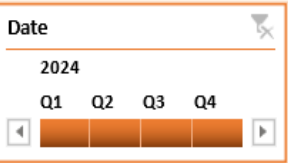
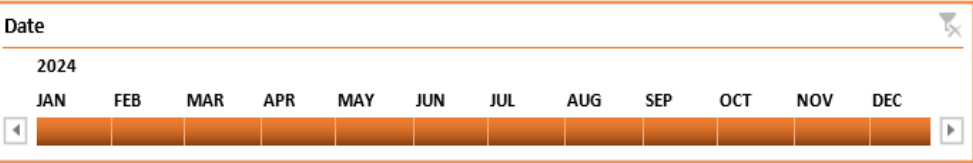


# Marketing Performance Overview

Campaign  
Executive



Total Email Sent

109.98 M

Lead Generated

5.73 M

Conversion Rate

5.21%

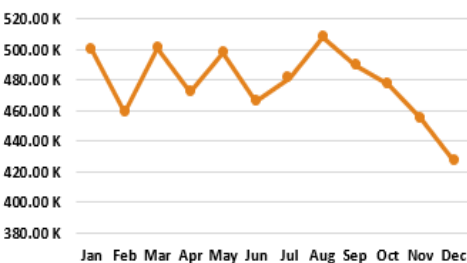
ROI

4.46

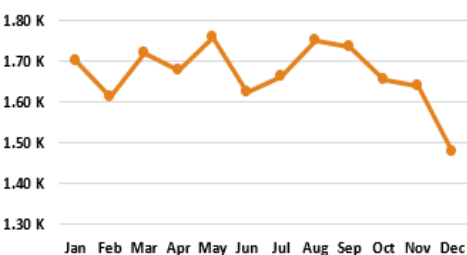
Revenue Generated

\$ 250.72 M

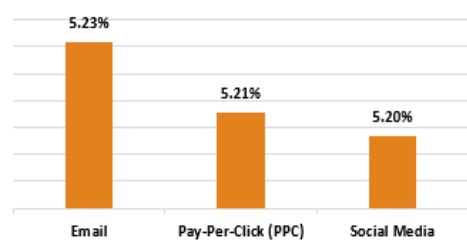
Lead Trend By Month



Campaign Trend By Month



Coverion Rate By Marketing Channel



Campaign Analysis

Open Rate

63.71%

Unsubscribe %

2.99%

CTR %

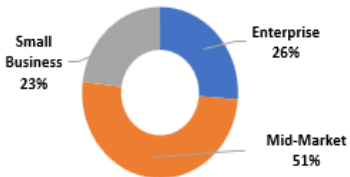
14.96%

Bounce %

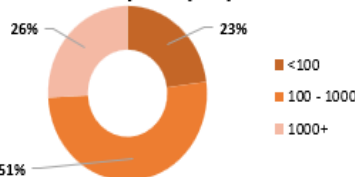
5.92%

Month	# Campaign	Bounce %	Unsubscribe %	Open %	CTR %	Conversion %
Jan	1699	5.99%	2.99%	64.02%	15.20%	5.36%
Feb	1613	6.02%	3.01%	63.35%	14.72%	5.17%
Mar	1720	5.90%	3.00%	63.50%	15.19%	5.26%
Apr	1676	5.97%	2.99%	64.21%	14.84%	5.14%
May	1756	5.91%	2.99%	63.63%	14.96%	5.16%
Jun	1622	5.90%	2.98%	63.76%	14.88%	5.19%
Jul	1661	5.84%	2.98%	63.63%	14.99%	5.24%
Aug	1751	5.93%	3.01%	63.56%	14.99%	5.21%
Sep	1735	5.86%	2.96%	63.18%	14.75%	5.14%
Oct	1653	5.90%	3.00%	64.18%	15.14%	5.27%
Nov	1637	5.91%	2.96%	63.87%	14.87%	5.18%
Dec	1477	5.95%	2.98%	63.60%	14.95%	5.26%

