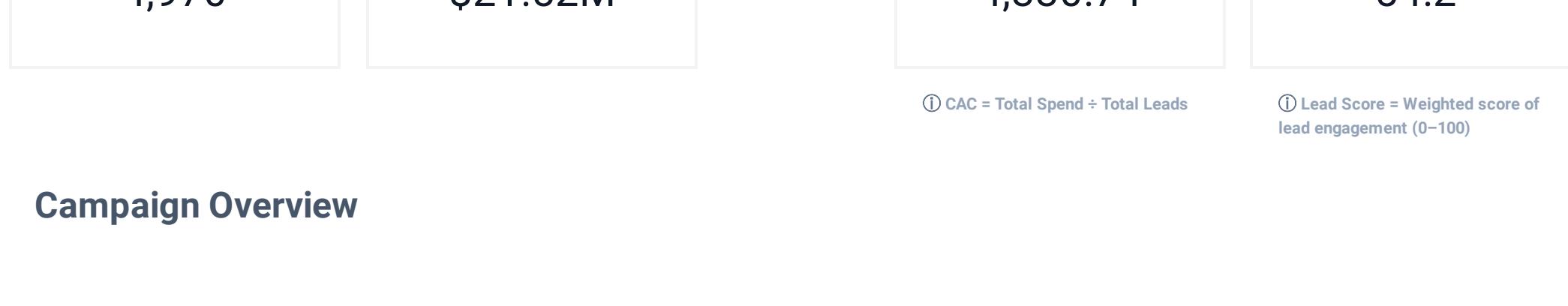


DataOrb – Marketing Performance Dashboard

Campaign KPIs · Funnel · Channel · Spend Trends

This dashboard provides end-to-end visibility into campaign performance, spend efficiency, lead quality, and acquisition costs across channels. It enables marketing leaders to quickly identify ROI-driving campaigns, optimize budget allocation, and assess the health of the lead funnel.

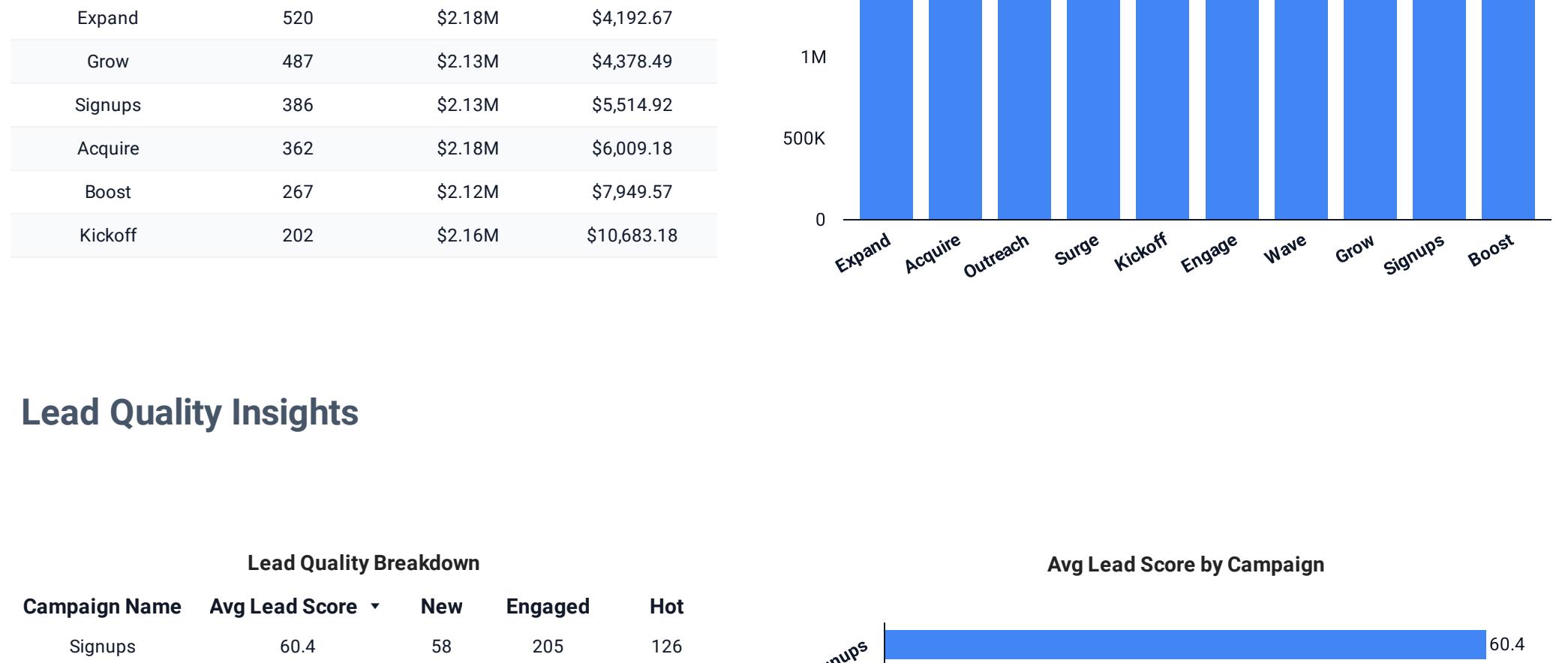
Select date range Campaign Campaign Channel



