

LinkedIn Sponsored Content ROI Record

Campaign Details

Campaign Name

Start Date

End Date

Objective

Target Audience

Content Performance

| Sponsored Content Title | Format | Impressions | Clicks | Click-through Rate (%) | Leads | Engagement Rate (%) | Spent (\$) |
|-------------------------|--------|-------------|--------|------------------------|-------|---------------------|------------|
| | | | | | | | |
| | | | | | | | |

ROI Calculation

Total Spend (\$)

Total Leads Generated

Estimated Value per Lead (\$)

Total ROI (\$)

Notes / Observations