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| **行銷活動負責人** | **活動名稱** | **啟動日期** | **行銷活動類型** | **預算** | **營收** | **目標使用者總數** | **已參與的使用者** | **ROI** | **啟動後的天數** |
| Halima、Yakubu | 1 月下旬電子郵件 | 1 月 27 日 | 數位行銷 | $500 | $6,980 | 4,205 | 465 | 1296.00% | 366 |
| Kovaleva、Anna | 小型看板 | 1 月 29 日 | 品牌行銷 | $250 | $4,732 | 2,000 | 500 | 1792.80% | 364 |
| Smith、Avery | 大型看板 | 2 月 3 日 | 品牌行銷 | $4,500 | $5,632 | 10,000 | 362 | 25.16% | 359 |
| Glazkov、Ilya | 產品檢閱 3 次 | 1 月 16 日 | 客戶體驗 | $2,750 | $5,676 | 35,000 | 5,418 | 106.40% | 377 |
| Lawson、Andre | 目標 - 群組 1 | 3 月 5 日 | 數位行銷 | $5,800 | $136 | 10,000 | 285 | -97.66% | 329 |
| Cartier、Christian | 小型看板 | 1 月 3 日 | 品牌行銷 | $800 | $8,703 | 2,500 | 496 | 987.88% | 390 |
| Barden、Malik | 產業會議 | 2 月 23 日 | 客戶體驗 | $600 | $4,540 | 950 | 618 | 656.67% | 339 |
| Macedo、Beatriz | 目標 - 群組 2 | 2 月 25 日 | 數位行銷 | $800 | $788 | 2,000 | 367 | -1.50% | 337 |
| Halima、Yakubu | 2 月電子郵件 - 北 | 2 月 11 日 | 數位行銷 | $500 | $12,423 | 4,205 | 902 | 2384.60% | 351 |
| Halima、Yakubu | 2 月電子郵件 - 南 | 3 月 13 日 | 數位行銷 | $500 | $9,293 | 3,687 | 673 | 1758.60% | 3:21 |
| Halima、Yakubu | 2 月電子郵件 - 西 | 3 月 22 日 | 數位行銷 | $500 | $16,342 | 5,278 | 10:29 | 3168.40% | 312 |
| Connors、Morgan | 產品提及 5 次 | 2 月 6 日 | 客戶體驗 | $635 | $2,208 | 55,000 | 1,470 | 247.72% | 356 |

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|  |  | **行銷活動類型** | **平均 ROI** |  |  |  |  |  |  |  |  |  |  |
|  |  | 數位行銷 | 1418.07% |  |  |  |  |  |  |  |  |  |  |
|  |  | 品牌行銷 | 935.28% |  |  |  |  |  |  |  |  |  |  |
|  |  | 客戶體驗 | 336.93% |  |  |  |  |  |  |  |  |  |  |
|  |  | **總計** | **1027.09%** |  |  |  |  |  |  |  |  |  |  |
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|  |  | | **活動名稱** | | | **收入總額** | | |
|  |  | | 2 月電子郵件 - 西 | | | $16,342 | | |
|  |  | | 小型看板 | | | $13,435 | | |
|  |  | | 2 月電子郵件 - 北 | | | $12,423 | | |
|  |  | | 2 月電子郵件 - 南 | | | $9,293 | | |
|  |  | | 1 月下旬電子郵件 | | | $6,980 | | |
|  |  | | 產品檢閱 3 次 | | | $5,676 | | |
|  |  | | 大型看板 | | | $5,632 | | |
|  |  | | 產業會議 | | | $4,540 | | |
|  |  | | 產品提及 5 次 | | | $2,208 | | |
|  |  | | 目標 - 群組 2 | | | $788 | | |
|  |  | | 目標 - 群組 1 | | | $136 | | |
|  |  | | **總計** | | | **$77,453** | | |
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