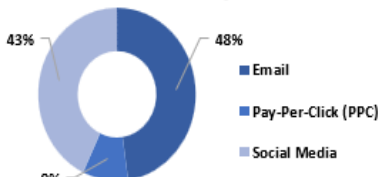
Revenue By Customer Category



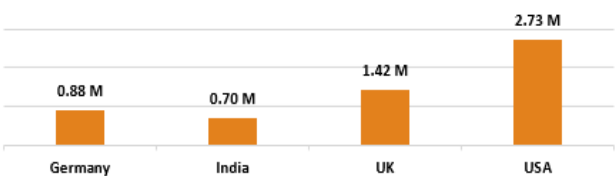
Lead By Company Size



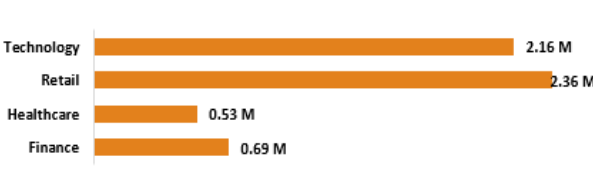
Lead Generated By Channel



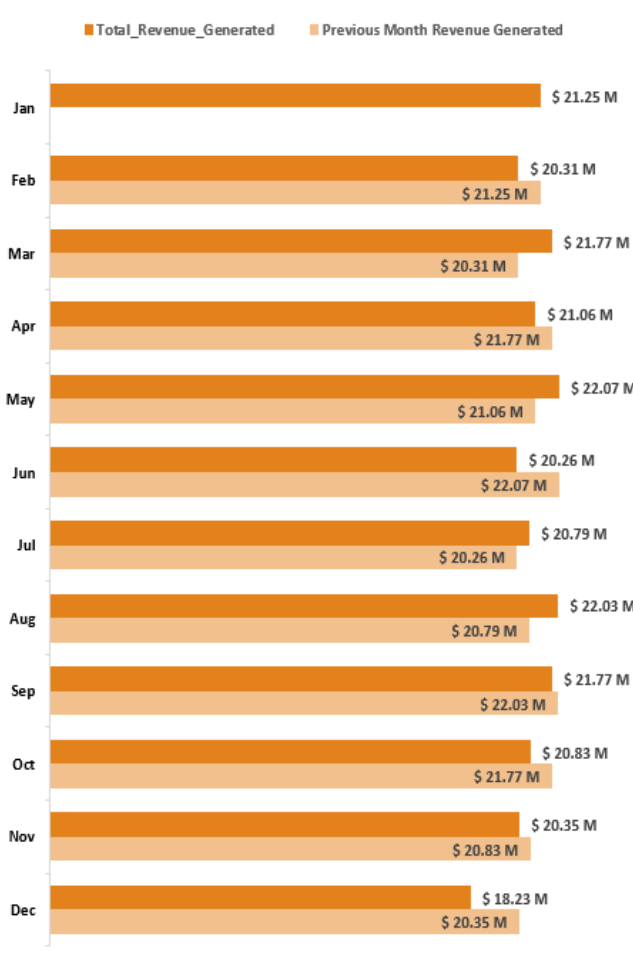
Lead Generated By Region



Lead Generated By Industry



Revenue Current Vs Prev. Month



**Campaign**

**Executive**

[illegible]

27.73 M

1.46 M

5.27%

## 4.44

**\$ 63.33 M**

Month	Closed Cases (K)
Jan	500.00
Feb	460.00
Mar	500.00

Chart Area

A line chart with a vertical axis labeled from 1.55 K to 1.75 K in increments of 0.05 K. The horizontal axis is labeled with the months Jan, Feb, and Mar. An orange line connects three data points: Jan at 1.70 K, Feb at 1.62 K, and Mar at 1.70 K. A callout box with the text 'Vertical' points to the vertical axis.

