

# Campaign Performance Metrics

The [Campaigns Module](#) provides valuable performance metrics that gauge your overall business performance. Each campaign contains metrics called “Campaign Performance” metrics that are used to predict the outcome and calculate the actual progress of your campaign.

[Tracking your Opportunities Using Campaigns\[Video\]](#)

## Segment and Test your Audiences

CAMPAIGN PERFORMANCE				—
Budgeted Cost (\$)	30.00	Actual Cost (\$)	25.00	
Revenue Forecast (\$)	100.00	Actual Revenue (\$)	100.00	
Expected Unit Sales	1	Actual Unit Sales	1	
Expected ROI (%)	233.33	Actual ROI (%)	300.00	
Exhibit Cost (\$)	0.00	Travel Cost (\$)	0.00	

## Predictive Campaign Performance Metrics

Predictive Campaign performance metrics are used as a prediction to the success of your campaign:

- Budgeted Cost (\$) – Expected expenditure on the campaign, manually entered by the user.
- Revenue Forecast (\$) – Expected revenue generated from the campaign, manually entered by the user.
- Expected Unit of Sales – Expected total number of closed-won opportunities from the campaign, manually entered by the user.
- Expected ROI (%) – Expected ROI rate dependent on the *Budgeted Cost (\$)* and *Revenue Forecast (\$)*, automatically generated in AMPED.
  - $Expected\ ROI\ (\%) = ((Revenue\ forecast - Budgeted\ Cost) / Budgeted\ Cost) * 100$

## Actual Campaign Performance Metrics

Actual Campaign performance metrics are used to gauge how your campaign is performing or has performed:

- Actual Cost (\$) – The actual expenditure of the campaign, manually entered by the user.
- Actual Revenue (\$) – Actual revenue generated from the campaign, automatically generated in AMPED.
  - *Actual Revenue (\$)* = Sum of all **Amount (\$)** values from campaign-related opportunities with **forecast = closed won**.
  - To relate an opportunity to the campaign, set the **Campaign** field value of your opportunity to your campaign. If you create the opportunity within your campaign, the **Campaign** field value is automatically set to your campaign.
- Actual Unit Sales – Actual number of closed-won opportunities, automatically generated in AMPED.
  - $Actual\ Units\ Sold = Total\ number\ of\ opportunities\ with\ forecast = closed\ won$
- Actual ROI (%) – Actual ROI rate dependent on the *Actual Cost (\$)* and *Actual Revenue (\$)*, automatically generated in AMPED.
  - $Actual\ ROI\ (\%) = ((Actual\ Revenue - Actual\ Cost) / Actual\ Cost) * 100$