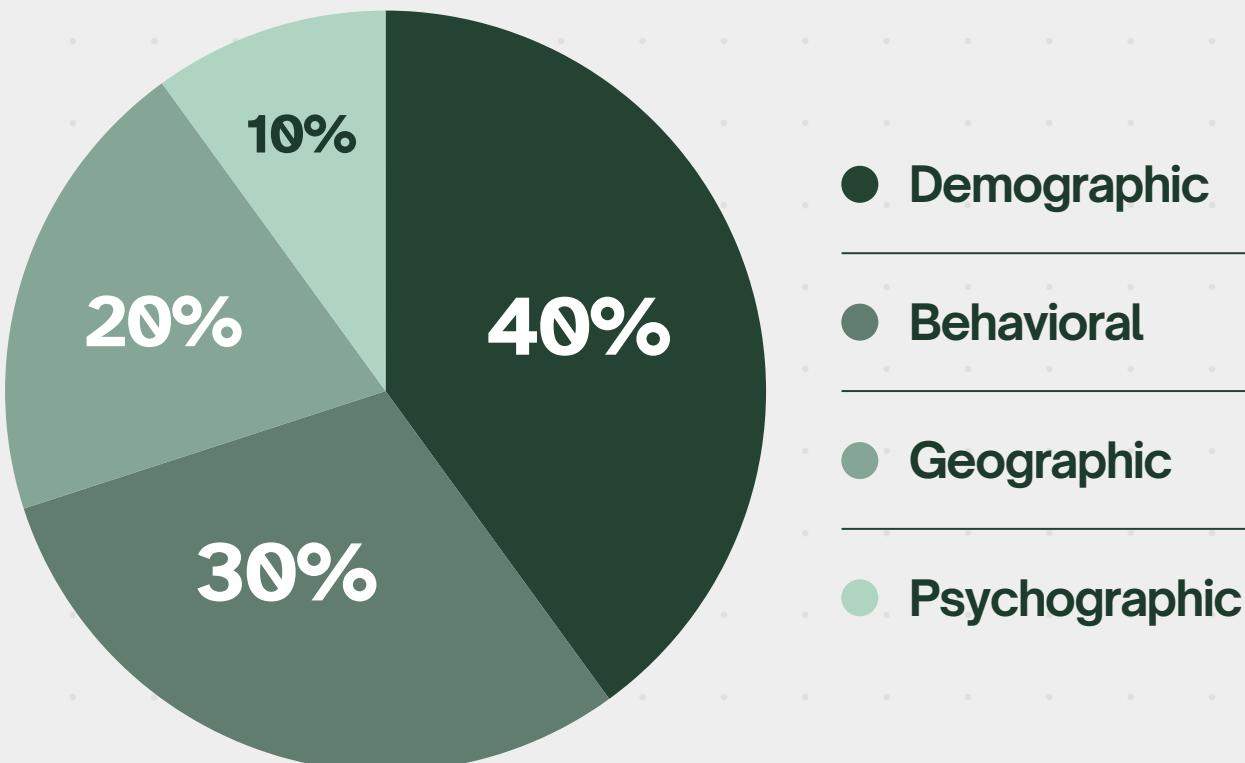


Marketing Automation Performance Report

2024

Customer Segmentation & Personalization

Examining how marketing automation enhances customer segmentation and personalization for targeted communication.





Marketing Division Key Performance Indicators (KPI) Report

This form presents the KPIs for the Marketing Division, outlining the measurement methods, targets, actual values, and the responsible employees. The report is designed to track performance and support strategic decision-making based on the results.

1. Customer Acquisition Cost (CAC)

This table measures the cost incurred to acquire a new customer.

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
Total marketing costs ÷ Number of customers	< \$100 per customer	\$80	Chiaki Sato	Q1 2025

2. Customer Lifetime Value (CLTV)

This table calculates the estimated total revenue generated from a customer over the duration of the relationship.

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
Average purchase amount × duration of relationship	\$500 per customer	\$450	Chad Gibbons	Q1 2025

3. Return on Marketing Investment (ROMI)

This table measures the return generated by marketing efforts in relation to the income generated.

