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| **Propriétaire de campagne** | **Nom de campagne** | **Date de lancement** | **Type de campagne** | **Budget** | **Revenue** | **Nombre total d’utilisateurs ciblés** | **Utilisateurs engagés** | **ROI** | **Jours depuis le lancement** |
| Halima, Yakubu | E-mail de fin janvier | 27 jan | Marketing digital | 500 $ | 6 980 $ | 4205 | 465 | 1 296,00 % | 366 |
| Kovaleva, Anna | Panneaux d’affichage - Petit format | 29 janvier | Marketing de marque | 250 $ | 4 732 $ | 2 000 | 500 | 1792,80 % | 364 |
| Smith, Avery | Panneaux d’affichage - Grand format | 3 février | Marketing de marque | 4 500 $ | 5 632 $ | 10 000 | 362 | 25,16 % | 359 |
| Glazkov, Ilya | Revue de produits 3x | 16 janvier | Expérience client | 2 750 $ | 5 676 $ | 35,000 | 5418 | 106,40 % | 377 |
| Lawson, Andre | Utilisateurs ciblés - Groupe 1 | 5 mars | Marketing digital | 5 800 $ | 136 $ | 10 000 | 285 | -97,66 % | 329 |
| Cartier, Christian | Panneaux d’affichage - Petit format | 3 janvier | Marketing de marque | 800 $ | 8 703 $ | 2 500 | 496 | 987,88 % | 390 |
| Barden, Malik | Conférence sectorielle | 23 février | Expérience client | 600 $ | 4 540 $ | 950 | 618 | 656,67 % | 339 |
| Macedo, Beatriz | Utilisateurs ciblés - Groupe 2 | 25 février | Marketing digital | 800 $ | 788 $ | 2 000 | 367 | -1,50 % | 337 |
| Halima, Yakubu | E-mail de février - Nord | 11 février | Marketing digital | 500 $ | 12 423 $ | 4205 | 902 | 2384,60 % | 351 |
| Halima, Yakubu | E-mail de février - Sud | 13 mars | Marketing digital | 500 $ | 9 293 $ | 3687 | 673 | 1758,60 % | 321 |
| Halima, Yakubu | E-mail de février - Ouest | 22 mars | Marketing digital | 500 $ | 16 342 $ | 5 278 | 1029 | 3168,40 % | 312 |
| Connors, Morgan | Revue de produits 5x | 6 février | Expérience client | 635 $ | 2 208 $ | 55 000 | 1470 | 247,72 % | 356 |

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|  |  | **Type de campagne** | **Moyenne du ROI** |  |  |  |  |  |  |  |  |  |  |
|  |  | Marketing digital | 1418,07 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Marketing de marque | 935,28 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Expérience client | 336,93 % |  |  |  |  |  |  |  |  |  |  |
|  |  | **Total général** | **1027,09 %** |  |  |  |  |  |  |  |  |  |  |
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|  |  | | **Nom de campagne** | | | **Somme des revenus** | | |
|  |  | | E-mail de février - Ouest | | | 16 342 $ | | |
|  |  | | Panneaux d’affichage - Petit format | | | 13 435 $ | | |
|  |  | | E-mail de février - Nord | | | 12 423 $ | | |
|  |  | | E-mail de février - Sud | | | 9 293 $ | | |
|  |  | | E-mail de fin janvier | | | 6 980 $ | | |
|  |  | | Revue de produits 3x | | | 5 676 $ | | |
|  |  | | Panneaux d’affichage - Grand format | | | 5 632 $ | | |
|  |  | | Conférence sectorielle | | | 4 540 $ | | |
|  |  | | Revue de produits 5x | | | 2 208 $ | | |
|  |  | | Utilisateurs ciblés - Groupe 2 | | | 788 $ | | |
|  |  | | Utilisateurs ciblés - Groupe 1 | | | 136 $ | | |
|  |  | | **Total général** | | | **77 453 $** | | |
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