

Project your ROI for a campaign or marketing investment.

To calculate a net ROI, enter your overhead and incremental expenses. Otherwise, jump below to the calculations.

Overhead -- % of revenue to allocate8%From worksheet a.

Incremental costs per unit sold\$50.00

Basic Calculation with COGs

Marketing investment\$5,000.00A

Total units sold100

Price per unit\$300.00

Total revenue\$30,000.00B

Cost of goods per unit\$100.00

Total COGS\$10,000.00C

Gross Profit (B-C)\$20,000.00D

Overhead allocation (if using)\$2,400.00E *Calculated from above

Incremental costs (if using)\$5,000.00F *Calculated from above

ROI: (D-A-E-F)/A152%

Using Customer Lifetime Value

(As long as your CLV is based on profit, not gross revenue [Customer Lifetime Value can help])

Marketing investment:\$5,000.00A

of new customers100B

Value of each new customer (CLV)

Basic Calculation with Gross Profit %

Marketing investment\$5,000.00A

Total units sold100

Price per unit\$300.00

Total revenue\$30,000.00B

Gross Profit %

Gross Profit (B*C)\$-D

Overhead allocation (if using)\$2,400.00E *Calculate

Incremental costs (if using)\$5,000.00F *Calculate

ROI: (D-A-E-F)/A-248%