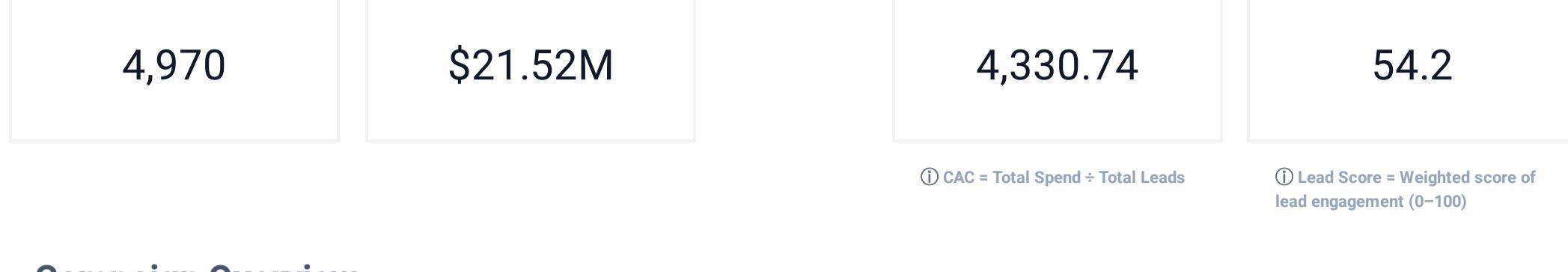


DataOrb – Marketing Performance Dashboard

Campaign KPIs · Funnel · Channel · Spend Trends

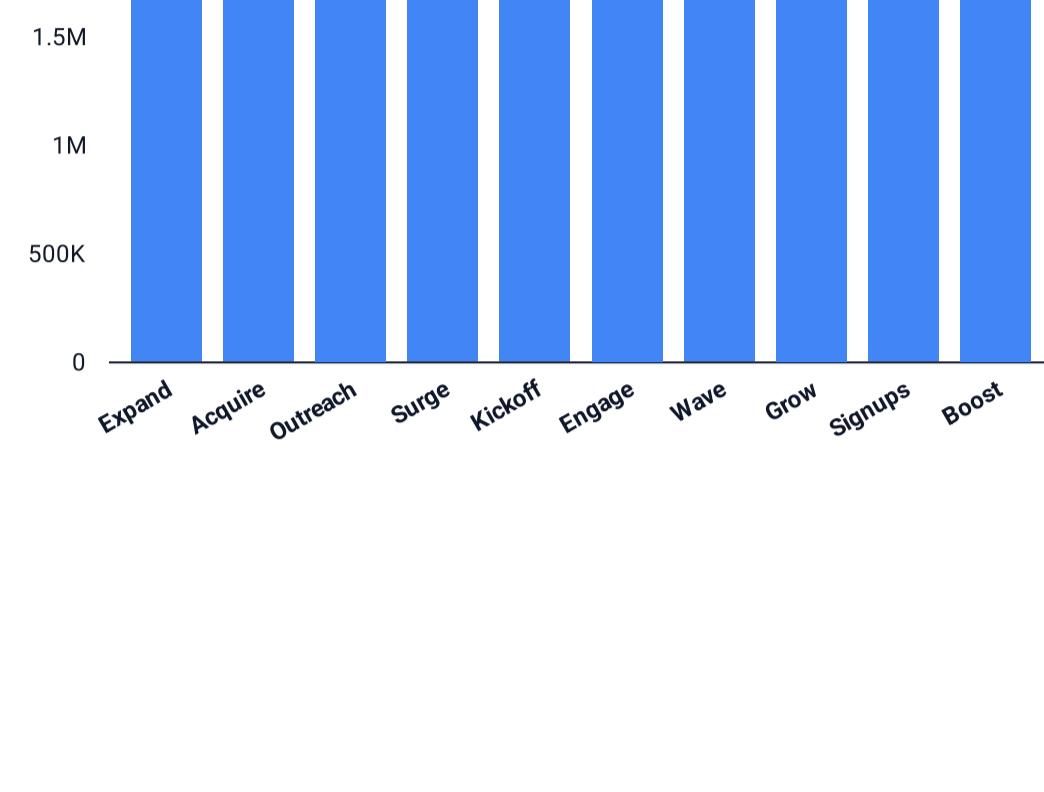


① CAC = Total Spend ÷ Total Leads

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

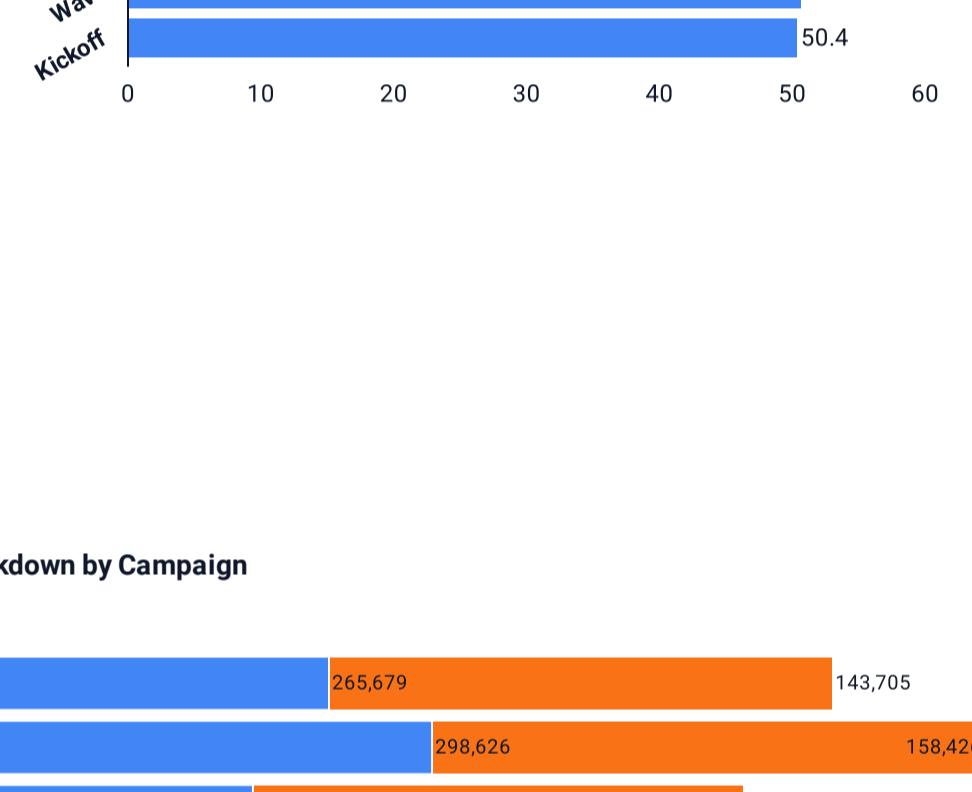
Campaign Overview

Campaign Performance Summary			
Campaign Name	Leads	Spend (USD)	Campaign CAC
Engage	774	\$2.15M	\$2,778.03
Surge	710	\$2.17M	\$3,057.3
Outreach	672	\$2.17M	\$3,233.84
Wave	590	\$2.13M	\$3,614.64
Expand	520	\$2.18M	\$4,192.67
Grow	487	\$2.13M	\$4,378.49
