

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

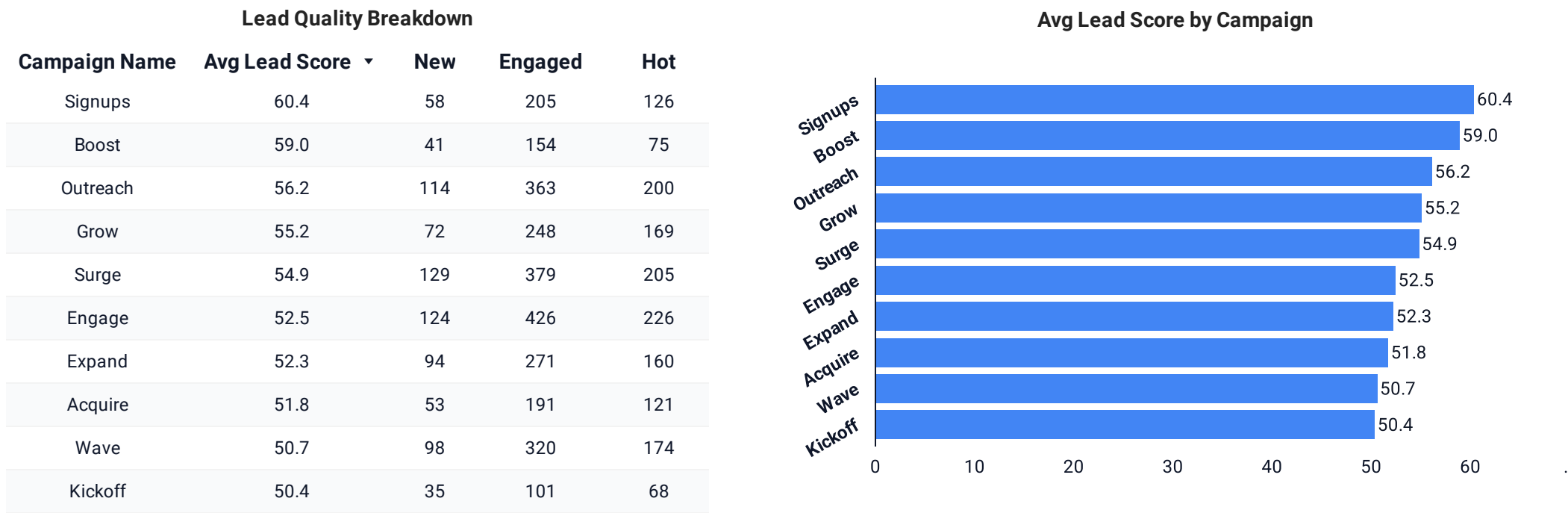
Campaign Channel



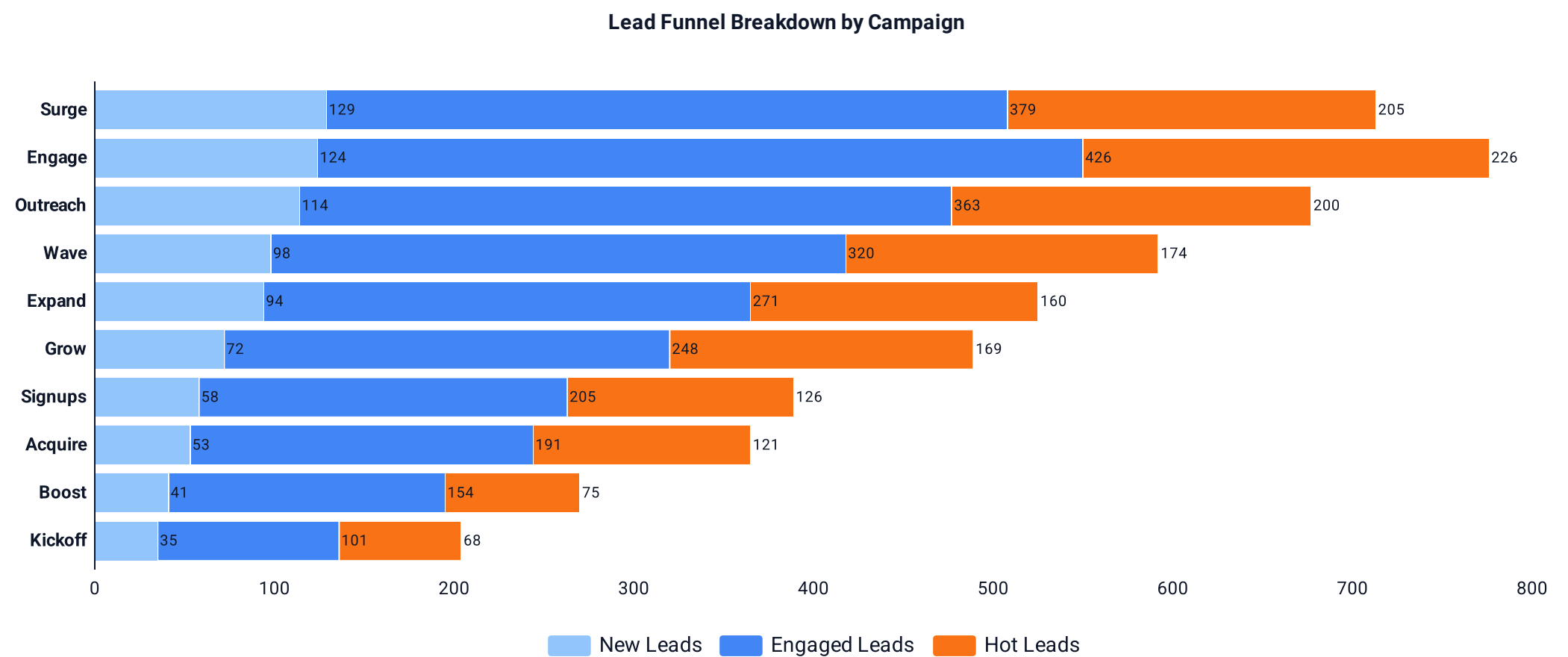
