



ROI Tracking Template

Campaign Name:

[Name of the Campaign]

Campaign Duration:

[Start Date] - [End Date]

1. Objectives

- **Primary Objective:**
[E.g., Increase online sales by 20% in the next quarter]
 - **Secondary Objectives:**
 - [E.g., Improve email open rates by 15%]
 - [E.g., Boost website traffic by 30%]
-

2. Key Performance Indicators (KPIs)

- **Conversion Rate:**
Formula: $(\text{Number of Conversions} / \text{Number of Visitors}) \times 100$
Target: [E.g., 5%]
- **Customer Acquisition Cost (CAC):**
Formula: $\text{Total Marketing and Sales Expenses} / \text{Number of New Customers}$
Target: [E.g., \$50]
- **Lifetime Value (LTV):**
Formula: $(\text{Average Purchase Value} \times \text{Number of Purchases per Year}) \times \text{Average Customer Lifespan}$
Target: [E.g., \$500]

LaAphills

- **Return on Ad Spend (ROAS):**

Formula: Revenue from Ads / Cost of Ads

Target: [E.g., 4:1]

- **Other Relevant KPIs:**

- [E.g., Email Click-Through Rate (CTR), Social Media Engagement Rate, etc.]
-

3. Tools Used

- **Analytics:**

[E.g., Google Analytics, HubSpot, Kissmetrics]

- **Reporting:**

[E.g., Google Data Studio, Mixpanel, Salesforce]

4. Tracking Setup

- **Google Analytics:**

- Goals Set: [E.g., Purchase Completed, Newsletter Sign-Up]
- E-commerce Tracking: Enabled
- UTM Parameters: [List UTM tags used]

- **HubSpot:**

- Lead Scoring: Configured
- Attribution Reporting: Set up

- **Kissmetrics:**

- Events Tracked: [List key user actions tracked]
 - Funnels: Defined
-

5. Data Collection and Analysis

Monthly Data Collection:

La^{ph}ills

Month	Visitors	Conversions	CAC	LTV	ROAS	Other KPIs
January	[Value]	[Value]	[Value]	[Value]	[Value]	[E.g., CTR]
February	[Value]	[Value]	[Value]	[Value]	[Value]	[E.g., CTR]
March	[Value]	[Value]	[Value]	[Value]	[Value]	[E.g., CTR]

Insights:

- [Insight 1: E.g., High conversion rate from email marketing]
 - [Insight 2: E.g., Lower than expected ROAS from social media ads]
-

6. Review and Adjustments

Monthly Review:

- **Performance Review:**
 - [Date of Review]
 - Key Findings: [E.g., Social media ads underperforming, need to adjust targeting]
- **Adjustments Made:**
 - [Action Step 1: E.g., Refine social media ad targeting]

LaAphills

- [Action Step 2: E.g., Increase email marketing efforts]
-

7. Results and ROI Calculation

End of Campaign Review:

- **Total Spend:** \$[Amount]
 - **Total Revenue:** \$[Amount]
 - **ROI:** $[(\text{Total Revenue} - \text{Total Spend}) / \text{Total Spend}] \times 100\%$
[E.g., ROI: 150%]
 - **Summary of Results:**
 - [E.g., Achieved primary objective with a 22% increase in online sales]
 - [E.g., Improved email open rates by 18%]
-

8. Future Recommendations

- **Scaling Successful Channels:**
[E.g., Increase budget for email marketing based on high ROI]
- **Improving Underperforming Areas:**
[E.g., Reevaluate social media strategy to improve ROAS]