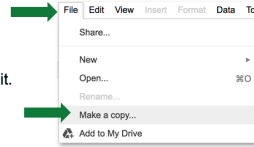


How to use this template:

This is a view-only file and cannot be edited.
Create your own copy of this template to edit.
 In the menu, click **File > Make a copy...**



MARKETING CAMPAIGN TRACKER TEMPLATE

[Try Smartsheet for FREE](#)

Enter data in non-shaded / white cells, only.

TOTAL IMPRESSIONS NEEDED in Campaign to Reach Goal	TOTAL IMPRESSIONS	OVER (UNDER) GOAL	TOTAL RESPONSE RATE	CONVERSION RATE OF TOTAL RESPONSES	TOTAL NO. OF CLICKS	TOTAL NO. OF CONVERSIONS	TOTAL SPENT	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION
900	2375	1475	54.65%	40.29%	1298	523	\$3,378.00	\$1.42	\$2.60	\$6.46

CAMPAIGN STATUS	IMPRESSIONS	OWNER	SPENT	BUDGET	START TO END DATE DURATION	PLATFORM	CAMPAIGN URL	NO. OF CLICKS	NO. OF SALES	CONVERSION RATE	CONVERSION STATUS	COST PER CONVERSION	NOTES AND GRAPHICS
LIVE													
Social Media Ad 1	50	Brent W.	\$ 300.00	\$ 350.00	2/2 - 2/5	Facebook	link	33	15	2.2	Average	\$ 20.00	
Social Media Ad 2	45	Brent W.	\$ 250.00	\$ 300.00	2/2 - 2/6	LinkedIn	link	22	11	2.0	Good	\$ 22.73	
Web Banner	33	Brent W.	\$ 500.00	\$ 500.00	2/2 - 2/7	Travel Blog	link	13	8	1.6	Outstanding	\$ 62.50	
Promoted IG Reel	26	Kirk C.	\$ 50.00	\$ 55.00	2/2 - 2/8	Instagram	link	15	4	3.8	Average	\$ 12.50	
Social Media Ad 3	78	June T.	\$ 26.00	\$ 40.00	2/2 - 2/9	TikTok	link	54	18	3.0	Average	\$ 1.44	
UPCOMING													
Youtube Targeted Ad	0	Brent W.	\$ 300.00	\$ 350.00	3/1 - 3/2	YouTube	link	0	0				
Blog Post	0	Brent W.	\$ 250.00	\$ 300.00	3/1 - 3/3	Local Influencer	link	0	0				
	0	Brent W.	\$ 500.00	\$ 500.00	3/1 - 3/4		link	0	0				
	0	Kirk C.	\$ 50.00	\$ 55.00	3/1 - 3/5		link	0	0				
	0	June T.	\$ 26.00	\$ 40.00	3/1 - 3/6		link	0	0				
COMPLETE													
E-Blast 1	500	Brent W.	\$ 300.00	\$ 350.00	1/1 - 1/2	Newsletter	link	400	200	2.0		\$ 1.50	
E-Blast 2	400	Brent W.	\$ 250.00	\$ 300.00	1/1 - 1/3	Newsletter	link	256	100	2.6		\$ 2.50	
Ad for Developers	378	Brent W.	\$ 500.00	\$ 500.00	1/1 - 1/4	Google	link	145	55	2.6		\$ 9.09	
Survey Post	587	Kirk C.	\$ 50.00	\$ 55.00	1/1 - 1/5	Instagram	link	282	100	2.8		\$ 0.50	
Google Ad	278	June T.	\$ 26.00	\$ 40.00	1/1 - 1/6	Google	link	78	12	6.5		\$ 2.17	

[CLICK HERE TO CREATE IN SMARTSHEET](#)

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.