Month	Value (K)
Jan	1.70
Feb	1.62
Mar	1.70

### Vertical (Value) Axis Major Gridlines

63.63%

3.00%

15.04%

5.97%

Business Type	Percentage
Mid-Market	52%
Enterprise	26%
Small Business	22%

Number of Children	Percentage
<100	22%
100 - 1000	52%
1000+	26%

Channel	Percentage
Email	48%
Pay-Per-Click (PPC)	35%
Social Media	17%

Country	Employees (M)
Germany	0.22
India	0.18
UK	0.37
USA	0.69

Industry	Value
Technology	0.56 M
Retail	0.59 M
Healthcare	0.14 M
Finance	0.17 M

■ Total Revenue Generated      ■ Previous Month Revenue Generated

Jan

\$ 21.25 M

Feb

\$ 20.31 M

\$21.25 M

Ma

\$20.31 M

\$ 21.77 M



# Marketing Performance Overview

Campaign  
Executive

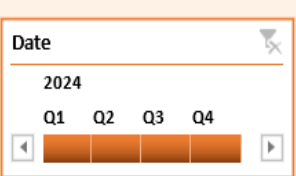
Total Email Sent  
109.98 M

Lead Generated  
5.73 M

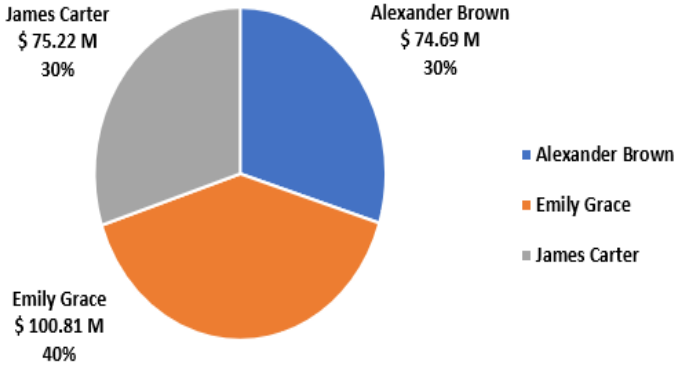
Conversion Rate  
5.21%

ROI  
4.46

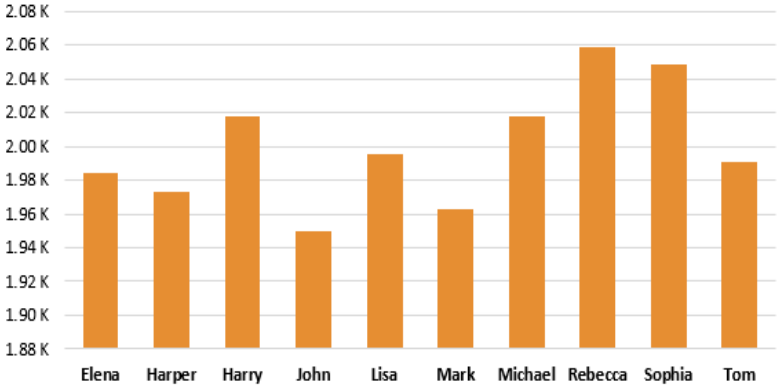
Revenue Generated  
\$ 250.72 M



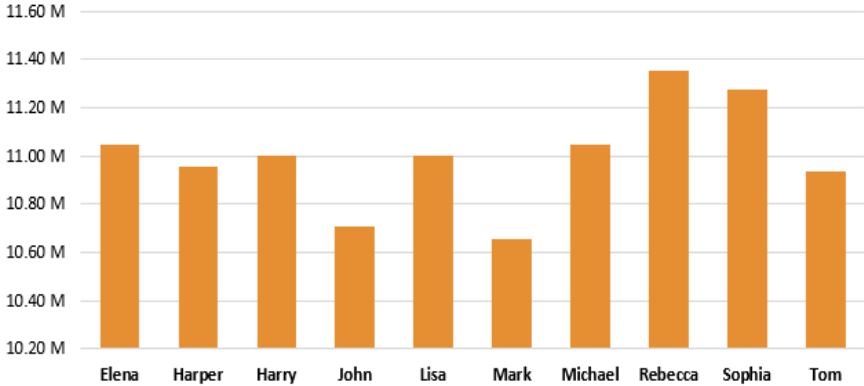
