

Marketing ROI & Campaign Performance Dashboard

42.54M
Total_Revenue

25.69M
Total_Spend

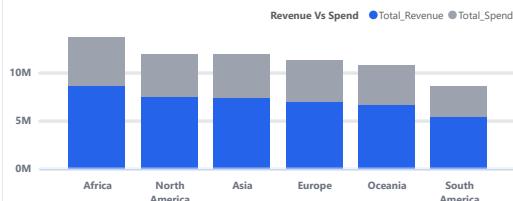
16.85M
Profit

0.68
Average_ROI

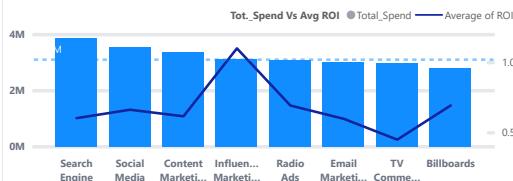
Below Target
ROI_Status

Influencer...
Best_Campaign

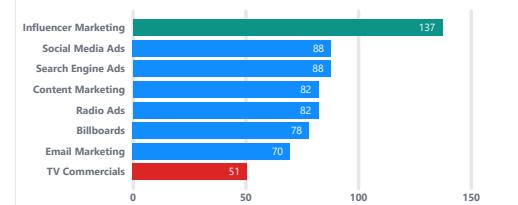
Is marketing spend justified by revenue?



Are we spending more on campaigns that deliver higher ROI?



Which campaigns deliver the highest ROI?



Is overall marketing ROI meeting the target?

