

Date	Campaign	Channel	Sales Rep	Leads	Conversions	Deal Value	Revenue	Marketing Spend
01/04/2024	Google Ads	In-person	Moses	61	14	156	2184	171
02/04/2024	Facebook	In-person	Sarah	70	11	171	1881	314
03/04/2024	Email	In-person	Sarah	84	11	166	1826	199
04/04/2024	Referral	In-person	Moses	33	5	102	510	357
05/04/2024	Flyers	In-person	Bob	97	20	87	1740	485
06/04/2024	Google Ads	Online	Sarah	73	18	107	1926	121
07/04/2024	Facebook	Online	Alice	98	10	108	1080	269
08/04/2024	Email	In-person	Moses	69	8	100	800	463
09/04/2024	Referral	In-person	Bob	64	15	180	2700	406
10/04/2024	Flyers	Online	Alice	16	1	67	67	487
11/04/2024	Google Ads	Online	Bob	98	23	58	1334	445
12/04/2024	Facebook	Online	Bob	62	5	141	705	466
13/04/2024	Email	Online	Alice	69	5	57	285	134
14/04/2024	Referral	Online	Bob	87	11	99	1089	459
15/04/2024	Flyers	Online	Bob	13	1	183	183	153
16/04/2024	Google Ads	Online	Moses	13	1	195	195	317
17/04/2024	Facebook	In-person	Alice	53	12	63	756	450
18/04/2024	Email	Online	Moses	57	6	89	534	312
19/04/2024	Referral	In-person	Alice	89	17	160	2720	152
20/04/2024	Flyers	Online	Moses	33	4	173	692	140
21/04/2024	Google Ads	In-person	Alice	38	7	114	798	444
22/04/2024	Facebook	Online	Alice	80	10	178	1780	235
23/04/2024	Email	Online	Sarah	97	5	130	650	491
24/04/2024	Referral	In-person	Bob	44	9	172	1548	360
25/04/2024	Flyers	In-person	Sarah	50	11	121	1331	367
26/04/2024	Google Ads	Online	Alice	43	2	111	222	315
27/04/2024	Facebook	In-person	Moses	46	9	153	1377	313
28/04/2024	Email	In-person	Moses	44	6	150	900	230
29/04/2024	Referral	Online	Sarah	10	1	191	191	458
30/04/2024	Flyers	Online	Alice	36	5	64	320	445
01/05/2024	Google Ads	Online	Alice	51	7	112	784	451
02/05/2024	Facebook	In-person	Bob	61	9	181	1629	321

03/05/2024	Email	In-person	Alice	32	5	192	960	270
04/05/2024	Referral	Online	Moses	38	3	120	360	286
05/05/2024	Flyers	Online	Sarah	95	21	94	1974	161
06/05/2024	Google Ads	Online	Moses	66	4	77	308	127
07/05/2024	Facebook	Online	Bob	53	7	124	868	227
08/05/2024	Email	In-person	Sarah	98	11	178	1958	476
09/05/2024	Referral	In-person	Alice	36	4	165	660	332
10/05/2024	Flyers	Online	Moses	12	0	186	0	417
11/05/2024	Google Ads	Online	Sarah	46	8	108	864	473
12/05/2024	Facebook	Online	Bob	41	6	162	972	417
13/05/2024	Email	In-person	Sarah	67	16	88	1408	485
14/05/2024	Referral	Online	Alice	12	1	162	162	180
15/05/2024	Flyers	In-person	Moses	68	11	179	1969	319
16/05/2024	Google Ads	In-person	Alice	63	3	178	534	225
17/05/2024	Facebook	In-person	Sarah	11	1	117	117	302
18/05/2024	Email	Online	Moses	65	6	87	522	379
19/05/2024	Referral	Online	Sarah	78	13	188	2444	339
20/05/2024	Flyers	Online	Sarah	25	5	173	865	286
21/05/2024	Google Ads	In-person	Alice	79	14	52	728	247
22/05/2024	Facebook	Online	Sarah	68	6	139	834	246
23/05/2024	Email	Online	Sarah	29	5	101	505	227
24/05/2024	Referral	In-person	Moses	48	11	178	1958	366
25/05/2024	Flyers	Online	Moses	66	4	91	364	198
26/05/2024	Google Ads	Online	Sarah	16	2	139	278	211
27/05/2024	Facebook	In-person	Alice	69	7	178	1246	403
28/05/2024	Email	Online	Alice	21	3	58	174	332
29/05/2024	Referral	In-person	Bob	28	5	180	900	251
30/05/2024	Flyers	In-person	Moses	63	12	165	1980	174
31/05/2024	Google Ads	Online	Alice	81	16	153	2448	439
01/06/2024	Facebook	In-person	Bob	98	17	142	2414	483
02/06/2024	Email	In-person	Bob	91	13	117	1521	388
03/06/2024	Referral	In-person	Bob	23	2	197	394	483
04/06/2024	Flyers	Online	Bob	17	3	194	582	227

