

# Digital Marketing Report Form

## Campaign Details

Campaign Name: \_\_\_\_\_

Platform(s) Used: \_\_\_\_\_

Duration: \_\_\_\_\_

## Metrics Overview

Metric	Target	Achieved	Variance
Impressions			
Click-Through Rate			
Conversions			
Cost Per Click			
ROI			
Bounce Rate			
Social Shares			
Engagement Rate			

## Budget Utilization

Total Budget Allocated: \$ \_\_\_\_\_

Spent to Date: \$ \_\_\_\_\_

## Highlights and Insights

**1. Best Performing Platforms:**

\_\_\_\_\_

**2. Weak Areas:** \_\_\_\_\_

**Next Steps**

**1. Adjust Targeting for Higher Engagement:**

\_\_\_\_\_

**2. Optimize Ad Copy and Visuals:**

\_\_\_\_\_

**Prepared By**

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Date:** \_\_\_\_\_