, Beatriz | Targeted - Group 2 | 25-Feb | Digital marketing | $ 800 | $ 788 | 2,000 | 367 | -1.50% | 337 |
| Halima, Yakubu | Feb email - North | 11-Feb | Digital marketing | $ 500 | $ 12,423 | 4,205 | 902 | 2384.60% | 351 |
| Halima, Yakubu | Feb email - South | 13-Mar | Digital marketing | $ 500 | $ 9,293 | 3,687 | 673 | 1758.60% | 321 |
| Halima, Yakubu | Feb email - West | 22-Mar | Digital marketing | $ 500 | $ 16,342 | 5,278 | 1,029 | 3168.40% | 312 |
| Connors, Morgan | Product mention 5x | 6-Feb | Customer Experience | $ 635 | $ 2,208 | 55,000 | 1,470 | 247.72% | 356 |

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|  |  | **Campaign Type** | **Average of ROI** |  |  |  |  |  |  |  |  |  |  |
|  |  | Digital marketing | 1418.07% |  |  |  |  |  |  |  |  |  |  |
|  |  | Brand marketing | 935.28% |  |  |  |  |  |  |  |  |  |  |
|  |  | Customer Experience | 336.93% |  |  |  |  |  |  |  |  |  |  |
|  |  | **Grand Total** | **1027.09%** |  |  |  |  |  |  |  |  |  |  |
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|  |  | | **Campaign Name** | | | **Sum of Revenue** | | |
|  |  | | Feb email - West | | | $ 16,342 | | |
|  |  | | Billboards small | | | $ 13,435 | | |
|  |  | | Feb email - North | | | $ 12,423 | | |
|  |  | | Feb email - South | | | $ 9,293 | | |
|  |  | | Late Jan Email | | | $ 6,980 | | |
|  |  | | Product review 3x | | | $ 5,676 | | |
|  |  | | Billboards large | | | $ 5,632 | | |
|  |  | | Industry Conference | | | $ 4,540 | | |
|  |  | | Product mention 5x | | | $ 2,208 | | |
|  |  | | Targeted - Group 2 | | | $ 788 | | |
|  |  | | Targeted - Group 1 | | | $ 136 | | |
|  |  | | **Grand Total** | | | **$ 77,453** | | |
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| Chart type: Histogram. Frequency of 'Revenue'  Description automatically generated   |  | | --- | |  | |  |  |  |  |  |
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