05/06/2024	Google Ads	In-person	Alice	42	6	164	984	474
06/06/2024	Facebook	In-person	Bob	31	3	87	261	329
07/06/2024	Email	Online	Moses	60	13	76	988	126
08/06/2024	Referral	In-person	Sarah	30	4	77	308	466
09/06/2024	Flyers	Online	Sarah	73	16	110	1760	403
10/06/2024	Google Ads	In-person	Sarah	28	4	98	392	116
11/06/2024	Facebook	In-person	Bob	53	12	95	1140	472
12/06/2024	Email	In-person	Bob	15	1	86	86	379
13/06/2024	Referral	In-person	Moses	55	13	148	1924	287
14/06/2024	Flyers	In-person	Bob	72	8	116	928	227
15/06/2024	Google Ads	Online	Sarah	27	4	103	412	157
16/06/2024	Facebook	Online	Sarah	76	12	73	876	213
17/06/2024	Email	In-person	Sarah	41	7	176	1232	254
18/06/2024	Referral	Online	Alice	11	1	153	153	492
19/06/2024	Flyers	In-person	Bob	52	9	88	792	269
20/06/2024	Google Ads	Online	Alice	35	7	62	434	415
21/06/2024	Facebook	In-person	Moses	16	2	69	138	420
22/06/2024	Email	In-person	Sarah	17	3	193	579	241
23/06/2024	Referral	In-person	Alice	85	19	192	3648	191
24/06/2024	Flyers	Online	Alice	75	10	135	1350	150
25/06/2024	Google Ads	In-person	Alice	34	2	174	348	249
26/06/2024	Facebook	In-person	Bob	67	14	98	1372	279
27/06/2024	Email	Online	Sarah	51	10	103	1030	200
28/06/2024	Referral	Online	Moses	17	3	157	471	104
29/06/2024	Flyers	Online	Bob	77	16	165	2640	449
30/06/2024	Google Ads	Online	Moses	56	10	101	1010	243
01/07/2024	Facebook	Online	Moses	22	5	155	775	257
02/07/2024	Email	In-person	Sarah	28	5	112	560	374
03/07/2024	Referral	In-person	Sarah	67	4	166	664	417
04/07/2024	Flyers	Online	Sarah	32	4	189	756	228
05/07/2024	Google Ads	In-person	Alice	67	15	83	1245	195
06/07/2024	Facebook	In-person	Sarah	57	4	166	664	484
07/07/2024	Email	Online	Bob	25	3	118	354	377

08/07/2024 Referral	In-person	Bob	76	7	193	1351	185
09/07/2024 Flyers	Online	Moses	66	7	118	826	146
10/07/2024 Google Ads	In-person	Alice	71	13	193	2509	317
11/07/2024 Facebook	In-person	Alice	99	14	88	1232	199
12/07/2024 Email	In-person	Alice	42	6	150	900	122
13/07/2024 Referral	In-person	Moses	19	4	149	596	389
14/07/2024 Flyers	In-person	Bob	61	7	196	1372	195
15/07/2024 Google Ads	In-person	Bob	10	1	53	53	115
16/07/2024 Facebook	Online	Bob	33	7	51	357	483
17/07/2024 Email	In-person	Moses	41	9	189	1701	277
18/07/2024 Referral	In-person	Moses	44	7	150	1050	367
19/07/2024 Flyers	In-person	Bob	76	16	123	1968	142
20/07/2024 Google Ads	In-person	Sarah	53	5	61	305	194
21/07/2024 Facebook	In-person	Sarah	55	2	84	168	314
22/07/2024 Email	In-person	Sarah	90	16	142	2272	189
23/07/2024 Referral	In-person	Bob	43	4	184	736	295
24/07/2024 Flyers	Online	Bob	67	12	124	1488	475
25/07/2024 Google Ads	Online	Alice	45	6	187	1122	456
26/07/2024 Facebook	Online	Bob	82	13	148	1924	135
27/07/2024 Email	In-person	Moses	91	9	145	1305	251
28/07/2024 Referral	In-person	Moses	32	7	86	602	367
29/07/2024 Flyers	In-person	Alice	64	12	148	1776	460
30/07/2024 Google Ads	Online	Moses	39	8	111	888	183
31/07/2024 Facebook	Online	Moses	98	11	68	748	276
01/08/2024 Email	Online	Sarah	21	5	196	980	175
02/08/2024 Referral	In-person	Sarah	18	2	177	354	151
03/08/2024 Flyers	Online	Alice	92	13	193	2509	472
04/08/2024 Google Ads	In-person	Sarah	78	8	74	592	478
05/08/2024 Facebook	In-person	Alice	94	18	193	3474	156
06/08/2024 Email	In-person	Moses	48	3	91	273	285
07/08/2024 Referral	In-person	Moses	48	11	171	1881	232
08/08/2024 Flyers	In-person	Bob	44	10	124	1240	245
09/08/2024 Google Ads	In-person	Bob	85	15	194	2910	352

10/08/2024	Facebook	In-person	Bob	16	2	186	372	382
11/08/2024	Email	Online	Sarah	75	4	132	528	235
12/08/2024	Referral	Online	Sarah	74	16	194	3104	426
13/08/2024	Flyers	In-person	Moses	98	16	85	1360	169
14/08/2024	Google Ads	Online	Bob	40	5	157	785	281
15/08/2024	Facebook	In-person	Alice	48	6	139	834	118
16/08/2024	Email	In-person	Moses	48	6	190	1140	341
17/08/2024	Referral	In-person	Bob	67	13	110	1430	482
18/08/2024	Flyers	Online	Alice	48	9	141	1269	289
19/08/2024	Google Ads	Online	Moses	72	10	105	1050	216
20/08/2024	Facebook	Online	Bob	15	3	110	330	402
21/08/2024	Email	In-person	Bob	30	1	196	196	119
22/08/2024	Referral	In-person	Sarah	66	10	98	980	113
23/08/2024	Flyers	Online	Bob	24	3	166	498	153
24/08/2024	Google Ads	In-person	Moses	12	2	61	122	429
25/08/2024	Facebook	In-person	Moses	25	5	166	830	107
26/08/2024	Email	In-person	Moses	45	6	109	654	277
27/08/2024	Referral	Online	Moses	37	2	90	180	327
28/08/2024	Flyers	In-person	Bob	73	10	194	1940	300
29/08/2024	Google Ads	In-person	Sarah	42	5	190	950	145
30/08/2024	Facebook	In-person	Alice	44	9	131	1179	470
31/08/2024	Email	In-person	Sarah	78	13	59	767	411
01/09/2024	Referral	Online	Alice	39	8	158	1264	104
02/09/2024	Flyers	In-person	Sarah	42	8	195	1560	323
03/09/2024	Google Ads	Online	Bob	58	7	75	525	162
04/09/2024	Facebook	In-person	Sarah	98	23	76	1748	276
05/09/2024	Email	Online	Moses	86	5	154	770	198
06/09/2024	Referral	In-person	Sarah	10	0	104	0	105
07/09/2024	Flyers	In-person	Moses	90	14	182	2548	457
08/09/2024	Google Ads	In-person	Sarah	12	1	102	102	264
09/09/2024	Facebook	Online	Sarah	83	18	194	3492	184
10/09/2024	Email	In-person	Moses	87	7	50	350	150
11/09/2024	Referral	Online	Alice	54	9	162	1458	387

12/09/2024	Flyers	In-person	Bob	43	5	121	605	138
13/09/2024	Google Ads	Online	Moses	35	5	167	835	358
14/09/2024	Facebook	Online	Moses	59	13	103	1339	335
15/09/2024	Email	Online	Sarah	14	0	106	0	211
16/09/2024	Referral	Online	Sarah	56	7	134	938	497
17/09/2024	Flyers	Online	Bob	75	15	152	2280	291
18/09/2024	Google Ads	In-person	Alice	47	8	131	1048	385
19/09/2024	Facebook	In-person	Moses	88	12	101	1212	348
20/09/2024	Email	Online	Moses	47	6	128	768	129
21/09/2024	Referral	In-person	Moses	60	11	78	858	487
22/09/2024	Flyers	In-person	Bob	19	4	123	492	372
23/09/2024	Google Ads	Online	Bob	93	13	83	1079	361
24/09/2024	Facebook	In-person	Bob	62	7	175	1225	334
25/09/2024	Email	Online	Sarah	52	5	164	820	210
26/09/2024	Referral	In-person	Moses	32	2	144	288	473
27/09/2024	Flyers	Online	Alice	25	4	153	612	487
28/09/2024	Google Ads	In-person	Bob	65	8	145	1160	294
29/09/2024	Facebook	Online	Alice	36	6	110	660	221
30/09/2024	Email	In-person	Moses	60	3	54	162	191
01/10/2024	Referral	Online	Moses	51	4	198	792	425
02/10/2024	Flyers	In-person	Moses	10	1	61	61	445
03/10/2024	Google Ads	In-person	Bob	55	6	127	762	317
04/10/2024	Facebook	In-person	Moses	54	6	75	450	348
05/10/2024	Email	Online	Bob	56	9	105	945	449
06/10/2024	Referral	In-person	Alice	72	9	130	1170	125
07/10/2024	Flyers	Online	Bob	45	9	162	1458	454
08/10/2024	Google Ads	In-person	Moses	61	5	176	880	155
09/10/2024	Facebook	Online	Bob	95	9	77	693	177
10/10/2024	Email	Online	Moses	97	18	63	1134	286
11/10/2024	Referral	In-person	Bob	65	4	52	208	210
12/10/2024	Flyers	Online	Alice	32	4	67	268	393
13/10/2024	Google Ads	In-person	Moses	24	1	168	168	127
14/10/2024	Facebook	Online	Moses	83	13	66	858	330

15/10/2024 Email	In-person	Alice	95	10	93	930	124
16/10/2024 Referral	In-person	Sarah	26	3	74	222	167
17/10/2024 Flyers	In-person	Bob	19	3	158	474	245
18/10/2024 Google Ads	Online	Bob	95	15	57	855	468
19/10/2024 Facebook	In-person	Moses	92	11	150	1650	105
20/10/2024 Email	In-person	Bob	61	10	108	1080	464
21/10/2024 Referral	In-person	Bob	79	13	82	1066	249
22/10/2024 Flyers	In-person	Sarah	30	2	161	322	103
23/10/2024 Google Ads	Online	Bob	84	5	143	715	194
24/10/2024 Facebook	Online	Alice	33	7	180	1260	342
25/10/2024 Email	In-person	Moses	40	5	85	425	322
26/10/2024 Referral	Online	Bob	15	1	124	124	103
27/10/2024 Flyers	In-person	Bob	88	18	162	2916	193