

Marketing Campaign ROI Analysis Report – GlowUp

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Highest ROI Campaign: Email Boost

Lowest ROI Campaign: Diwali Blast

Average ROI: 484.32%

Average CPA: ■391.78

Insights:

- Social Media & Influencer campaigns performed strongest.
- Email campaigns generated high leads but lower conversions.
- Events produced good brand visibility but moderate ROI.

Recommendations:

1. Increase budget allocation to Social Media & Influencer campaigns.
2. Optimize Email campaign creative and targeting.
3. Reduce low-impact Event costs and focus on digital channels.