Campaign Analytics Report

FlowMetrics - Week 2 Performance

Report Period: Feb 15-28, 2025 | Generated: January 23, 2026

KPI Summary

Metric	Target	Actual	Status
Leads Generated	500	287	On Track (57%)
Trial Signups	50	23	On Track (46%)
Email Subscribers	2,000	1,456	On Track (73%)
Demo Requests	30	18	On Track (60%)
Website Visits	10,000	6,234	On Track (62%)
Cost Per Lead	<$10	$8.72	Exceeding

Channel Performance

Channel	Spend	Leads	CPL	Conv Rate
LinkedIn	$1,200	98	$12.24	4.2%
Twitter	$350	45	$7.78	3.1%
Google Ads	$320	52	$6.15	5.8%
Email	$180	67	$2.69	8.4%
Organic	$0	25	$0	2.1%
Total	$2,050	287	$7.14	-

Email Performance

Campaign	Sent	Opens	Open Rate	Clicks	CTR
Welcome #1	1,456	612	42.0%	89	6.1%
Welcome #2	1,389	528	38.0%	67	4.8%
Newsletter #1	1,200	456	38.0%	52	4.3%
Nurture #1	980	392	40.0%	45	4.6%
Launch Announce	1,456	728	50.0%	156	10.7%

Lead Source Analysis

Source	Leads	% of Total	Quality Score
LinkedIn Outreach	78	27.2%	8.5/10
LinkedIn Ads	20	7.0%	7.2/10
Email Campaign	67	23.3%	8.8/10
Google Ads	52	18.1%	7.5/10
Twitter	45	15.7%	6.9/10
Organic/Direct	25	8.7%	9.1/10

Recommendations

Increase LinkedIn Budget

LinkedIn showing strong quality scores. Recommend increasing budget by 30% for week 3.

Optimize Twitter Targeting

Twitter CPL is good but quality score is lower. Refine audience targeting.

Double Down on Email

Email shows best CPL ($2.69) and highest quality. Expand nurture sequences.

A/B Test Landing Page

Current conversion rate at 4.6%. Test new headline and CTA variations.

Retargeting Campaign

6,234 website visitors - launch retargeting to capture warm leads.