

AFFILIATE BUDGET ANALYSIS

PERIOD: _____ TO _____

CAMPAIGN NAME
AFFILIATE PLATFORM
TARGET ROI (%)

Expense Category	Projected Cost	Actual Cost	Variance (+/-)
Paid Advertising (PPC/Social)			
Meta Ads / Instagram	\$	\$	\$
Google / Search Ads	\$	\$	\$
Content & Creation			
Copywriting / SEO Content	\$	\$	\$
Graphic Design / Video Edit	\$	\$	\$
Infrastructure & Tools			
Hosting & Domain	\$	\$	\$
Tracking Software / CRM	\$	\$	\$

Expense Category	Projected Cost	Actual Cost	Variance (+/-)
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TOTALS	\$	\$	\$
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Performance Metrics	Goal	Actual	Conversion %
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Total Clicks / Traffic			-
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Qualified Leads			
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Gross Commissions	\$	\$	-
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STRATEGIC OBSERVATIONS & ADJUSTMENTS			
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