Revenue Contrubution By Manager



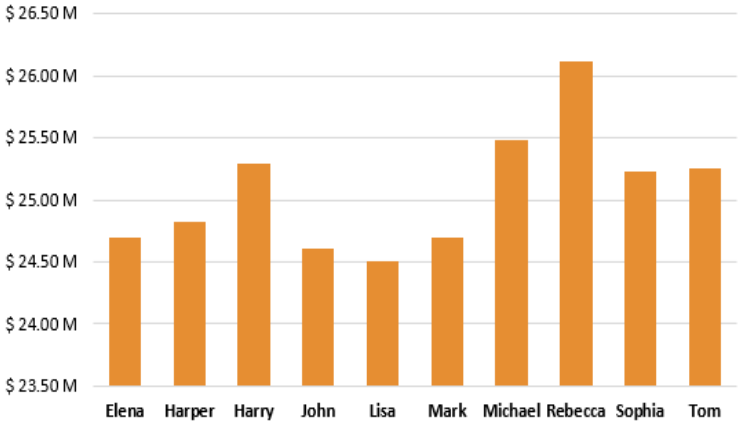
# Campaign By Executive



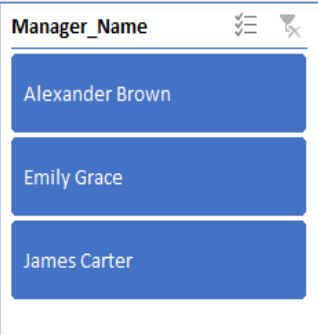
# Email Sent By Executive



Revenue Generated By Executive



Executive Analysis



Emp. Name	# Lead	Open %	CTR %	Unsubscribe %	Bounce %	Conversion %	Revenue	Prev. Month Revenue
Elena	574.34 K	64.36%	14.96%	2.96%	5.91%	5.20%	\$ 24.69 M	
Harper	571.57 K	63.63%	14.99%	2.99%	6.00%	5.22%	\$ 24.82 M	0.52%
Harry	568.29 K	63.41%	14.93%	3.03%	5.96%	5.17%	\$ 25.30 M	1.91%
John	570.11 K	64.08%	15.00%	2.96%	5.93%	5.33%	\$ 24.61 M	-2.71%
Lisa	570.76 K	63.37%	14.94%	3.00%	6.01%	5.19%	\$ 24.51 M	-0.41%
Mark	550.97 K	63.25%	14.84%	2.93%	5.91%	5.17%	\$ 24.70 M	0.79%
Michael	561.67 K	63.65%	14.73%	2.99%	5.82%	5.09%	\$ 25.49 M	3.19%
Rebecca	597.43 K	63.66%	15.12%	3.01%	5.99%	5.26%	\$ 26.12 M	2.48%
Sophia	591.22 K	63.61%	14.96%	3.02%	5.86%	5.24%	\$ 25.23 M	-3.41%
Tom	578.07 K	64.03%	15.12%	2.99%	5.82%	5.28%	\$ 25.26 M	0.11%

