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| Propietario de la campaña | **Nombre de campaña** | Fecha de inicio | Tipo de campaña | **Presupuesto** | **Revenue** | Usuarios objetivo totales | Usuarios involucrados | ROI | Días desde el inicio |
| Halima, Yakubu | Correo electrónico de finales de enero | 27 de enero | Marketing digital | 500 USD | $ 6,980 | 4.205 | 465 | 1296,00 % | 366 |
| Kovaleva, Anna | Carteles publicitarios pequeños | 29 de enero | Marketing de marca | 250 USD | $ 4,732 | 2 000 | 500 | 1792,80 % | 364 |
| Smith, Avery | Carteles publicitarios grandes | 3 de febrero | Marketing de marca | 4500 | $ 5,632 | 10,000 | 362 | 25,16 % | 359 |
| Glazkov, Ilya | Revisión de productos x3 | 16 de enero | de la experiencia del usuario (CEIP) | $ 2,750 | $ 5,676 | 35,000 | 5.418 | 106,40 % | 377 |
| Lawson, Andre | Objetivo: grupo 1 | 5 de marzo | Marketing digital | 5,800 | 136 | 10,000 | 285 | -97,66 % | 329 |
| Cartier, Christian | Carteles publicitarios pequeños | 3 de enero | Marketing de marca | 800 | $ 8,703 | 2500 | 496 | 987,88 % | 390 |
| Barden, Malik | Conferencia del sector | 23 de febrero | de la experiencia del usuario (CEIP) | 600\* | $ 4,540 | 950 | 618 | 656,67 % | 339 |
| Macedo, Beatriz | Objetivo: grupo 2 | 25 de febrero | Marketing digital | 800 | 788 | 2\.000 | 367 | -1,50 % | 337 |
| Halima, Yakubu | Correo electrónico de febrero: norte | 11 de febrero | Marketing digital | 500 USD | $ 12,423 | 4.205 | 902 | 2384,60 % | 351 |
| Halima, Yakubu | Correo electrónico de febrero: sur | 13 de marzo | Marketing digital | 500 USD | $ 9,293 | 3.687 | 673 | 1758,60 % | 321 |
| Halima, Yakubu | Correo electrónico de febrero: oeste | 22 de marzo | Marketing digital | 500 USD | $ 16,342 | 5278 | 1.029 | 3168,40 % | 312 |
| Connors, Morgan | Mención del producto x5 | 6 de febrero | de la experiencia del usuario (CEIP) | 635 | $ 2,208 | 55 000 | 1.470 | 247,72 % | 356 |

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|  |  | Tipo de campaña | Promedio de ROI |  |  |  |  |  |  |  |  |  |  |
|  |  | Marketing digital | 1418,07 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Marketing de marca | 935,28 % |  |  |  |  |  |  |  |  |  |  |
|  |  | de la experiencia del usuario (CEIP) | 336,93 % |  |  |  |  |  |  |  |  |  |  |
|  |  | **Total general** | 1027,09 % |  |  |  |  |  |  |  |  |  |  |
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|  |  | | **Nombre de campaña** | | | Suma de los ingresos | | |
|  |  | | Correo electrónico de febrero: oeste | | | $ 16,342 | | |
|  |  | | Carteles publicitarios pequeños | | | $ 13,435 | | |
|  |  | | Correo electrónico de febrero: norte | | | $ 12,423 | | |
|  |  | | Correo electrónico de febrero: sur | | | $ 9,293 | | |
|  |  | | Correo electrónico de finales de enero | | | $ 6,980 | | |
|  |  | | Revisión de productos x3 | | | $ 5,676 | | |
|  |  | | Carteles publicitarios grandes | | | $ 5,632 | | |
|  |  | | Conferencia del sector | | | $ 4,540 | | |
|  |  | | Mención del producto x5 | | | $ 2,208 | | |
|  |  | | Objetivo: grupo 2 | | | 788 | | |
|  |  | | Objetivo: grupo 1 | | | 136 | | |
|  |  | | **Total general** | | | **$ 77,453** | | |
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