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| **Propietario de la campaña** | **Nombre de la campaña** | **Fecha de inicio** | **Tipo de campaña** | **Presupuesto** | **Ingresos** | **Usuarios objetivo totales** | **Usuarios involucrados** | **ROI** | **Días desde el inicio** |
| Halima, Yakubu | Correo electrónico de finales de enero | 27 de enero | Marketing digital | 500 $ | 6980 $ | 4205 | 465 | 1296,00 % | 366 |
| Kovaleva, Anna | Carteles publicitarios pequeños | 29 de enero | Marketing de marca | 250 $ | 4732 $ | 2000 | 500 | 1792,80 % | 364 |
| Smith, Avery | Carteles publicitarios grandes | 3 de febrero | Marketing de marca | 4500 $ | 5632 $ | 10 000 | 362 | 25,16 % | 359 |
| Glazkov, Ilya | Revisión de productos x3 | 16 de enero | Experiencia de los clientes | 2750 $ | 5676 $ | 35 000 | 5418 | 106,40 % | 377 |
| Lawson, Andre | Objetivo: grupo 1 | 5 de marzo | Marketing digital | 5800 $ | 136 $ | 10 000 | 285 | -97,66 % | 329 |
| Cartier, Christian | Carteles publicitarios pequeños | 3 de enero | Marketing de marca | 800 $ | 8703 $ | 2500 | 496 | 987,88 % | 390 |
| Barden, Malik | Conferencia del sector | 23 de febrero | Experiencia de los clientes | 600 $ | 4540 $ | 950 | 618 | 656,67 % | 339 |
| Macedo, Beatriz | Objetivo: grupo 2 | 25 de febrero | Marketing digital | 800 $ | 788 $ | 2000 | 367 | -1,50 % | 337 |
| Halima, Yakubu | Correo electrónico de febrero: norte | 11 de febrero | Marketing digital | 500 $ | 12 423 $ | 4205 | 902 | 2384,60 % | 351 |
| Halima, Yakubu | Correo electrónico de febrero: sur | 13 de marzo | Marketing digital | 500 $ | 9293 $ | 3687 | 673 | 1758,60 % | 321 |
| Halima, Yakubu | Correo electrónico de febrero: oeste | 22 de marzo | Marketing digital | 500 $ | 16 342 $ | 5278 | 1029 | 3168,40 % | 312 |
| Connors, Morgan | Mención del producto x5 | 6 de febrero | Experiencia de los clientes | 635 $ | 2208 $ | 55 000 | 1470 | 247,72 % | 356 |

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|  |  | **Tipo de campaña** | **Promedio de ROI** |  |  |  |  |  |  |  |  |  |  |
|  |  | Marketing digital | 1418,07 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Marketing de marca | 935,28 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Experiencia de los clientes | 336,93 % |  |  |  |  |  |  |  |  |  |  |
|  |  | **Total general** | **1027,09 %** |  |  |  |  |  |  |  |  |  |  |
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Marketing digital

Marketing de marca

Experiencia de los clientes

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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 | | | | 9293 $ | | |
|  |  | | Correo electrónico de finales de enero | | | | 6980 $ | | |
|  |  | | Revisión de productos x3 | | | | 5676 $ | | |
|  |  | | Carteles publicitarios grandes | | | | 5632 $ | | |
|  |  | | Conferencia del sector | | | | 4540 $ | | |
|  |  | | Mención del producto x5 | | | | 2208 $ | | |
|  |  | | Objetivo: grupo 2 | | | | 788 $ | | |
|  |  | | Objetivo: grupo 1 | | | | 136 $ | | |
|  |  | | **Total general** | | | | **77 453 $** | | |
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|  |  |  | Experiencia de los clientes  Marketing digital  Marketing de marca |  |  |
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|  |  |  | Objetivo: grupo 1  Revisión de productos x3  Objetivo: grupo 2  Conferencia del sector  Correo electrónico de febrero: norte  Correo electrónico de febrero: oeste |  |  |
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|  | Chart type: Histogram. Frequency of 'Revenue'  Description automatically generated |  |  |  |  |
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