**Marketing ROI Report Form**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** |  | | |
| **Campaign Name:** |  | **Report Period:** |  |
| **Prepared By:** |  | | |

**1. Campaign Overview**

|  |  |  |
| --- | --- | --- |
| Campaign Type: |  | |
| **Start & End Date:** |  |  |
| **Objective:** |  | |
| **Target Audience:** |  | |

**2. Campaign Costs**

| **Expense Category** | **Amount ($)** |
| --- | --- |
| Advertising (Google Ads, Social Media) | 2,500 |
| Content Creation (Design, Copywriting) | 1,200 |
| Email Marketing Tools | 300 |
| Events / Sponsorships | 1,000 |
| Miscellaneous | 200 |
| **Total Marketing Costs** |  |

**3. Campaign Revenue / Returns**

| **Revenue Source** | **Amount ($)** |
| --- | --- |
| Direct Sales Generated | 10,000 |
| New Subscriptions / Leads (Monetized) | 2,500 |
| Upsell / Repeat Purchases | 1,500 |
| **Total Revenue** |  |

**4. ROI Calculation**

* Total Costs = $5,200
* Total Revenue = $14,000
* ROI = ((14000 - 5200)/5200)\*100 = 169%

**5. Key Insights & Recommendations**

* Highest ROI channel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Areas to reduce cost: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Suggested improvements for next campaign: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_