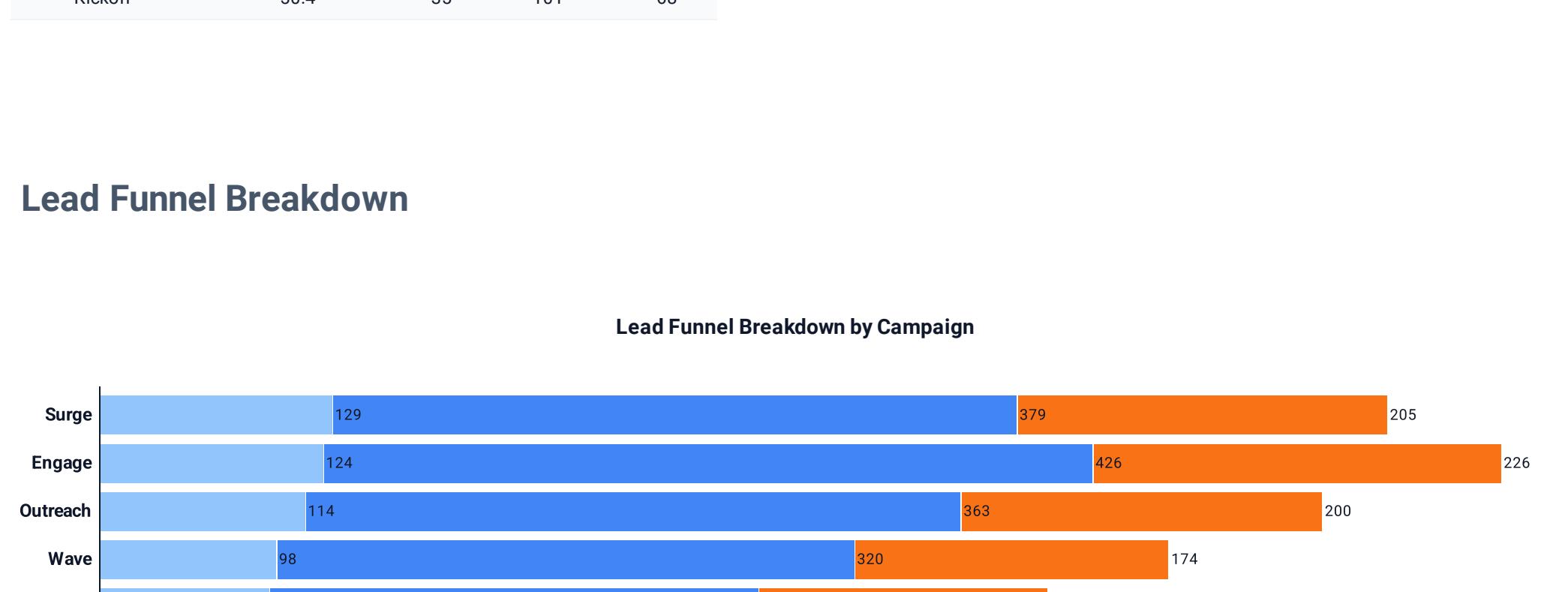
① CAC = Total Spend ÷ Total Leads

① Lead Score = Weighted score of lead engagement (0–100)

