

MARKETING CAMPAIGN TRACKER TEMPLATE

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

TOTAL IMPRESSIONS (ESTIMATED)	TOTAL REVENUE (ESTIMATED)	PROFIT (ESTIMATED)	TOTAL EXPENSE BUDGET	CONVERSION RATE OF TOTAL REVENUE	TOTAL NO. OF CLICKS	TOTAL NO. OF CONVERSIONS	TOTAL SPEND	COST PER IMPRESSION	COST PER ACQUISITION	COST PER CONVERSION
900	2375	1475	\$4.67K	40.29%	1299	523	\$1,379.00	\$1.42	\$2.60	\$4.40

CAMPAIGN NAME	IMPRESSIONS	COST	SPEND	REVENUE	DATE TO END DATE	PLATFORM	CAMPAIGN ID	NO. OF CLICKS	NO. OF SALES	CONVERSION RATE	CONVERSION VALUE	COST PER CONVERSION	NOTE AND STATUS
FB													
Good Media Ad 1	50	\$20.00	\$20.00	\$80.00	01 - 05	Facebook	001	10	10	1.0	Average	\$2.00	
Good Media Ad 2	40	\$16.00	\$16.00	\$64.00	02 - 04	Instagram	002	20	11	0.55	Good	\$2.73	
Web banner	30	\$12.00	\$12.00	\$48.00	03 - 07	Facebook	003	15	5	0.33	Outstanding	\$4.80	
Promoted Post Feed	10	\$4.00	\$4.00	\$16.00	04 - 08	Instagram	004	10	1	0.10	Average	\$16.00	
Good Media Ad 3	15	\$6.00	\$6.00	\$24.00	05 - 09	TikTok	005	30	15	0.50	Average	\$1.60	
SPONSORED													
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				
CONTENT													
Email 1	400	\$20.00	\$20.00	\$80.00	01 - 02	Newsletter	011	400	200	0.50		\$1.00	
Email 2	400	\$20.00	\$20.00	\$80.00	01 - 02	Newsletter	012	200	100	0.50		\$1.00	
Ad for Conversion	100	\$50.00	\$50.00	\$200.00	01 - 04	Google	013	140	50	0.36		\$1.40	
Blog Post	500	\$0.00	\$0.00	\$0.00	01 - 05	Instagram	014	200	100	0.50		\$0.00	
Google Ad	100	\$4.00	\$4.00	\$16.00	01 - 04	Google	015	10	10	1.0		\$1.17	

Spreadsheet Marketing

Robert Simerly



Spreadsheet Marketing:

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