

Digital marketing report -- completed example

Example Co (illustrative) · March 2026 · Prepared by Alston Antony

Example figures are illustrative and are used to show how the template works. They are not real client data and are not benchmarks.

Summary

- Total sessions 19,230, up 6.5% on February 2026.
- 482 conversions at an overall conversion rate of 2.5%.
- Media spend 6,000.00 producing 57,840.00 of attributed revenue -- a blended return of 9.64x.
- Organic search remains the largest single source of conversions at no media cost.

Channel performance

Channel	Sessions	Change	Conv.	Conv. rate	Spend	CPA	ROAS
Organic search	8,420	10.6%	168	2.0%	--	--	--
Paid search	3,110	-6.9%	112	3.6%	4,200.00	37.50	3.20x
Paid social	2,480	27.2%	44	1.8%	1,800.00	40.91	2.93x
Email	1,640	3.8%	74	4.5%	--	--	--
Organic social	910	-10.8%	9	1.0%	--	--	--
Referral	620	14.8%	14	2.3%	--	--	--
Direct	2,050	2.0%	61	3.0%	--	--	--
Total	19,230	6.5%	482	2.5%	6,000.00	12.45	9.64x

Commentary

- Organic search grew 10.6% month on month and produced the largest share of conversions at no media cost.
- Paid search sessions fell 6.9% after pausing two low-intent campaigns. CPA improved as a result, so the drop was intentional.
- Paid social scaled 27.2% but converts at roughly a third of the rate of paid search, so it stays a prospecting channel.
- Organic social declined and has the weakest conversion contribution. Recommend reducing effort here next quarter.

Next actions

Each action needs an owner and a date. A report without this section changes nothing.

Action	Owner	By when
Expand the three organic landing pages that produced the most assisted conversions.		
Rebuild the paused paid search campaigns around bottom-of-funnel terms only.		
Run a subject-line test on the monthly email to lift open rate.		
Cut scheduled organic social from five posts a week to two and move the time into email.		

How these metrics are calculated

Metric	Calculation	What it tells you
CTR	Clicks / Impressions	Click-through rate. How compelling the listing or ad is.
Conversion rate	Conversions / Sessions	How efficiently traffic turns into action.
CPC	Spend / Clicks	Average cost of one click.
CPA	Spend / Conversions	Average cost to acquire one conversion.
ROAS	Revenue / Spend	Return on ad spend, expressed as a multiple.