

DIGITAL AD CAMPAIGN BUDGET & EXPENSE TRACKER

CAMPAIGN NAME

CAMPAIGN MANAGER

START DATE

END DATE

TOTAL ALLOCATED BUDGET

TOTAL ACTUAL SPEND

REMAINING BALANCE

VARIANCE (%)

Budget Allocation by Channel

ADVERTISING CHANNEL	PLANNED BUDGET	ACTUAL SPENT	VARIANCE (+/-)
Google Search Ads			
Facebook / Instagram Ads			
LinkedIn Ads			
YouTube Video Ads			
Programmatic Display			
Other Channels			
Total			

Detailed Expense Log

DATE	CHANNEL/VENDOR	EXPENSE DESCRIPTION	INVOICE #	AMOUNT
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Total Expenses

Campaign Notes & Observations

PREPARED BY (MARKETING LEAD)

APPROVED BY (FINANCE/OPERATIONS)