

# ROI Analysis Report

Date: [Insert Date]

**To: [Recipient Name]**

**From: [Your Name]**

**Subject: ROI Analysis of Recent Advertising Campaign**

## Introduction

This report presents the Return on Investment (ROI) analysis for our recent advertising efforts aimed at increasing brand awareness and sales.

## Advertising Campaign Overview

Campaign Name: [Campaign Name]

Duration: [Start Date] to [End Date]

Budget: \$[Budget Amount]

## Key Metrics

- Total Sales Generated: \$[Sales Amount]
- Cost of Advertising: \$[Cost Amount]
- Net Profit: \$[Net Profit Amount]

## ROI Calculation

$ROI = (Net\ Profit / Cost\ of\ Advertising) \times 100$

Calculated ROI: [Calculated ROI Percentage]%

## Conclusion

The analysis indicates that our advertising efforts have resulted in a positive return on investment, demonstrating the effectiveness of the campaign in achieving our business objectives.

## Recommendations

Based on the results, we recommend [Insert Recommendations].

### **Next Steps**

Further discussion will be held in the upcoming meeting scheduled for [Insert Meeting Date].

Best Regards,

[Your Name]

[Your Position]

[Your Company]