MARKETING CAMPAIGN ROI & CONVERSION TRACKER

PAID AD SPEND, FUNNEL CONVERSION RATES, COST PER ACQUISITION (CPA) & ATTRIBUTED ROAS LEDGER

CAMPAIGN: _____ **CHANNEL:** [ ] Search [ ] Meta [ ] TikTok [ ] Email **FLIGHT:** ___/___ to ___/___/20__ **LEAD:** _____

BUDGET: $ _____ **OBJECTIVE:** [ ] Traffic [ ] Leads [ ] Sales [ ] App **TARGET CPA:** $ _____ **TARGET ROAS:** _____ x

TOTAL AD SPEND	TOTAL CLICKS & CTR	AVG COST PER CLICK	CONVERSIONS & CPA	ATTRIBUTED REVENUE & ROAS
$ _____	_____ (____%)	$ _____ / click	_____ ($ ____)	$ _____ (____x)

WEEK / DATE	AD SET / CREATIVE VARIANT	SPEND ($)	IMPRESSIONS	CLICKS	CTR (%)	CPC ($)	CONV (LEADS)	CPA ($)	REVENUE ($)	ROAS
Wk 01		$ _____	_____	_____	____ %	$ _____	_____	$ _____	$ _____	____ x
Wk 02		$ _____	_____	_____	____ %	$ _____	_____	$ _____	$ _____	____ x
Wk 03		$ _____	_____	_____	____ %	$ _____	_____	$ _____	$ _____	____ x
Wk 04		$ _____	_____	_____	____ %	$ _____	_____	$ _____	$ _____	____ x
Wk 05		$ _____	_____	_____	____ %	$ _____	_____	$ _____	$ _____	____ x
Wk 06		$ _____	_____	_____	____ %	$ _____	_____	$ _____	$ _____	____ x
Wk 07		$ _____	_____	_____	____ %	$ _____	_____	$ _____	$ _____	____ x
Wk 08		$ _____	_____	_____	____ %	$ _____	_____	$ _____	$ _____	____ x

CAMPAIGN PERFORMANCE INSIGHTS & CREATIVE TEST HYPOTHESES:

ATTRIBUTION MODEL & EXECUTIVE APPROVAL:

Attribution Model: [ ] First-Touch [ ] Last-Touch [ ] Linear [ ] Data-Driven

Audited Spend vs Budget Variance: $ _____ ([ ] Under [ ] Over)

Marketing Director Approval: _____

Signature & Date: _____ _____/_____/20____