# Marketing Performance Overview

Campaign

Executive

Total Email Sent

6.13 M

Lead Generated

0.31 M

Conversion Rate

5.13%

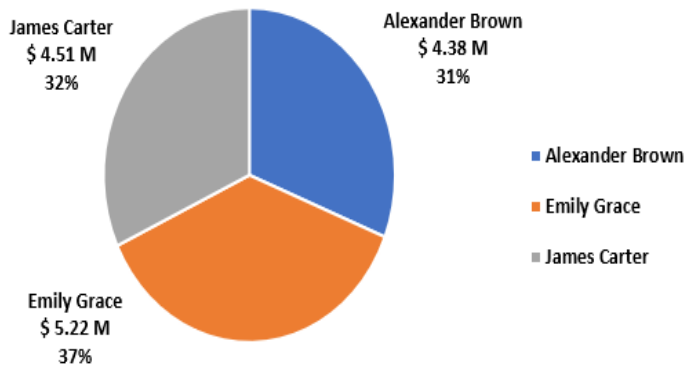
ROI

4.42

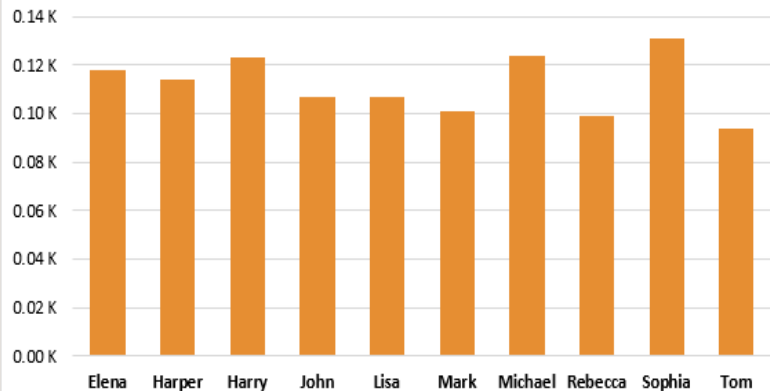
Revenue Generated

\$ 14.11 M

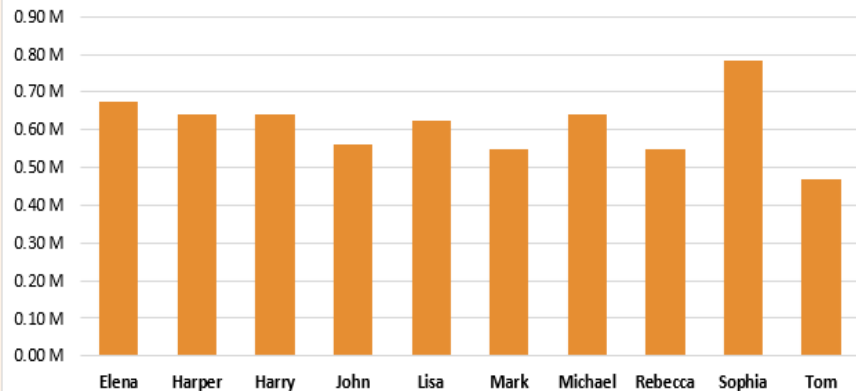
Revenue Contrubution By Manager



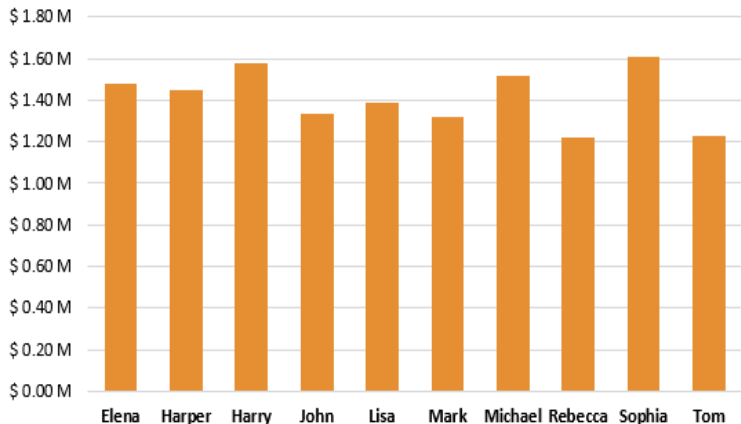
# Campaign By Executive



# Email Sent By Executive



Revenue Generated By Executive



Executive Analysis

Manager_Name
Alexander Brown
Emily Grace
James Carter

Emp. Name	# Lead	Open %	CTR %	Unsubscribe %	Bounce %	Conversion %	Revenue	Prev. Month Revenue
Elena	33.78 K	65.66%	14.51%	2.82%	6.28%	5.00%	\$ 1.48 M	
Harper	32.11 K	61.98%	14.55%	3.06%	5.78%	5.01%	\$ 1.45 M	-2.06%
Harry	32.93 K	61.85%	14.44%	3.25%	5.89%	5.15%	\$ 1.58 M	9.19%
John	27.22 K	65.12%	13.49%	3.16%	5.85%	4.86%	\$ 1.33 M	-15.70%
Lisa	32.26 K	62.15%	14.61%	3.18%	5.85%	5.18%	\$ 1.39 M	4.06%
Mark	28.21 K	62.43%	14.94%	2.93%	5.79%	5.13%	\$ 1.32 M	-4.91%
Michael	33.75 K	65.20%	14.94%	2.98%	5.82%	5.28%	\$ 1.52 M	15.06%
Rebecca	30.95 K	64.55%	15.56%	2.67%	6.51%	5.64%	\$ 1.22 M	-19.65%
Sophia	37.88 K	62.58%	14.67%	3.10%	6.01%	4.84%	\$ 1.61 M	32.11%
Tom	25.53 K	64.58%	15.59%	2.88%	5.93%	5.43%	\$ 1.23 M	-23.57%

Campaign  
Executive

◀ 1 2 3 4 5 6 7 8 9 10 11 12 ▶

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## 6.40 M

0.34 M

