

DataOrb – Marketing Performance Dashboard

Campaign KPIs · Funnel · Channel · Spend Trends

Select date range

Campaign

Campaign Channel

TOTAL LEADS

4,970

TOTAL SPEND

\$21.52M

OVERALL CAC

4,330.74

① CAC = Total Spend ÷ Total Leads

AVG LEAD SCORE

54.2

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

Total Spend by Campaign

Campaign	Total Spend
Expand	\$2.18M
Acquire	\$2.18M
Outreach	\$2.17M
Surge	\$2.17M
Kickoff	\$2.16M
Engage	\$2.15M
Wave	\$2.13M
Grow	\$2.13M
Signups	\$2.13M
Boost	\$2.12M

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

Avg Lead Score by Campaign

Campaign	Avg Lead Score
Signups	60.4
Boost	59.0
Outreach	56.2
Grow	55.2
Surge	54.9
Engage	52.5
Expand	52.3
Acquire	51.8
Wave	50.7
Kickoff	50.4

Lead Funnel Breakdown

Lead Funnel Breakdown by Campaign

Campaign	New Leads	Engaged Leads	Hot Leads
Surge	90,429	265,679	143,705
Engage	86,924	298,626	158,426
Outreach	79,914	254,463	140,200
Wave	68,698	224,320	121,974
Expand	65,894	189,971	112,160
Grow	50,472	173,848	118,469
Signups	40,658	143,705	88,326
Acquire	37,153	133,891	84,821
Boost	28,741	107,954	52,575
Kickoff	24,535	70,801	47,668

Monthly Trend

Monthly Spend, Leads & CAC Trend

Month	Spend	Leads	CAC
24/08	155K	6.1	7.5
25/08	155K	6.0	7.4
25/03	155K	6.0	7.3
25/10	155K	6.2	7.4
24/12	155K	6.3	7.5
25/01	155K	6.4	7.6
25/05	155K	6.3	7.5
24/07	155K	6.1	7.4
24/03	155K	6.2	7.3
25/07	155K	6.3	7.2
24/10	155K	6.1	7.1
24/05	155K	6.2	7.0
24/01	155K	6.2	6.9
25/11	150K	6.3	6.8
24/11	150K	6.1	6.7
24/04	150K	6.0	6.6
24/06	150K	6.5	6.5
25/04	150K	6.2	6.4
25/06	150K	6.0	6.3
24/09	150K	6.3	6.2
25/09	150K	6.1	6.1
24/02	145K	5.9	6.0
25/02	140K	6.1	5.9
25/02	5K	0	0

Campaign Efficiency Matrix

Spend vs Leads – Campaign Efficiency Analysis

Campaign	Spend	Total Leads
Kickoff	2.16M	150K
Boost	2.125M	200K
Acquire	2.175M	250K
Signups	2.13M	280K
Grow	2.135M	350K
Expand	2.18M	380K
Wave	2.135M	420K
Outreach	2.175M	480K
Surge	2.17M	500K
Engage	2.15M	550K

Built using BigQuery + Looker. Data modeled with staging and mart layers. DataOrb - Marketing Analytics Dashboard © 2025.