

# 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