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| **市场活动负责人** | **市场活动名称** | **启动日期** | **市场活动类型** | **预算** | **收入** | **目标用户总数** | **参与用户** | **投资回报率** | **启动后的天数** |
| Halima, Yakubu | 一月下旬电子邮件 | 1 月 27 日 | 数字营销 | 500 美元 | 6,980 美元 | 4,205 | 465 | 1296.00% | 366 |
| Kovaleva, Anna | 小型广告牌 | 1 月 29 日 | 品牌营销 | 250 美元 | 4,732 美元 | 2,000 | 500 | 1792.80% | 364 |
| Smith, Avery | 大型广告牌 | 2 月 3 日 | 品牌营销 | 4,500 美元 | 5,632 美元 | 10,000 | 362 | 25.16% | 359 |
| Glazkov, Ilya | 产品评测 3x | 1 月 16 日 | 客户体验 | 2,750 美元 | 5,676 美元 | 35,000 | 5,418 | 106.40% | 377 |
| Lawson, Andre | 定向 - 群体 1 | 3 月 5 日 | 数字营销 | 5,800 美元 | 136 美元 | 10,000 | 285 | -97.66% | 329 |
| Cartier, Christian | 小型广告牌 | 1 月 3 日 | 品牌营销 | 800 美元 | 8,703 美元 | 2,500 | 496 | 987.88% | 390 |
| Barden, Malik | 行业会议 | 2 月 23 日 | 客户体验 | 600 美元 | 4,540 美元 | 950 | 618 | 656.67% | 339 |
| Macedo, Beatriz | 定向 - 群体 2 | 2 月 25 日 | 数字营销 | 800 美元 | 788 美元 | 2,000 | 367 | -1.50% | 337 |
| Halima, Yakubu | 二月电子邮件 - 北部 | 2 月 11 日 | 数字营销 | 500 美元 | 12,423 美元 | 4,205 | 902 | 2384.60% | 351 |
| Halima, Yakubu | 二月电子邮件 - 南部 | 3 月 13 日 | 数字营销 | 500 美元 | 9,293 美元 | 3,687 | 673 | 1758.60% | 321 |
| Halima, Yakubu | 二月电子邮件 - 西部 | 3 月 22 日 | 数字营销 | 500 美元 | 16,342 美元 | 5,278 | 1,029 | 3168.40% | 312 |
| Connors, Morgan | 产品提及 5x | 2 月 6 日 | 客户体验 | 635 美元 | 2,208 美元 | 55,000 | 1,470 | 247.72% | 356 |

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|  |  | **市场活动类型** | **平均投资回报率** |  |  |  |  |  |  |  |  |  |  |
|  |  | 数字营销 | 1418.07% |  |  |  |  |  |  |  |  |  |  |
|  |  | 品牌营销 | 935.28% |  |  |  |  |  |  |  |  |  |  |
|  |  | 客户体验 | 336.93% |  |  |  |  |  |  |  |  |  |  |
|  |  | **总计** | **1027.09%** |  |  |  |  |  |  |  |  |  |  |
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数字营销

品牌营销

客户体验

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|  |  | | **市场活动名称** | | | **总收入** | | |
|  |  | | 二月电子邮件 - 西部 | | | 16,342 美元 | | |
|  |  | | 小型广告牌 | | | 13,435 美元 | | |
|  |  | | 二月电子邮件 - 北部 | | | 12,423 美元 | | |
|  |  | | 二月电子邮件 - 南部 | | | 9,293 美元 | | |
|  |  | | 一月下旬电子邮件 | | | 6,980 美元 | | |
|  |  | | 产品评测 3x | | | 5,676 美元 | | |
|  |  | | 大型广告牌 | | | 5,632 美元 | | |
|  |  | | 行业会议 | | | 4,540 美元 | | |
|  |  | | 产品提及 5x | | | 2,208 美元 | | |
|  |  | | 定向 - 群体 2 | | | 788 美元 | | |
|  |  | | 定向 - 群体 1 | | | 136 美元 | | |
|  |  | | **总计** | | | **77,453 美元** | | |
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|  |  |  | 客户体验  数字营销  品牌营销 |  |  |
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|  |  |  | 定向 - 群体 1  产品评测 3x  定向 - 群体 2  行业会议  二月电子邮件 - 北部  二月电子邮件 - 西部 |  |  |
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Chart type: Histogram. Frequency of 'Revenue'

Description automatically generated