

Digital Marketing ROI Calculator

Introduction

This Digital Marketing ROI Calculator is designed to help you measure the effectiveness of your digital marketing campaigns. By tracking key metrics and calculating your return on investment, you can make data-driven decisions to optimize your marketing strategy.

ROI Calculator

Campaign Information

Campaign Details Value

Campaign Name _____

Start Date //_____

End Date //_____

Campaign Type Social media Email PPC SEO Content Marketing Other

Investment Metrics

Expense Category	Cost (Rs)
Ad Spend	Rs_____
Content Creation	Rs_____
Agency/Freelancer Fees	Rs_____
Software/Tools	Rs_____
Staff Hours (× hourly rate)	Rs_____
Other Expenses	Rs_____
Total Investment	Rs_____

Performance Metrics

Metric	Value
Impressions	_____
Clicks	_____
Click-Through Rate (CTR)	_____%
Conversions	_____

Metric	Value
Conversion Rate	_____ %
Total Revenue Generated	Rs _____

ROI Calculations

Formula	Calculation	Result
ROI (%) = [(Revenue - Investment) / Investment] × 100	[(Rs _____ - Rs) / Rs] × 100	_____ %
Return on Ad Spend (ROAS) = Revenue / Ad Spend	Rs _____ / Rs _____	_____ ×
Cost Per Click (CPC) = Ad Spend / Clicks	Rs _____ / _____	Rs _____
Cost Per Acquisition (CPA) = Total Investment / Conversions	Rs _____ / _____	Rs _____
Customer Lifetime Value (CLV)		Rs _____

ROI Analysis

Performance Assessment

- Campaign ROI Goal: _____ %
- Actual ROI Achieved: _____ %
- Variance: _____ %

Campaign Insights

What worked well:

1. _____
2. _____
3. _____

Areas for improvement:

1. _____
2. _____
3. _____

Action Items for Future Campaigns

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Historical ROI Comparison

Campaign Date Investment Revenue ROI (%)

Rs	Rs
Rs	Rs
Rs	Rs
Rs	Rs

Notes
