[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Add or remove table rows to fit your needs. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Marketing Campaign Results Report

This report records what [Campaign name] achieved against the objectives set before launch, what the results cost, what worked, what did not, and what should change next time. It should be read alongside the original campaign brief so that results are judged against the targets agreed in advance, not against hindsight.

1. Campaign summary

Campaign name: [Campaign name]

Campaign objective: [Campaign objective as stated before launch]

Target audience: [Description of the target audience for this campaign]

Campaign start date: [Campaign start date]

Campaign end date: [Campaign end date]

Report prepared by: [Full name and job title of the person who prepared this report]

Report date: [Date this report was prepared]

2. Results against objectives

Objective	Target	Actual result	Assessment
[Campaign objective 1]	[Target for campaign objective 1]	[Actual result for campaign objective 1]	[Assessment of campaign objective 1: met, partly met, or not met]
[Campaign objective 2]	[Target for campaign objective 2]	[Actual result for campaign objective 2]	[Assessment of campaign objective 2: met, partly met, or not met]
[Campaign objective 3]	[Target for campaign objective 3]	[Actual result for campaign objective 3]	[Assessment of campaign objective 3: met, partly met, or not met]

Overall verdict: [Overall verdict on the campaign: whether it succeeded, and in one sentence why].

3. Results by channel

Channel or platform type	Spend	Key result	Cost per result	Assessment

[Company name]

[Channel or platform type 1]	[Spend on channel 1]	[Key result for channel 1]	[Cost per result for channel 1]	[Assessment of channel 1]
[Channel or platform type 2]	[Spend on channel 2]	[Key result for channel 2]	[Cost per result for channel 2]	[Assessment of channel 2]
[Channel or platform type 3]	[Spend on channel 3]	[Key result for channel 3]	[Cost per result for channel 3]	[Assessment of channel 3]

4. Audience and engagement findings

- Audience response: [Finding about how the audience responded to the campaign]
- Best performing message or format: [Message or format that performed best, and why it is thought to have worked]
- Weakest performing message or format: [Message or format that performed weakest, and why it is thought to have underperformed]
- Audience insight for future campaigns: [Audience insight to carry into future campaigns]

5. Budget summary

Cost item	Planned amount	Actual amount	Variance
[Cost item 1]	[Planned amount for cost item 1]	[Actual amount for cost item 1]	[Variance for cost item 1]
[Cost item 2]	[Planned amount for cost item 2]	[Actual amount for cost item 2]	[Variance for cost item 2]
Total campaign spend	[Total planned campaign spend]	[Total actual campaign spend]	[Total campaign spend variance]

Return on spend: [Return on campaign spend, stated with the method used to calculate it]

Budget note: [Note explaining any significant overspend or underspend]

6. What worked well

- [Tactic, message, or decision that worked well, with the result that shows it]
- [Tactic, message, or decision that worked well, with the result that shows it]
- [Tactic, message, or decision that worked well, with the result that shows it]

7. What did not work, and why

- [Tactic, message, or decision that underperformed, with the reason identified]
- [Tactic, message, or decision that underperformed, with the reason identified]
- [Problem encountered during the campaign, with how it affected results]

[Company name]

8. Lessons learned

Lesson	Evidence for it	Action for next time
[Lesson learned 1]	[Evidence supporting lesson 1]	[Action arising from lesson 1]
[Lesson learned 2]	[Evidence supporting lesson 2]	[Action arising from lesson 2]
[Lesson learned 3]	[Evidence supporting lesson 3]	[Action arising from lesson 3]

9. Recommendations and next steps

Recommended action	Owner	Due date
[Recommended action 1]	[Full name of the owner of recommended action 1]	[Due date for recommended action 1]
[Recommended action 2]	[Full name of the owner of recommended action 2]	[Due date for recommended action 2]
[Recommended action 3]	[Full name of the owner of recommended action 3]	[Due date for recommended action 3]

Sign-off

Prepared by: [Full name and job title of the person who prepared this document]

Date prepared: [Date this document was prepared]

Approved by: [Full name and job title of the person who approved this document]

Date approved: [Date this document was approved]