

Programmatic Advertising ROI Calculator

Step 1: Input Your Campaign Details

- **Total Ad Spend:** (How much you spent on ads)
Example: \$1,000
- **Number of Impressions:** (How many times your ad was shown)
Example: 100,000
- **Click-Through Rate (CTR):** (Percentage of people who clicked on your ad)
Example: 2% (0.02)
- **Conversion Rate:** (Percentage of clicks that resulted in a sale or lead)
Example: 5% (0.05)
- **Average Revenue per Conversion:** (How much you earn from one sale or lead)
Example: \$50

Step 2: Calculate Your Metrics

1. **Total Clicks:**
 $\text{Total Clicks} = \text{Number of Impressions} \times \text{CTR}$
Example: $100,000 \times 0.02 = 2,000$ clicks
2. **Total Conversions:**
 $\text{Total Conversions} = \text{Total Clicks} \times \text{Conversion Rate}$
Example: $2,000 \times 0.05 = 100$ conversions
3. **Total Revenue:**
 $\text{Total Revenue} = \text{Total Conversions} \times \text{Average Revenue per Conversion}$
Example: $100 \times \$50 = \$5,000$
4. **ROI Calculation:**
 $\text{ROI} = (\text{Total Revenue} - \text{Total Ad Spend}) \div \text{Total Ad Spend} \times 100$
Example: $(\$5,000 - \$1,000) \div \$1,000 \times 100 = 400\%$

Step 3: Results

- Total Ad Spend: \$1,000
- Total Revenue: \$5,000
- ROI: 400%

Interpretation of Results:

- If your ROI is positive (like 400%), it means your programmatic advertising campaign was successful and generated more revenue than what you spent.
- A negative ROI means your campaign cost more than it earned, and adjustments may be needed.