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
(Marketing revenue – Marketing costs) ÷ Marketing costs	> 5:1	6:1	Cahaya Dewi	Q1 2025

4. Conversion Rate

This table measures the percentage of visitors who take the desired action (e.g., make a purchase, sign up).

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
(Conversions ÷ Visitors) × 100	> 3%	4%	Brigitte Schwartz	Q1 2025

SOCIAL MEDIA CONTENT PERFORMANCE REPORT

Total Impressions



1,200,000

Total Engagements



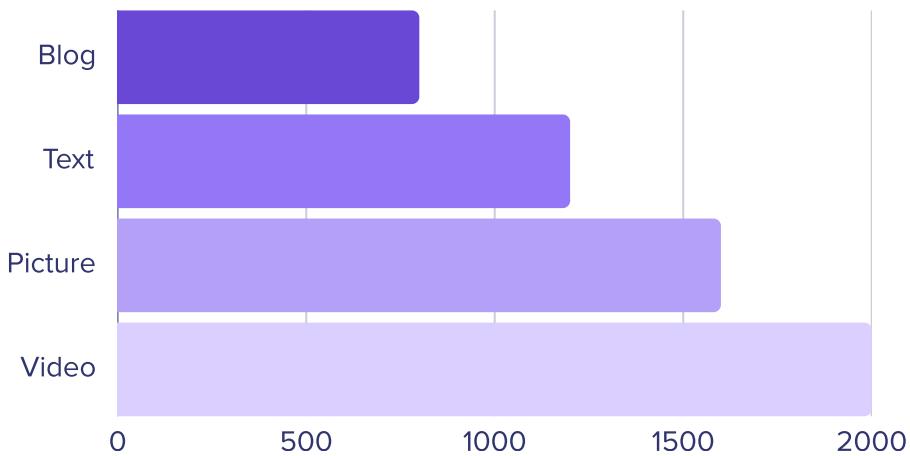
150,000

Total New Followers



4,800

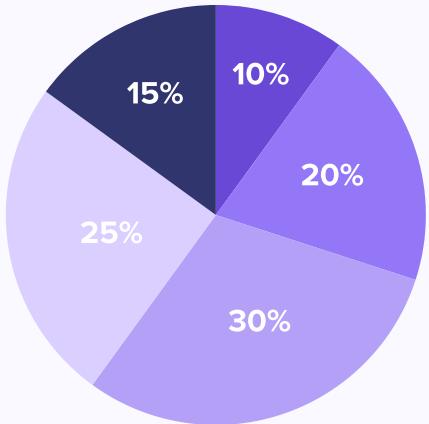
Content Type Performance



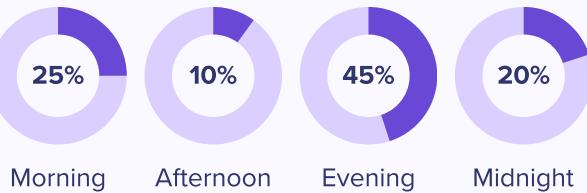
Performance Breakdown

Blog:	800	↑ 2%
Text:	1200	↑ 3%
Picture:	1600	↑ 4%
Video:	2000	↑ 6%

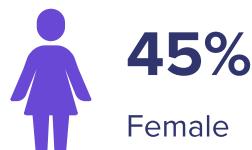
Social Media Platform Performance



Peak Engagement Times



Audience Gender Insight





\$1.8M

in total donations received



30+

community programs
implemented successfully



12,500

individuals successfully
reached across 5 regions

Education Support



2,300+

school kits distributed across 5 regions

115

students received
scholarships

5

after-school
learning centers

Skills Training

950

women and youth trained

220+

local job placements created

Health & Wellness

18

free medical
camps hosted

4,800

individuals
screened

10,000

hygiene kits
distributed

Community Engagement

1,200

volunteers
contributed

donor retention rate

34%

growth in social media following



hello@reallygreatsite.com



+123-456-7890



www.reallygreatsite.com

Social Media Report

Followers Growth

+49KTotal Increase
20%

Total Followers

154K

Session

359KPercentage
to EOQ Goal
158%Percentage
to EPQ Goal
165%

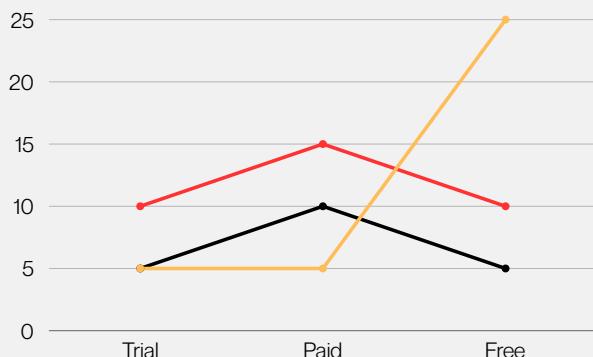
Engagement Rate

Below

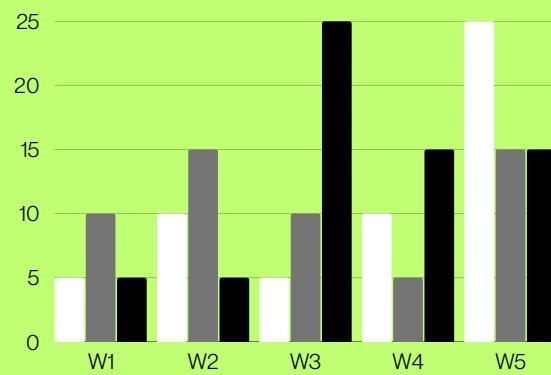
Compared to Last Month

2.5%

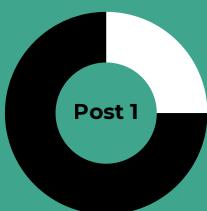
