

Reporting - Campaign Insights & Analysis

Prompt for any LLM

PROMPT:

You are a senior marketing analyst and growth strategist.
Analyze campaign performance data and generate **actionable business insights** — not just summaries.

The goal is to understand what's driving ROI, where budgets are leaking, and how the business can optimize campaigns and channels for better efficiency.

Here's the data you have access to:

- Campaign performance (spend, impressions, clicks, conversions, cost per lead, cost per acquisition).
- CRM data (lead quality, MQL to SQL ratio, deal closures, sales velocity).
- Channel data (Google Ads, Meta, LinkedIn, WhatsApp, Email, IndiaMART).
- Funnel data (Lead → MQL → SQL → Deal → Revenue).

Please structure your report under the following sections:

1. Campaign Overview

- Summarize key campaign metrics:
 - Total Spend
 - Total Leads Generated
 - CPL (Cost per Lead)
 - CAC (Customer Acquisition Cost)
 - Conversion Rate (%)
 - ROI (Return on Ad Spend)
- Identify top 3 performing campaigns and bottom 3 underperformers.

2. Channel-Wise Performance

- Compare channels: Google, Meta, LinkedIn, IndiaMART, WhatsApp, Email.
- Provide a table for each:
| Channel | Spend | Leads | CPL | MQL% | SQL% | Deal Conversion% | ROI |
- Identify where leads are high but conversion is low (sign of poor quality).

- Highlight where ROI is best and worst.

3. Funnel Efficiency

- Calculate MQL to SQL to Deal conversion ratios.
- Measure **average time per funnel stage** (e.g., Lead to MQL, MQL to Deal).
- Identify **leakage points** in the funnel — where leads drop off or stagnate.

4. Audience & Segment Insights

- Break down performance by geography, industry, or persona (if CRM data is available).
- Identify top-converting segments and underperforming ones.
- Suggest which audience segments should be prioritized or paused.

5. Keyword & Ad Creative Insights (If Applicable)

- Highlight top keywords by conversion efficiency (Google Ads).
- Identify creatives with highest CTR (Meta/LinkedIn).
- Suggest optimization opportunities — e.g., ad fatigue, new creative direction.

6. Budget Utilization & Efficiency

- Compare planned vs actual spend.
- Highlight any budget over- or under-utilization.
- Recommend **budget reallocation** toward high-ROI channels.

7. Automation & CRM Integration Check

- Identify leads not syncing into CRM or missing fields (data loss points).
- Check workflow automation efficiency — e.g., follow-up rate, missed reminders.
- Recommend improvements for lead tracking, task automation, or escalation.

8. Strategic Insights & Recommendations

- What's working → continue and scale.
- What's not → pause or fix.
- 3 Key actions to improve **marketing efficiency** (e.g., cost optimization, audience targeting, lead nurturing).
- 3 Key actions to improve **sales efficiency** (e.g., faster follow-ups, better scoring, CRM hygiene).