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| **Propriétaire de la campagne** | **Nom de la campagne** | **Date de lancement** | **Type de campagne** | **Budget** | **Recettes** | **Nombre total d’utilisateurs ciblés** | **Utilisateurs engagés** | **RSI** | **Nombre de jours depuis le lancement** |
| Halima, Yakubu | E-mail de fin janvier | 27 janvier | Marketing numérique | $ 500 | $ 6 980 | 4205 | 465 | 1 296,00 % | 366 |
| Kovaleva, Anna | Panneaux d’affichage - Petit format | 29 janvier | Marketing de marque | $ 250 | $ 4 732 | 2000 | 500 | 1792,80 % | 364 |
| Smith, Avery | Panneaux d’affichage - Grand format | 3 février | Marketing de marque | $ 4 500 | $ 5 632 | 10000 | 362 | 25,16 % | 359 |
| Glazkov, Ilya | Revue de produits 3x | 16 janvier | Expérience client | $ 2 750 | $ 5 676 | 35000 | 5418 | 106,40 % | 377 |
| Lawson, Andre | Utilisateurs ciblés - Groupe 1 | 5 mars | Marketing numérique | $ 5 800 | $ 136 | 10000 | 285 | -97,66 % | 329 |
| Cartier, Christian | Panneaux d’affichage - Petit format | 3 janvier | Marketing de marque | $ 800 | $ 8 703 | 2500 | 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 numérique | $ 800 | $ 788 | 2000 | 367 | -1,50 % | 337 |
| Halima, Yakubu | E-mail de février - Nord | 11 février | Marketing numérique | $ 500 | $ 12 423 | 4205 | 902 | 2384,60 % | 351 |
| Halima, Yakubu | E-mail de février - Sud | 13 mars | Marketing numérique | $ 500 | $ 9 293 | 3687 | 673 | 1758,60 % | 321 |
| Halima, Yakubu | E-mail de février - Ouest | 22 mars | Marketing numérique | $ 500 | $ 16 342 | 5278 | 1029 | 3168,40 % | 312 |
| Connors, Morgan | Revue de produits 5x | 6 février | Expérience client | $ 635 | $ 2 208 | 55000 | 1470 | 247,72 % | 356 |

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|  |  | **Type de campagne** | **Moyenne du retour sur investissement** |  |  |  |  |  |  |  |  |  |  |
|  |  | Marketing numérique | 1418,07 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Marketing de marque | 935,28 % |  |  |  |  |  |  |  |  |  |  |
|  |  | Expérience client | 336,93 % |  |  |  |  |  |  |  |  |  |  |
|  |  | **Total général** | **1027,09 %** |  |  |  |  |  |  |  |  |  |  |
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|  |  | | **Nom de la campagne** | | | **Somme des recettes** | | | |
|  |  | | 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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|  |  |  | Utilisateurs ciblés - Groupe 1  Revue de produits 3x  Utilisateurs ciblés - Groupe 2  Conférence sectorielle  E-mail de février - Nord  E-mail de février - Ouest |  |  |
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|  |  |  |  | Chart type: Histogram. Frequency of 'Revenue'  Description automatically generated |  |
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