Page Engagement



Engagement Cost per View



Post 1



Organic View

25%

Paid View

75%

Post 2



Organic View

15%

Paid View

85%

3 Best Posts





Gaming & Esports Streamer

CONNOR HAMILTON

◆ GAMEPLAY STREAM ◆ TECH & GEAR REVIEWS ◆ LIVE PRODUCT DEMO ◆

ABOUT CONNOR

Connor Hamilton is a competitive gaming and esports streamer delivering high-level gameplay, strategic breakdowns, and tech-driven reviews to a loyal and fast-growing audience across multiple platforms and gaming communities worldwide.

BRAND COLLABORATIONS

Fradel and Spies

Timmerman Industries

Ginyard International Co.

GET IN TOUCH

* @reallygreatsite

✉ hello@reallygreatsite.com

📞 +123-456-7890

📍 123 Anywhere St., Any City



Let's collaborate!

Total Followers

120K

Average Reach

500K

Average Impressions

95%

Engagement Rate

8.5%

SERVICE RATES

1 Static Post	\$300
1 Short-Form Video (15-60 sec)	\$500
1 Long-Form Video Feature	\$800
Product Reviews	\$400
Content Bundle (Post + Video)	\$400

DEMOGRAPHIC



18-35 years



90% Male,
10% Female



Based in
Australia



Fitness &
Lifestyle

WHO AM I

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



MOST POPULAR WORK

MEDIA STATISTICS



SOCIAL MEDIA

2M+



SOCIAL MEDIA

1.5M+



SOCIAL MEDIA

2M+



SOCIAL MEDIA

1.5M+

AMAN VILLANUEVA

CONTENT CREATOR & INFLUENCER



301K
Reach

24K
Likes Average

45.1K
Impressions

ABOUT ME

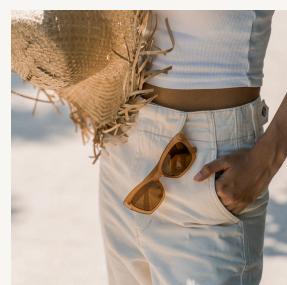
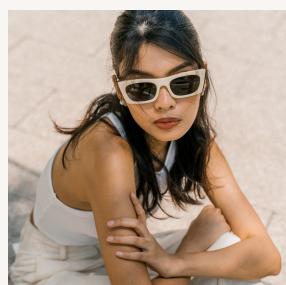
Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc. They are also known as catalogs or pamphlets and are usually created to communicate a message to a wide variety of audiences.

PREVIOUS COLLABORATIONS

REALLY INC.
GREAT & SITE
REALLY COMPANY

SERVICES & RATES

Content creation	fr. \$300
Product photography	fr. \$250
Product reviews	fr. \$150
Brand Ambassador	fr. \$450



CONTACT

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