

MARKETING BUDGET SUMMARY

Performance Tracking Report

Period: October 2023
Status: Final Review

TOTAL ALLOCATED **\$25,000.00**
TOTAL SPENT **\$23,450.00**
REMAINING VARIANCE **+\$1,550.00**

CHANNEL / CATEGORY	BUDGETED	ACTUAL SPENT	VARIANCE	ROI / PERFORMANCE
Paid Search (SEM)	\$8,000.00	\$8,250.00	-\$250.00	3.4x
Social Media Ads	\$6,500.00	\$6,100.00	+\$400.00	2.8x
Content Marketing	\$4,000.00	\$3,800.00	+\$200.00	5.1x
Email Automation	\$2,500.00	\$2,500.00	\$0.00	12.0x
Influencer Outreach	\$4,000.00	\$2,800.00	+\$1,200.00	1.9x
TOTALS	\$25,000.00	\$23,450.00	+\$1,550.00	Avg 4.2x

KEY INSIGHTS & NOTES

Paid search exceeded budget due to high competition in week 3. Influencer outreach was under budget as two campaigns were pushed to next month. Overall ROI remains above the target threshold of 3.5x.