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Marketing ROI calculator and tracker



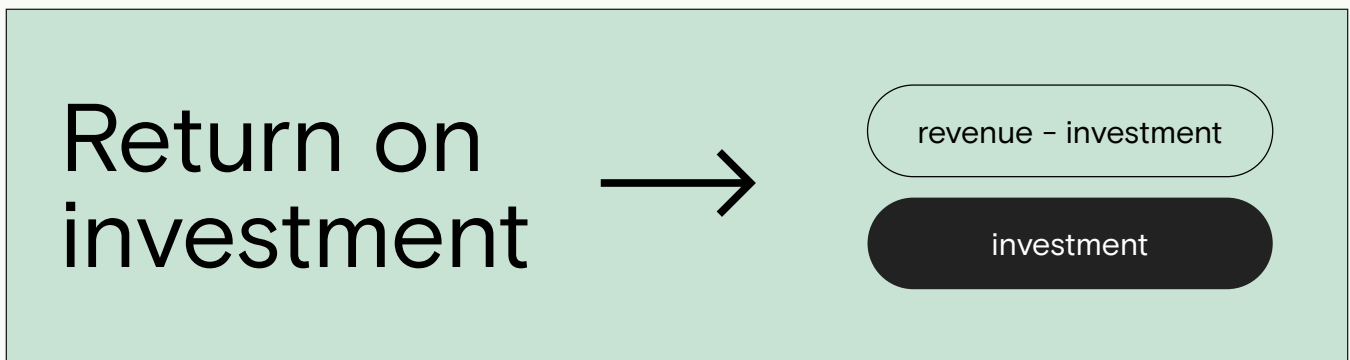
ROI Explained

Your marketing return on investment, or ROI, is necessary to fully understand how your business is doing. It's the projected value earned after spending money or time to create and market a product. Meaning it's the forecasted profitability of a certain product or service you sell.

It's frequently used for marketing purposes to understand the value of a product after you've spent money marketing that product and bringing in students and customers. So first, we're going to go over how to calculate ROI then we'll give you a tracker so you can track the ROI for various campaigns or products.

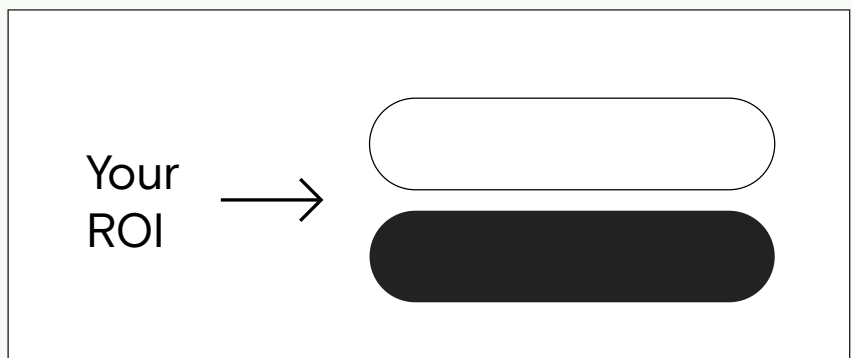
How to calculate ROI

The calculation for ROI is pretty simple. You can find it by doing this simple calculation:



Calculate your ROI

Now that you have the formula, plug in your own numbers. You can write your answer as a ratio or multiply it by 100 to create a percentage.



Return on Investment Tracker

Campaign name: _____

Time period	ROI Formula	Your ROI
_____	_____ - _____ ÷ _____ →	_____
_____	_____ - _____ ÷ _____ →	_____
_____	_____ - _____ ÷ _____ →	_____
_____	_____ - _____ ÷ _____ →	_____
_____	_____ - _____ ÷ _____ →	_____
_____	_____ - _____ ÷ _____ →	_____
_____	_____ - _____ ÷ _____ →	_____
_____	_____ - _____ ÷ _____ →	_____

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