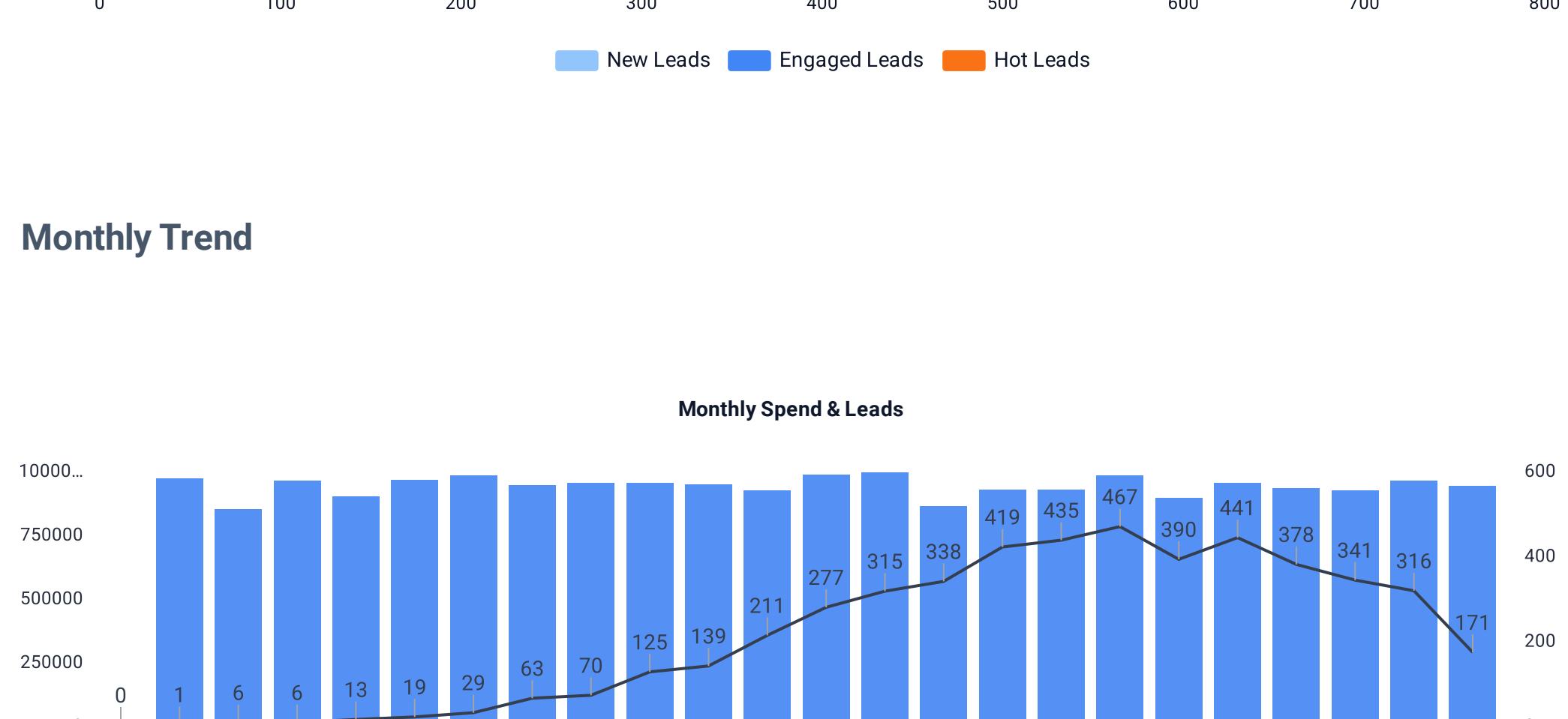
Campaign Overview



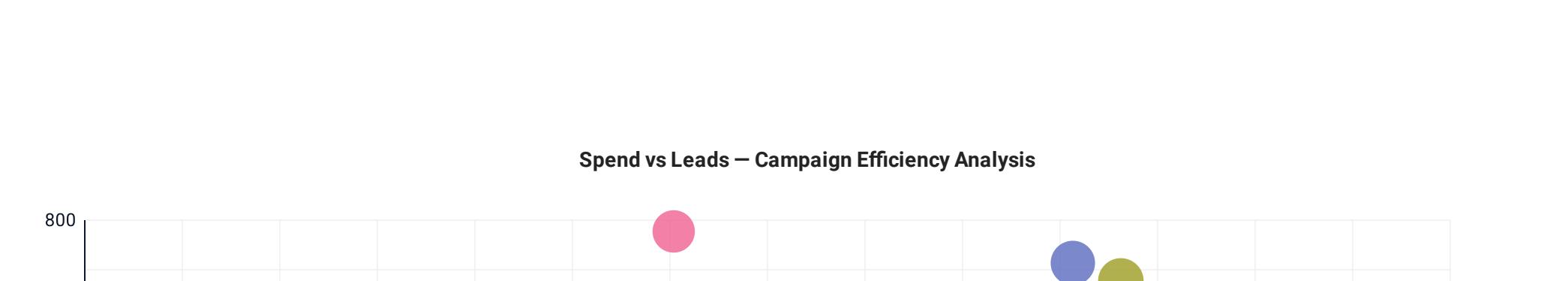
Lead Quality Insights



Lead Funnel Breakdown



Monthly Trend



Campaign Efficiency Matrix

