|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **キャンペーンの所有者** | **キャンペーンの名前** | **起動日** | キャンペーンの種類 | **予算** | **Revenue** | **対象ユーザーの合計数** | エンゲージメントの高いユーザー | ROI | **起動後の日数** |
| ハリマ、ヤクブ | 1 月後半のメール | 1 月 27 日 | デジタル マーケティング | 500, | $ 6,980 | 4,205 | 465 | 1296.00% | 366 |
| Kovaleva、Anna | ビルボード小 | 1-Jan | マーケティング/ブランド | 250 | $ 4,732 | 2,000 | 500 | 1792.80% | 364 |
| Smith、Avery | 大きな看板 | 1-Feb | マーケティング/ブランド | 4,500 | $ 5,632 | 10,000 | 362 | 25.16% | 359 |
| Glazkov、Ilya | 製品のレビュー | 1-Jan | カスタマー エクスペリエンス | $ 2,750 | $ 5,676 | 35,000 | 5,418 | 106.40% | 377 |
| ローソン、アンドレ | 対象グループ | 3 月 5 日 | デジタル マーケティング | 5,800 | 136 | 10,000 | 285 | -97.66% | 329 |
| カルティエ、クリスチャン | ビルボード小 | 1-Jan | マーケティング/ブランド | 800 | $ 8,703 | 2,500 | 496 | 987.88% | 390 |
| バーデン(マリク) | 業界会議 | 1-Feb | カスタマー エクスペリエンス | 600 | $ 4,540 | 950 | 618 | 656.67% | 339 |
| マセド、ベアトリス | 対象グループ | 1-Feb | デジタル マーケティング | 800 | 788 | 2,000 | 367 | -1.50% | 337 |
| ハリマ、ヤクブ | 2 月の電子メール - 北 | 1-Feb | デジタル マーケティング | 500, | $ 12,423 | 4,205 | 902 | 2384.60% | 351 |
| ハリマ、ヤクブ | 2 月のメール - 南部 | 3 月 17 日 | デジタル マーケティング | 500, | $ 9,293 | 3,687 | 673 | 1758.60% | 321 |
| ハリマ、ヤクブ | 2 月の電子メール - 西部 | 3 月 17 日 | デジタル マーケティング | 500, | $ 16,342 | 5,278 | 1,029 | 3168.40% | 312 |
| コナーズ、モーガン | 製品のメンション 5 倍 | 1-Feb | カスタマー エクスペリエンス | 635 | $ 2,208 | 55,000 | 1,470 | 247.72% | 356 |

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | |  | | |  | | |
|  |  | | **キャンペーンの名前** | | | 収益の合計 | | |
|  |  | | 2 月の電子メール - 西部 | | | $ 16,342 | | |
|  |  | | ビルボード小 | | | $ 13,435 | | |
|  |  | | 2 月の電子メール - 北 | | | $ 12,423 | | |
|  |  | | 2 月のメール - 南部 | | | $ 9,293 | | |
|  |  | | 1 月後半のメール | | | $ 6,980 | | |
|  |  | | 製品のレビュー | | | $ 5,676 | | |
|  |  | | 大きな看板 | | | $ 5,632 | | |
|  |  | | 業界会議 | | | $ 4,540 | | |
|  |  | | 製品のメンション 5 倍 | | | $ 2,208 | | |
|  |  | | 対象グループ | | | 788 | | |
|  |  | | 対象グループ | | | 136 | | |
|  |  | | **総計** | | | **$ 77,453** | | |
|  |  | |  | | |  | | |
|  | | |  | | --- | |  | | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |
|  | |  | |  |  | |  |  | |  |  |  |  |

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