

Campaign Performance Report

Q4 2024 Campaign Performance Report

Executive Summary

Q4 2024 marketing campaigns delivered exceptional results with 35% increase in lead generation and 15% improvement in conversion rates compared to Q3.

Digital Marketing Performance

Search Engine Marketing

- **Google Ads Spend**: \$75,000
- **Clicks**: 15,400
- **Conversions**: 892
- **Cost per Conversion**: \$84
- **ROI**: 385%

Social Media Marketing

- **LinkedIn Campaign Spend**: \$25,000
- **Impressions**: 2.3M
- **Engagement Rate**: 5.8%
- **Lead Generation**: 345 MQLs
- **Cost per Lead**: \$72

Content Marketing

- **Blog Posts Published**: 24
- **Organic Traffic Growth**: 42%
- **Content Downloads**: 2,890
- **Lead Attribution**: 567 MQLs
- **Cost per Lead**: \$45

Event Marketing Results

TechCrunch Disrupt 2024

- **Investment**: \$75,000
- **Booth Visitors**: 1,200
- **Qualified Leads**: 150
- **Pipeline Generated**: \$2.1M
- **Cost per Lead**: \$500

RSA Conference 2024

- ****Investment****: \$85,000
- ****Booth Visitors****: 980
- ****Qualified Leads****: 125
- ****Pipeline Generated****: \$1.8M
- ****Cost per Lead****: \$680