

# DIGITAL ADVERTISING BUDGET & COSTS

CAMPAIGN NAME

DATE / PERIOD

PREPARED BY

APPROVED BY

TOTAL ALLOCATED BUDGET

TOTAL ACTUAL SPEND

REMAINING BALANCE

OVERALL COST PER ACQUISITION

**Search Engine Marketing (SEM)**

**Social Media Advertising**

**Display & Video Advertising**

**Other Channels (Influencer, Affiliate, etc.)**

**Total**

**NOTES & OBSERVATIONS**