

# Budget Allocation, Flighting & ROI Summary

Optimized spend across channels with a structured 90-day campaign funnel, showing financial efficiency, ROAS per channel, and projected customer lifetime value.

## Budget Allocation

- Instagram & TikTok Ads: \$8,500
- Google Search & Display: \$7,000
- Email Campaigns: \$3,500
- Landing Pages & Retargeting: \$4,000
- Influencer Collaborations: \$2,000

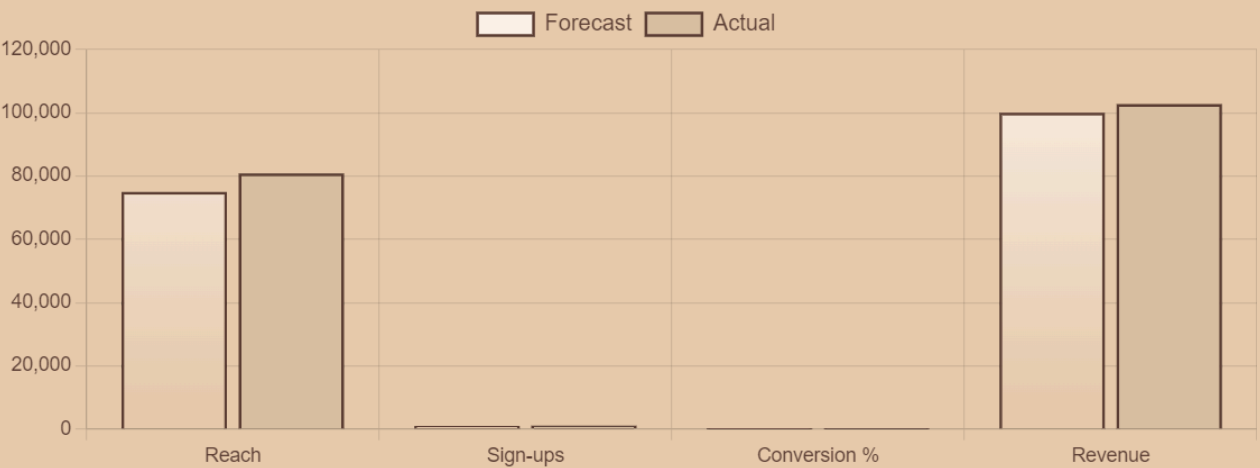
## Spend vs Revenue

- Total Spend: \$25,000
- Total Revenue: \$102,750
- ROI Overall: 4.11:1
- Instagram Ads ROI: 4.5:1
- Email Campaign ROI: 3.8:1

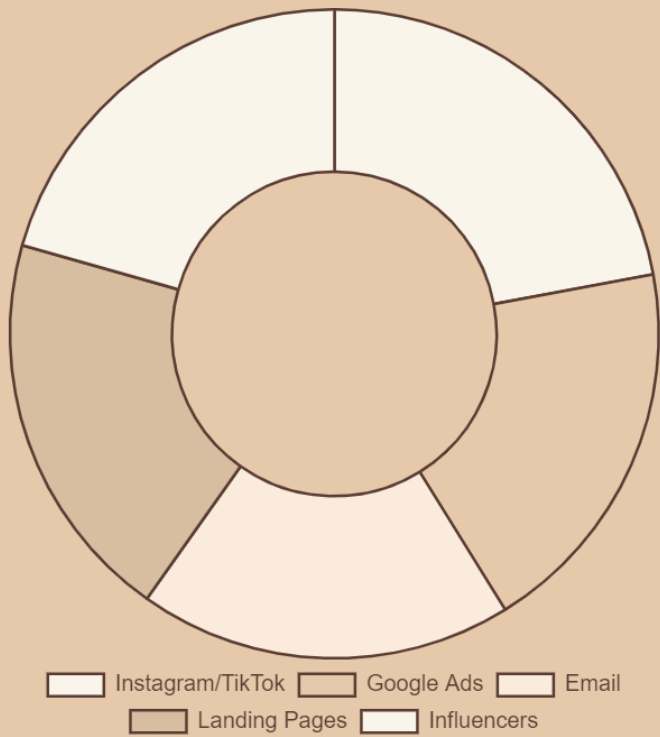
## Lifetime Value (LTV)

- Average Customer LTV: \$180
- Loyalty Program Members: 1,070
- Projected Total Revenue from LTV: \$192,600
- Retention Rate: 15%

## Forecast vs Actual Performance



ROI Breakdown



Key Financial Metrics

Metric	Value
Total Spend	\$25,000
Total Revenue	\$102,750
ROAS Overall	4.11:1
Avg LTV	\$180