ROBOT OPERATING SYSTEMS - WHITEPAPERS
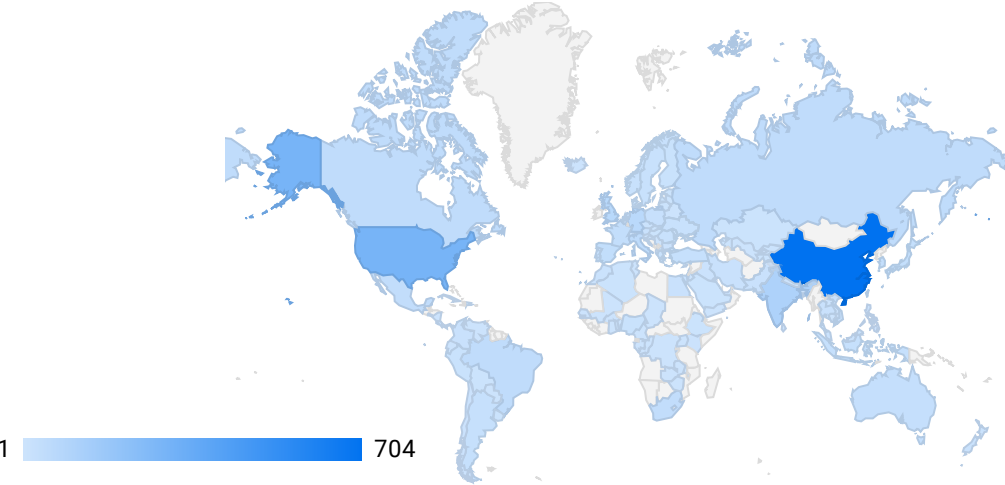## A comparison of marketing campaign strategies for better outreach

Total records per Campaign
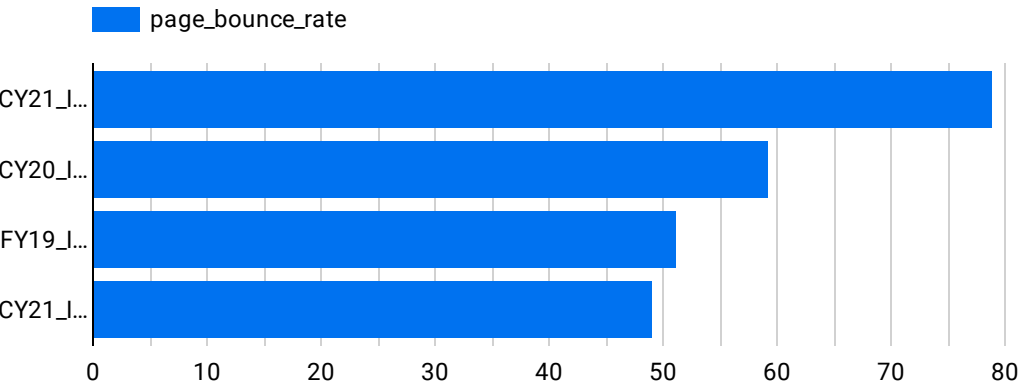
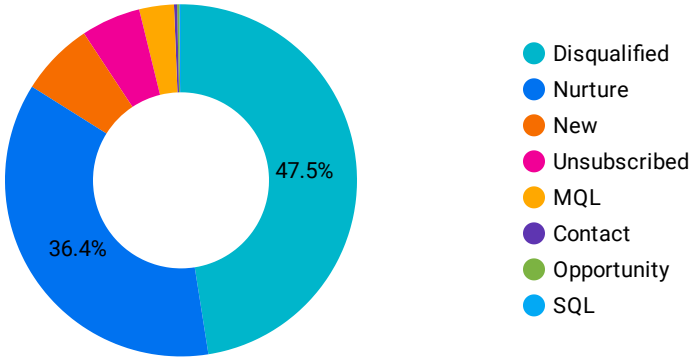| campaign_name	Record Count
1.. CY21_IOT_Robotics_T1_WP_ROSDocker	1,539
2.. CY21_IOT_Robotics_Whitepaper_ROSESM	495
3.. FY19_IOT_Robotics_Whitepaper_OSconsiderations	242
4.. CY20_IOT_Robotics_Whitepaper_ROSonrobotics	231

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Campaigns by Page Bounce Rates

Distribution of Leads as per Country

1 — 704

Categories of Leads by Total Page Views

- Disqualified
- Nurture
- New
- Unsubscribed
- MQL
- Contact
- Opportunity
- SQL

47.5%
36.4%

Breakdowns of Campaigns by Leads

Disqualified, Nurture, New, Unsubscribed, MQL, Contact, Opportunity, SQL
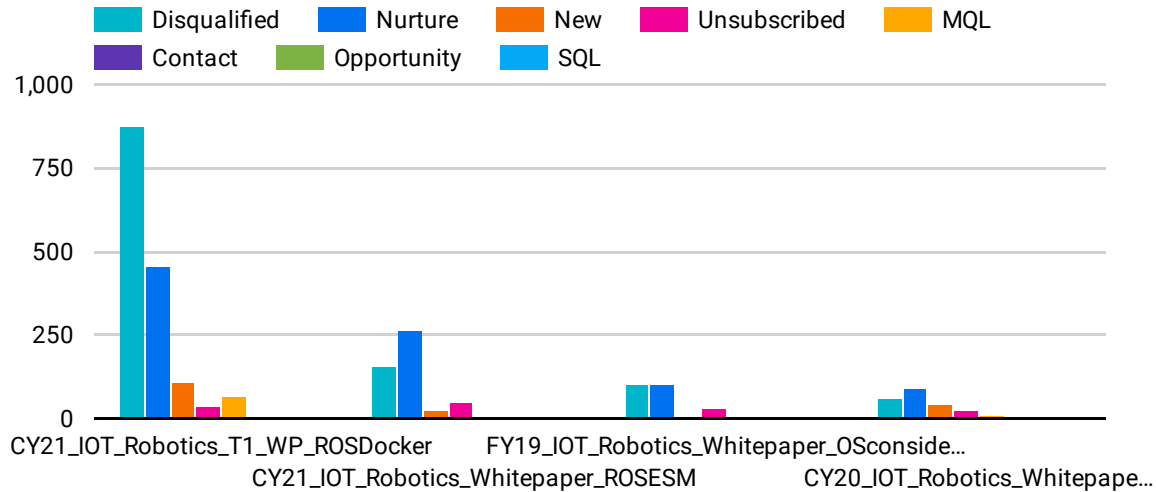
Trend Analysis of all Sources of Leads by Campaign Joining Date

Google paid, Unknown, Takeover, Email, Twitter organic, LinkedIn organic, Facebook organic