|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Kampagnenbesitzer** | **Kampagnenname** | **Startdatum** | **Kampagnentyp** | **Budget** | **Umsatzerlös** | **Insgesamt angesprochene Benutzer** | **Aktive Benutzer** | **ROI** | **Tage seit dem Start** |
| Halima, Yakubu | E-Mail Ende Januar | 27. Januar | Digitales Marketing | 500 $ | 6.980 $ | 4.205 | 465 | 1296,00 % | 366 |
| Kovaleva, Anna | Plakate klein | 29. Januar | Markenmarketing | 250 $ | 4.732 $ | 2.000 | 500 | 1792,80 % | 364 |
| Smith, Avery | Plakate groß | 3. Februar | Markenmarketing | 4.500 $ | 5.632 $ | 10.000 | 362 | 25,16 % | 359 |
| Glazkov, Ilya | Produktbewertung 3x | 16. Januar | Kundenzufriedenheit | 2.750 $ | 5.676 $ | 35.000 | 5.418 | 106,40 % | 377 |
| Lawson, Andre | Targeting-Gruppe 1 | 5. März | Digitales Marketing | 5.800 $ | 136 $ | 10.000 | 285 | -97,66 % | 329 |
| Cartier, Christian | Plakate klein | 3. Januar | Markenmarketing | 800 $ | 8.703 $ | 2.500 | 496 | 987,88 % | 390 |
| Barden, Malik | Branchenkonferenz | 23. Februar | Kundenzufriedenheit | 600 $ | 4.540 $ | 950 | 618 | 656,67 % | 339 |
| Macedo, Beatriz | Targeting-Gruppe 2 | 25. Februar | Digitales Marketing | 800 $ | 788 $ | 2.000 | 367 | -1,50 % | 337 |
| Halima, Yakubu | E-Mail Februar – Nord | 11. Februar | Digitales Marketing | 500 $ | 12.423 $ | 4.205 | 902 | 2384,60 % | 351 |
| Halima, Yakubu | E-Mail Februar – Süd | 13. März | Digitales Marketing | 500 $ | 9.293 $ | 3.687 | 673 | 1758,60 % | 321 |
| Halima, Yakubu | E-Mail Februar – West | 22. März | Digitales Marketing | 500 $ | 16.342 $ | 5.278 | 1.029 | 3168,40 % | 312 |
| Connors, Morgan | Produkterwähnung 5x | 6. Februar | Kundenzufriedenheit | 635 $ | 2.208 $ | 55.000 | 1.470 | 247,72 % | 356 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | |  | | --- | |  | |  |  |  |  |  |  |  |  |
|  |  | **Kampagnentyp** | **ROI-Durchschnitt** |  |  |  |  |  |  |  |  |  |  |
|  |  | Digitales Marketing | 1418,07 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Markenmarketing | 935,28 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Kundenzufriedenheit | 336,93 % |  |  |  |  |  |  |  |  |  |  |
|  |  | **Gesamtsumme** | **1027,09 %** |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Digitales Marketing

Markenmarketing

Kundenzufriedenheit

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | |  | | |  | | |
|  |  | | **Kampagnenname** | | | **Summe Umsatzerlös** | | |
|  |  | | E-Mail Februar – West | | | 16.342 $ | | |
|  |  | | Plakate klein | | | 13.435 $ | | |
|  |  | | E-Mail Februar – Nord | | | 12.423 $ | | |
|  |  | | E-Mail Februar – Süd | | | 9.293 $ | | |
|  |  | | E-Mail Ende Januar | | | 6.980 $ | | |
|  |  | | Produktbewertung 3x | | | 5.676 $ | | |
|  |  | | Plakate groß | | | 5.632 $ | | |
|  |  | | Branchenkonferenz | | | 4.540 $ | | |
|  |  | | Produkterwähnung 5x | | | 2.208 $ | | |
|  |  | | Targeting-Gruppe 2 | | | 788 $ | | |
|  |  | | Targeting-Gruppe 1 | | | 136 $ | | |
|  |  | | **Gesamtsumme** | | | **77.453 $** | | |
|  |  | |  | | |  | | |
|  | | |  | | --- | |  | | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  | E-Mail Februar – West  E-Mail Februar – Nord  E-Mail Ende Januar  Plakate groß  Produkterwähnung 5x  Targeting-Gruppe 1 | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | |  | | --- | |  | |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | | | | |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |  | | | | |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| |  | | --- | |  | |  |  |  |  |  |
|  |  |  | Kundenzufriedenheit  Digitales Marketing  Markenmarketing |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| |  | | --- | |  | |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  | Targeting-Gruppe 1  Produktbewertung 3x  Targeting-Gruppe 2  Branchenkonferenz  E-Mail Februar – Nord  E-Mail Februar – West |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  | Chart type: Histogram. Frequency of 'Revenue'  Description automatically generated |
| |  | | --- | |  | |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |