Ashford Business Services Ltd

Marketing Campaign Results Report

This report records what Sarah Mitchell 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: Sarah Mitchell

Campaign objective: Campaign objective as stated before launch

Target audience: Description of the target audience for this campaign

Campaign start date: 9 November 2026

Campaign end date: 9 November 2026

Report prepared by: Sarah Mitchell

Report date: 9 November 2026

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
Channel or platform type 1	Spend on channel 1	Key result for channel 1	£45.00	Assessment of channel 1
Channel or platform type 2	Spend on channel 2	Key result for channel 2	£45.00	Assessment of channel 2

Channel or platform type 3	Spend on channel 3	Key result for channel 3	£45.00	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
£45.00	£45.00	£45.00	£45.00
£45.00	£45.00	£45.00	£45.00
Total campaign spend	£45.00	£45.00	£45.00

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

Budget note: Note explaining any significant overspend or underspend as agreed at the meeting.

6. What worked well

- Tactic, message, or decision that worked well, with the result that shows it as agreed at the meeting.
- Tactic, message, or decision that worked well, with the result that shows it as agreed at the meeting.
- Tactic, message, or decision that worked well, with the result that shows it as agreed at the meeting.

7. What did not work, and why

- Tactic, message, or decision that underperformed, with the reason identified as agreed at the meeting.
- Tactic, message, or decision that underperformed, with the reason identified as agreed at the meeting.
- Problem encountered during the campaign, with how it affected results

8. Lessons learned

Lesson	Evidence for it	Action for next time
Lesson learned 1	Evidence supporting lesson 1	Action arising from lesson 1 as agreed at the meeting.

Lesson learned 2	Evidence supporting lesson 2	Action arising from lesson 2 as agreed at the meeting.
Lesson learned 3	Evidence supporting lesson 3	Action arising from lesson 3 as agreed at the meeting.

9. Recommendations and next steps

Recommended action	Owner	Due date
Recommended action 1 as agreed at the meeting.	James Patel	23 November 2026
Recommended action 2 as agreed at the meeting.	James Patel	23 November 2026
Recommended action 3 as agreed at the meeting.	James Patel	23 November 2026

Sign-off

Prepared by: Sarah Mitchell

Date prepared: 9 November 2026

Approved by: Sarah Mitchell

Date approved: 9 November 2026