5.36%

## 4.46

**\$ 14.44 M**

A pie chart illustrating the distribution of the 2019-2020 budget. The chart is divided into three segments: a blue segment for Alexander Brown (31%, \$4.47 M), an orange segment for Emily Grace (39%, \$5.65 M), and a grey segment for James Carter (30%, \$4.33 M). A legend on the right side of the chart identifies the colors: blue for Alexander Brown, orange for Emily Grace, and grey for James Carter.

Category	Percentage	Amount
Alexander Brown	31%	\$ 4.47 M
Emily Grace	39%	\$ 5.65 M
James Carter	30%	\$ 4.33 M

Person	Number of People (K)
Elena	0.118
Harper	0.098
Harry	0.108
John	0.128
Lisa	0.115
Mark	0.115
Michael	0.115
Rebecca	0.112
Sophia	0.122
Tom	0.112

Influencer	Followers (M)
Elena	0.63
Harper	0.55
Harry	0.57
John	0.80
Lisa	0.67
Mark	0.63
Michael	0.64
Rebecca	0.63
Sophia	0.65
Tom	0.62

Visitor	Number of People (Millions)
Elena	1.50
Harper	1.20
Harry	1.30
John	1.50
Lisa	1.40
Mark	1.55
Michael	1.50
Rebecca	1.40
Sophia	1.40
Tom	1.40

Manager_Name
Alexander Brown
Emily Grace
James Carter

Emp. Name	# Lead	Open %	CTR %	Unsubscribe %	Bounce %	Conversion %	Revenue	Prev. Month Revenue
Harper	30.91 K	61.80%	16.10%	2.99%	6.16%	5.63%	\$ 1.23 M	
John	45.03 K	65.77%	15.59%	3.05%	5.84%	5.65%	\$ 1.54 M	25.63%
Rebecca	29.89 K	62.25%	14.01%	3.08%	6.28%	4.76%	\$ 1.44 M	-6.56%
Tom	31.97 K	62.69%	15.00%	2.94%	5.79%	5.17%	\$ 1.44 M	-0.08%