Signups	386	\$2.13M	\$5,514.92
Acquire	362	\$2.18M	\$6,009.18
Boost	267	\$2.12M	\$7,949.57
Kickoff	202	\$2.16M	\$10,683.18



Lead Quality Insights

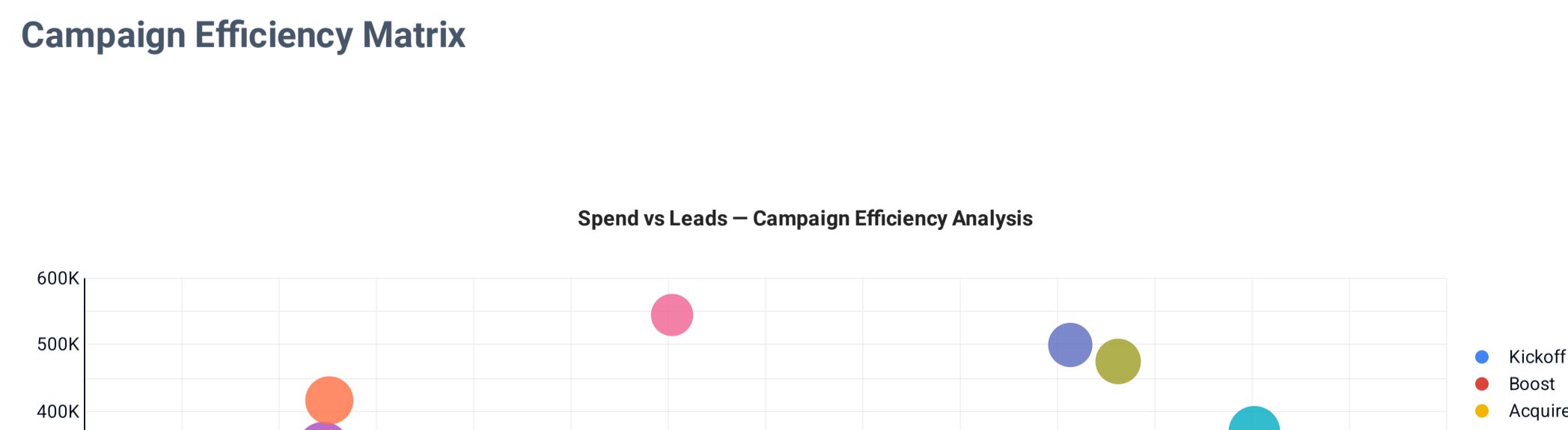
Lead Quality Breakdown				
Campaign Name	Avg Lead Score	New	Engaged	Hot
Signups	60.4	58	205	126
Boost	59.0	41	154	75
Outreach	56.2	114	363	200
Grow	55.2	72	248	169
Surge	54.9	129	379	205
Engage	52.5	124	426	226
Expand	52.3	94	271	160
Acquire	51.8	53	191	121
Wave	50.7	98	320	174
Kickoff	50.4	35	101	68



Lead Funnel Breakdown



Monthly Trend



Campaign Efficiency Matrix

