# Campaign Performance Report

# Q4 2024 Campaign Performance Report

## Executive Summary

Q4 2024 marketing campaigns delivered exceptional results with 35% increase in lead generation and 15% improvement in conversion rates compared to Q3.

## Digital Marketing Performance

### Search Engine Marketing

* \*\*Google Ads Spend\*\*: $75,000
* \*\*Clicks\*\*: 15,400
* \*\*Conversions\*\*: 892
* \*\*Cost per Conversion\*\*: $84
* \*\*ROI\*\*: 385%

### Social Media Marketing

* \*\*LinkedIn Campaign Spend\*\*: $25,000
* \*\*Impressions\*\*: 2.3M
* \*\*Engagement Rate\*\*: 5.8%
* \*\*Lead Generation\*\*: 345 MQLs
* \*\*Cost per Lead\*\*: $72

### Content Marketing

* \*\*Blog Posts Published\*\*: 24
* \*\*Organic Traffic Growth\*\*: 42%
* \*\*Content Downloads\*\*: 2,890
* \*\*Lead Attribution\*\*: 567 MQLs
* \*\*Cost per Lead\*\*: $45

## Event Marketing Results

### TechCrunch Disrupt 2024

* \*\*Investment\*\*: $75,000
* \*\*Booth Visitors\*\*: 1,200
* \*\*Qualified Leads\*\*: 150
* \*\*Pipeline Generated\*\*: $2.1M
* \*\*Cost per Lead\*\*: $500

### RSA Conference 2024

* \*\*Investment\*\*: $85,000
* \*\*Booth Visitors\*\*: 980
* \*\*Qualified Leads\*\*: 125
* \*\*Pipeline Generated\*\*: $1.8M
* \*\*Cost per Lead\*\*: $680