

Marketing Outreach Budget Audit

Fiscal Period: Q3 2024

Internal Document: #AUD-8821

CAMPAIGN DEPARTMENT
Global Digital Acquisition
AUDIT CONDUCTED BY
Sarah Jenkins, Senior Analyst
AUDIT DATE
October 12, 2024

OUTREACH CHANNEL / ITEM	ALLOCATION	ACTUAL SPEND	VARIANCE	ROI STATUS
Paid Search & Social				
LinkedIn Executive Outreach Ads	\$12,000.00	\$11,450.00	+\$550.00	High
Google Search (B2B Keywords)	\$8,500.00	\$9,200.00	-\$700.00	Moderate
Direct Outreach & Tools				
Email Automation (Apollo/Lusha)	\$2,400.00	\$2,400.00	\$0.00	Critical
Direct Mail Gift Boxes	\$5,000.00	\$4,850.00	+\$150.00	Low
Content & Influencer				
Industry Podcast Sponsorships	\$15,000.00	\$15,000.00	\$0.00	Pending
Total Budgeted \$42,900.00				

Total Actual **\$42,900.00**

Net Variance **\$0.00**

AUDIT SUMMARY & RECOMMENDATIONS

Direct Mail ROI remains below targets; suggest reallocating 20% of Q4 Direct Mail budget to LinkedIn Sponsored InMail. Search variance due to unexpected CPC spike in August.

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