

Q2 Digital Marketing Performance Report

Prepared by: Marketing Department | Date: June 2025

Executive Summary

In Q2, total leads increased to **5,120**, with social media ads becoming the leading source of conversions after strategic improvements.

Campaign Performance Overview

- **Total Leads Generated:** 5,120
 - **Conversion Rate:** 3.8%
 - **Top Channels:**
 - Social Media Ads: 40% of total leads
 - Google Ads: 30%
 - Organic Website Traffic: 20%
 - Email Campaigns: 10%
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Observations

- Instagram video ads drove higher engagement.
 - Paid search campaigns showed improved ROI.
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Recommendations

- Increase social media ad budget by 20%.
- Expand influencer partnerships.