



# Marketing-Controlling-Dashboard

www.b2b-beispielfirma.de - September 2015

## Marketing (total)

	Investment	Seminar signups*	Calls*	Contact forms*	Revenue*
<b>Total</b>	<b>13.090,59 €</b>	<b>6</b>	<b>34</b>	<b>32</b>	<b>13.585,01 €</b>
Web analytics consulting	1.760,00 €				

\* Custom attribution model has been applied

## Paid traffic

	Investment	Seminar signups*	Calls*	Contact forms*	Revenue*
<b>Total</b>	<b>5.204,18 €</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>1.383,34 €</b>
Paid search	1.795,21 €	4	0	2	1.366,67 €
Display Ads	726,10 €	0	0	0	0,00 €
Remarketing	466,25 €	0	0	1	16,67 €
Youtube	896,62 €	0	0	0	0,00 €
Campaign management investment	1.320,00 €				

\* Custom attribution model has been applied

## Brand / Community traffic

	Investment	Seminar signups*	Calls*	Contact forms*	Revenue*
<b>Total</b>	<b>123,41 €</b>	<b>0</b>	<b>15</b>	<b>12</b>	<b>3.316,93 €</b>
Organic Search - Brand	0,00 €	0	3	4	969,00 €
Newsletter / Mailings	0,00 €	0	0	0	0,00 €
Social Posts (incl. sponsored)	123,41 €	0	1	1	234,71 €
Feed	0,00 €	0	1	0	6,09 €
Shared content	0,00 €	0	1	1	182,13 €
Direct / Dark traffic	0,00 €	0	9	6	1.925,00 €

\* Custom attribution model has been applied

## Attracted traffic

	Investment	Seminar signups*	Calls*	Contact forms*	Revenue*
<b>Total</b>	<b>6.003,00 €</b>	<b>2</b>	<b>19</b>	<b>17</b>	<b>8.884,74 €</b>
Organic search	0,00 €	1	12	13	7.347,27 €
Referrals	0,00 €	1	7	4	1.537,47 €
Content creation investment	5.123,00 €				
SEO consulting investment	880,00 €				

\* Custom attribution model has been applied