

# SOCIAL MEDIA CAMPAIGN EXPENSE & REVENUE TRACKER

CAMPAIGN NAME

PLATFORM / CHANNEL

START DATE

END DATE

## CAMPAIGN EXPENSES

EXPENSE DESCRIPTION / LINE ITEM	CATEGORY	BUDGETED COST	ACTUAL COST	VARIANCE
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**Total Campaign Expenses**

## REVENUE & CAMPAIGN PERFORMANCE

METRIC / REVENUE SOURCE	TARGET GOALS	ACTUAL RESULTS	UNIT VALUE / PRICE	TOTAL REVENUE
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**Total Revenue Generated**

## FINANCIAL SUMMARY

TOTAL ACTUAL BUDGET SPENT

TOTAL GROSS REVENUE

NET PROFIT / LOSS

RETURN ON INVESTMENT (ROI)