

Post-Campaign Evaluation Report

Campaign Title: _____

Period: _____

Date of Report: _____

Prepared by: _____

1. Executive Summary

[Provide a brief summary of the campaign, its objectives, outcomes, and key learnings.]

2. Campaign Overview

Objective(s):

[List the main goals of the campaign.]

Target Audience:

[Describe the primary audience segments targeted.]

Channels Used:

[List the main channels (e.g., email, social media, events).]

3. Key Performance Indicators (KPIs) & Results

KPI	Target	Actual	Comments
[Example: Impressions]	_____	_____	_____
[Example: Conversions]	_____	_____	_____
[Example: Engagement Rate]	_____	_____	_____

4. Performance Analysis

What Worked Well

- [Highlight key successes and drivers of strong performance.]

Areas for Improvement

- [Discuss any challenges or shortfalls and potential causes.]

5. Insights & Recommendations

- [Provide actionable recommendations for future campaigns.]

6. Supporting Data & Appendices

[Attach detailed reports, creative samples, data charts, results screenshots, or feedback as necessary.]

