

ACQUISITION TRACKING

Tracking Period: _____

Target Goal: _____

PLATFORM	AD SPEND (\$)	IMPRESSIONS	CLICKS / LEADS	CONVERSIONS	CPA (\$)	ROI (%)
Instagram						
Facebook						
TikTok						
LinkedIn						
Twitter (X)						
Pinterest						
TOTALS						

AVG. CONVERSION RATE

_____ %

TOTAL NEW CUSTOMERS

TOTAL REVENUE

\$ _____

NET PROFIT

\$ _____

STRATEGIC NOTES & INSIGHTS