Campaign Overview



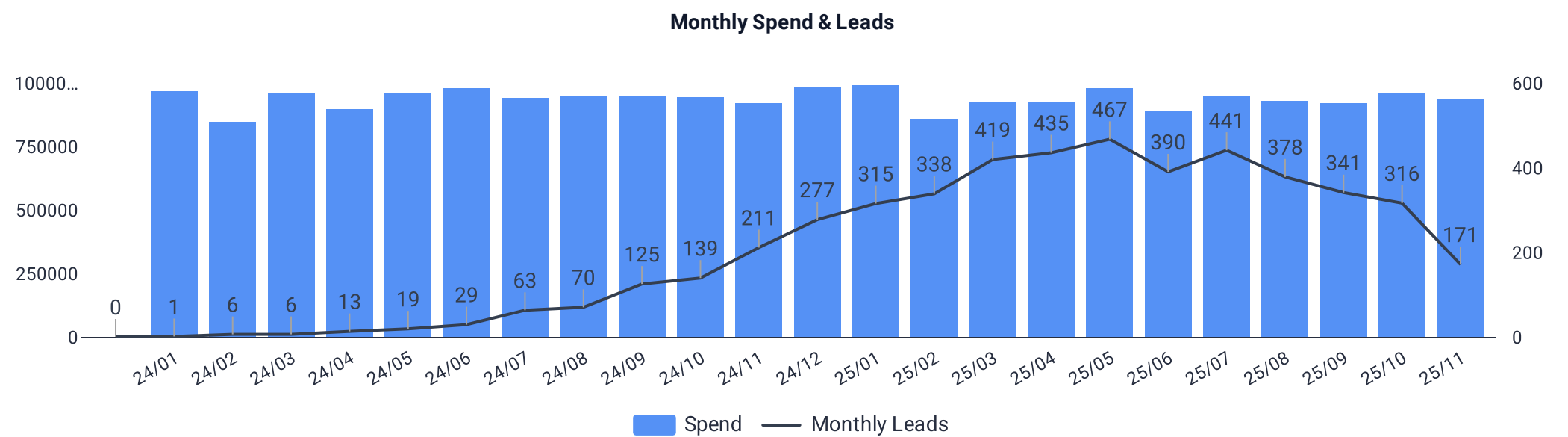
Lead Quality Insights



Lead Funnel Breakdown



Monthly Trend



Campaign Efficiency Matrix

