



<input type="checkbox"/>	A Campaign	Status	Goal	Funnel stage	Start d...	End date	Next steps (from ...	Platform (from
1	Branded keywords	Development	Drive traffic to site, CPC >\$2.25	Consideration	10/11/2023	10/31/2023	Continue	Google
2	Home security	Planning	Drive traffic to site, CPC >\$1.50	Consideration	10/11/2023	10/31/2023	Pause	Facebook
3	New homeowners	Reviews	Drive awareness to new homeowners, CPM >\$1.45	Awareness	10/11/2023	11/1/2023	Continue	Instagram
4	Homeowners	Published	Convert homeowners, CPA >\$25	Conversion	10/11/2023	11/1/2023	Continue	Facebook Instagram
5	Retargeting	Published	Convert users in retargeting pool, CPA >\$15	Conversion	10/11/2023	11/30/2023	Analysis	Twitter Print Out of h
6	Lookalikes	On hold	Convert lookalikes of high-value purchasers, CPA >\$35	Conversion	10/11/2023	11/30/2023	Stop	

