

ENTERPRISE · MULTI-CHANNEL · FULL FUNNEL

Digital Marketing ROI Calculator Manual

A full-funnel view of your blended digital marketing performance across all channels.

WHAT THIS CALCULATOR DOES

The Digital Marketing ROI Calculator provides a blended, full-funnel view of your overall digital marketing performance. Rather than isolating a single channel, it takes your total website visitors, overall conversion rates, and combined marketing spend to show your blended return on investment. Ideal for businesses running multiple channels simultaneously.

HOW IT WORKS

Enter your total monthly website visitors from all sources, your overall lead conversion rate, sales conversion rate, average sale value, and total marketing spend. The calculator shows your current performance and projects an optimised scenario based on improving traffic (1.8x), conversion rate (1.45x), and sales rate (1.3x) – benchmarks from professionally managed multi-channel campaigns.

INPUT SLIDERS EXPLAINED

INPUT	DEFAULT	DESCRIPTION
Monthly Website Visitors	5,000	Total monthly visitors from all channels combined – paid, organic, social, email, and direct. Find in Google Analytics under Reports > Overview.
Overall Conversion Rate	2%	The percentage of all website visitors who become leads. Your blended conversion rate across all traffic sources and landing pages.
Lead to Sale Rate	12%	The percentage of all leads who convert into paying customers. Combines both marketing qualification and sales conversion into one rate.
Average Sale Value	\$3,500	The average revenue value of a single sale or new customer. Use your most common transaction value or average order or contract value.
Monthly Marketing Spend	\$4,000	Total monthly investment in digital marketing across all channels – paid ads, SEO, content, email, and social media management fees.

OUTPUT METRICS EXPLAINED

OUTPUT METRIC	HOW IT'S CALCULATED
Optimised Annual Revenue	Projected annual revenue after improving traffic, conversion rates, and sales rates to benchmark levels across all channels.
Current Monthly Revenue	Visitors x Conversion Rate x Sale Rate x Average Sale Value. Baseline monthly revenue from all digital marketing activity.
Optimised Monthly Revenue	Same formula with optimised traffic (1.8x), conversion rate (1.45x, capped at 15%), and sale rate (1.3x, capped at 60%).
Current Cost Per Sale	Monthly Marketing Spend / Monthly Sales. How much you currently spend in marketing to acquire one customer.
Optimised Cost Per Sale	Monthly Marketing Spend / Optimised Monthly Sales. Reduction in acquisition cost achievable through better performance.
Blended ROAS	Monthly Revenue / Monthly Marketing Spend. Overall return on every dollar invested across all marketing channels.
Revenue Uplift	Optimised Annual Revenue minus Current Annual Revenue. Additional annual revenue achievable through optimisation.

CALCULATION FORMULAS

Monthly Leads = Monthly Visitors x (Conversion Rate / 100)

Monthly Sales = Monthly Leads x (Sale Rate / 100)

Monthly Revenue = Monthly Sales x Average Sale Value

Annual Revenue = Monthly Revenue x 12

Blended ROAS = Monthly Revenue / Monthly Marketing Spend

Cost Per Sale = Monthly Marketing Spend / Monthly Sales

Optimised Visitors = Current Visitors x 1.8

Revenue Uplift = Optimised Annual Revenue - Current Annual Revenue

TIPS FOR BEST RESULTS

- Use Google Analytics 4 "All Traffic" report to get your true blended monthly visitor count.
- Your blended conversion rate will typically be lower than channel-specific rates due to brand and direct traffic.
- A ROAS below 3x suggests significant room for optimisation – in conversion rate, channel mix, or sales process.
- If Cost Per Sale exceeds Average Sale Value, your marketing is operating at a loss. Address before scaling spend.
- This calculator is most useful when reviewed monthly to track improvement over time.

Ready to unlock these results? Book a free strategy session at jumpdigital.com.au/contact