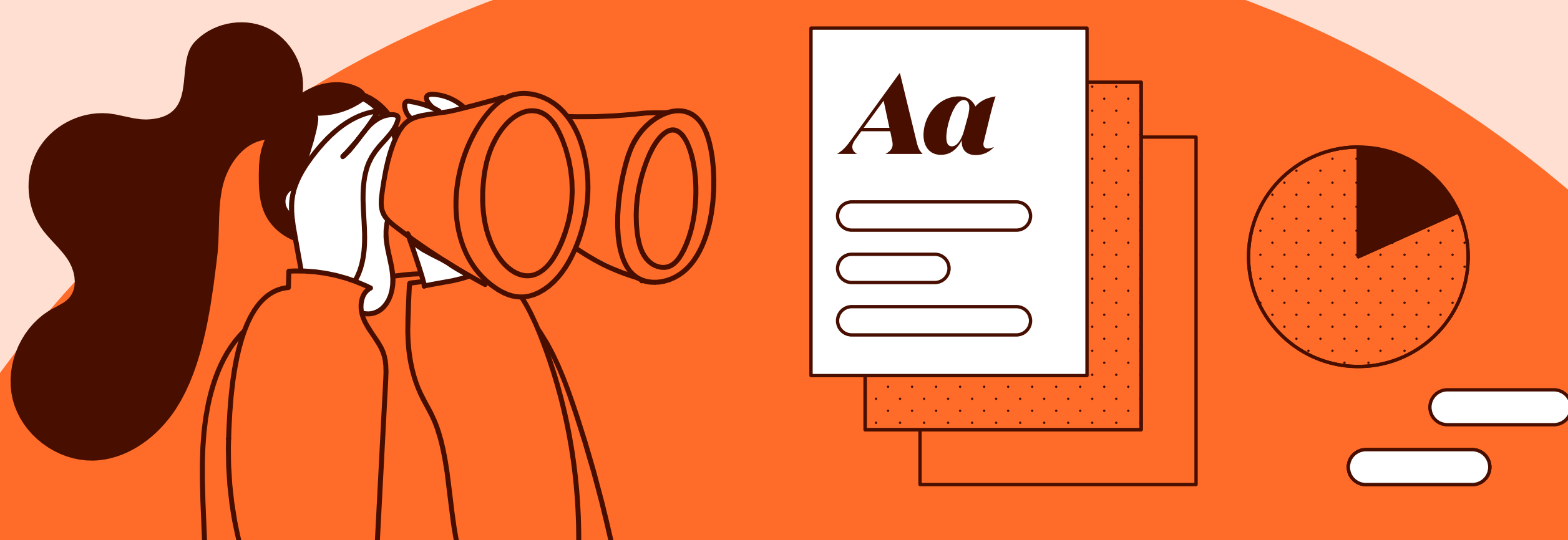


# Campaign Report.



Your Advertising service delivery can be in the form of a **campaign report**, including all the information you buyer would like to know - **performance, progress and results**.

Business name:

Reporting period:

Goals:

KPIs

Budget spent:

## Results

✔ List all the main KPIs and metrics

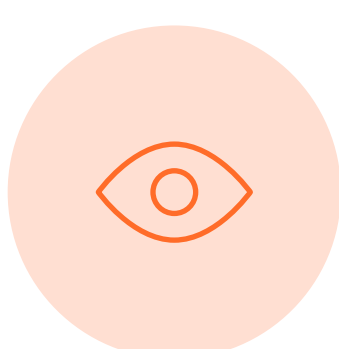
✔ Include any interesting visual graphs that are relevant to the campaign's performance

Platform name:

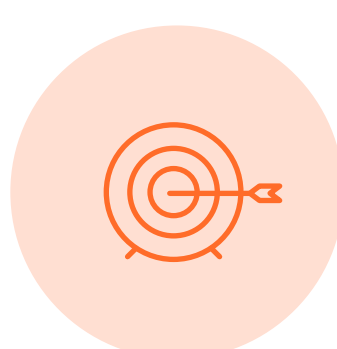
KPI	Numbers	Trend
Impressions		
CTA		
CPA		

Every ad platform has *slightly different metrics* in the analytics dashboard. Also, *the goals of the campaign and the main KPIs change from campaign to campaign*.

## Here's a list of *potential metrics* to follow and include in the report:



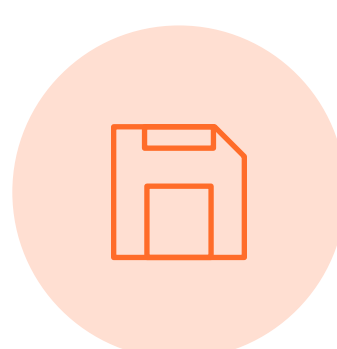
Impressions



Reach



Engagement



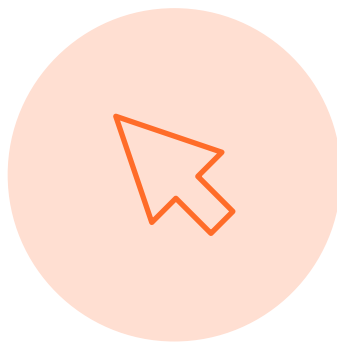
Saved content



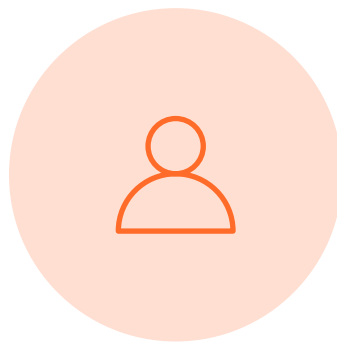
Video views



Direct messages



Link clicks



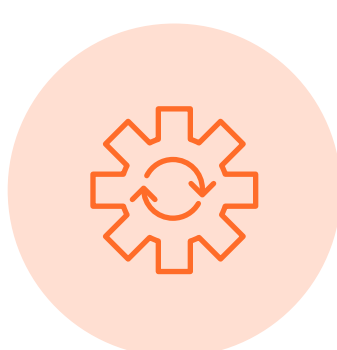
Leads



Messages



Landing page visits



Conversion rate



Sales / leads



Cost per acquisition

### Insights

- ✔ Audience demographics
- ✔ Content preferences

### Optimization *suggestions*

Include any optimization suggestions for the next period, including budget reallocation, content changes, targeting adjustments, etc.

### Action *Items*

Set clear action items for the next period