|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **キャンペーン オーナー** | **キャンペーン名** | **発売日** | **キャンペーンの種類** | **予算** | **収益** | **対象となるユーザーの総数** | **エンゲージメントの高いユーザー** | **ROI** | **発売からの日数** |
| Halima、Yakubu | Late Jan Email | 1 月 27 日 | デジタル マーケティング | 500 ドル | 6,980 ドル | 4205 | 465 | 1296.00% | 366 |
| Kovaleva、Anna | Billboards small | 1 月 29 日 | ブランド マーケティング | 250 ドル | 4,732 ドル | 2000 | 500 | 1792.80% | 364 |
| Smith、Avery | Billboards large | 2 月 3 日 | ブランド マーケティング | 4,500 ドル | 5,632 ドル | 10000 | 362 | 25.16% | 359 |
| Glazkov、Ilya | Product review 3x | 1 月 16 日 | カスタマー エクスペリエンス | 2,750 ドル | 5,676 ドル | 35000 | 5418 | 106.40% | 377 |
| Lawson、Andre | Targeted - Group 1 | 3 月 5 日 | デジタル マーケティング | 5,800 ドル | 136 ドル | 10000 | 285 | -97.66% | 329 |
| Cartier、Christian | Billboards small | 1 月 3 日 | ブランド マーケティング | 800 ドル | 8,703 ドル | 2500 | 496 | 987.88% | 390 |
| Barden、Malik | Industry Conference | 2 月 23 日 | カスタマー エクスペリエンス | 600 ドル | 4,540 ドル | 950 | 618 | 656.67% | 339 |
| Macedo、Beatriz | Targeted - Group 2 | 2 月 25 日 | デジタル マーケティング | 800 ドル | 788 ドル | 2000 | 367 | -1.50% | 337 |
| Halima、Yakubu | Feb email - North | 2 月 11 日 | デジタル マーケティング | 500 ドル | 12,423 ドル | 4205 | 902 | 2384.60% | 351 |
| Halima、Yakubu | Feb email - South | 3 月 13 日 | デジタル マーケティング | 500 ドル | 9,293 ドル | 3687 | 673 | 1758.60% | 321 |
| Halima、Yakubu | Feb email - West | 3 月 22 日 | デジタル マーケティング | 500 ドル | 16,342 ドル | 5278 | 1029 | 3168.40% | 312 |
| Connors、Morgan | Product mention 5x | 2 月 6 日 | カスタマー エクスペリエンス | 635 ドル | 2,208 ドル | 55000 | 1470 | 247.72% | 356 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | |  | | --- | |  | |  |  |  |  |  |  |  |  |
|  |  | **キャンペーンの種類** | **平均 ROI** |  |  |  |  |  |  |  |  |  |  |
|  |  | デジタル マーケティング | 1418.07% |  |  |  |  |  |  |  |  |  |  |
|  |  | ブランド マーケティング | 935.28% |  |  |  |  |  |  |  |  |  |  |
|  |  | カスタマー エクスペリエンス | 336.93% |  |  |  |  |  |  |  |  |  |  |
|  |  | **総計** | **1027.09%** |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | |  |  | | |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  | | |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  | | |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  | | |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  | | |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  | | |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | |  |  |  |  |  |  | |  |  | |

デジタル マーケティング

ブランド マーケティング

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | |  | | |  | | |
|  |  | | **キャンペーン名** | | | **収益総額** | | |
|  |  | | Feb email - West | | | 16,342 ドル | | |
|  |  | | Billboards small | | | 13,435 ドル | | |
|  |  | | Feb email - North | | | 12,423 ドル | | |
|  |  | | Feb email - South | | | 9,293 ドル | | |
|  |  | | Late Jan Email | | | 6,980 ドル | | |
|  |  | | Product review 3x | | | 5,676 ドル | | |
|  |  | | Billboards large | | | 5,632 ドル | | |
|  |  | | Industry Conference | | | 4,540 ドル | | |
|  |  | | Product mention 5x | | | 2,208 ドル | | |
|  |  | | Targeted - Group 2 | | | 788 ドル | | |
|  |  | | Targeted - Group 1 | | | 136 ドル | | |
|  |  | | **総計** | | | **77,453 ドル** | | |
|  |  | |  | | |  | | |
|  | | |  | | --- | |  | | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | |  | | --- | |  | |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | | | | |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |  | | | | |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| |  | | --- | |  | |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | カスタマー エクスペリエンス |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| |  | | --- | |  | |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| |  | | --- | |  | |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  | Chart type: Histogram. Frequency of 'Revenue'  Description automatically generated |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |