

Metrics Report

Lead Metrics:

Total Leads: 8
Converted Leads: 2
Conversion Rate: 25.00%
Average Response Time: 24.00 hours hours

Campaign Metrics:

Campaign Name: Holiday Sales Campaign
Conversion Rate: 12.50%
Budget Utilization: 64.00%
Cost Per Conversion: \$21.33

Campaign Name: Summer Discount Campaign
Conversion Rate: 10.53%
Budget Utilization: 100.00%
Cost Per Conversion: \$30.00

Campaign Name: New Product Launch
Conversion Rate: 12.78%
Budget Utilization: 56.25%
Cost Per Conversion: \$19.57

Campaign Name: Email Retargeting Campaign
Conversion Rate: 20.00%
Budget Utilization: 50.00%
Cost Per Conversion: \$25.00

Campaign Name: Black Friday Special Campaign
Conversion Rate: 52.17%
Budget Utilization: 45.50%
Cost Per Conversion: \$37.92