

PAID ADVERTISING ROI CHART

Performance Tracking & Financial Analysis

Report Period: _____

CAMPAIGN NAME
PLATFORM (GOOGLE/META/ETC)
TARGET AUDIENCE

Date / Week	Ad Spend (\$)	Impressions	Clicks	Conversions	Revenue (\$)	ROI / ROAS (%)
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TOTAL AD SPEND

\$ 0.00

TOTAL REVENUE

\$ 0.00

AVG. COST PER LEAD

\$ 0.00

OVERALL ROI

0.0%

CAMPAIGN NOTES & STRATEGIC ADJUSTMENTS