ENTERPRISE · PAID MEDIA · GOOGLE & META ADS

Paid Media ROI Calculator Manual

Understanding your ad spend, cost per lead, and revenue projections.

WHAT THIS CALCULATOR DOES

The Paid Media ROI Calculator helps businesses understand how their current advertising spend across Google Ads and Meta (Facebook/Instagram) translates into leads, sales, and revenue. It also projects an optimised scenario based on Jump Digital client benchmarks, showing the potential uplift achievable through professional campaign management.

HOW IT WORKS

You adjust five sliders to reflect your current paid media performance. The calculator runs two scenarios simultaneously: your current performance based on the numbers you enter, and an optimised projection based on industry benchmarks. Results update in real time as you move each slider, allowing you to model different scenarios instantly.

INPUT SLIDERS EXPLAINED

INPUT	DEFAULT	DESCRIPTION
Monthly Ad Spend	$5,000	The total amount you spend each month on paid advertising across Google Ads and/or Meta. This is your total media budget before agency fees.
Cost Per Lead (CPL)	$80	The average cost to acquire one lead from your paid campaigns. Calculated as total spend divided by the number of leads generated.
Lead to SQL Rate	20%	The percentage of leads that qualify as Sales Qualified Leads — prospects who have shown genuine buying intent and meet your target customer criteria.
SQL to Close Rate	25%	The percentage of SQLs that convert into paying customers. This is your sales team win rate on qualified opportunities.
Average Deal Value	$4,000	The average revenue value of a single closed deal or customer. For recurring revenue businesses, use monthly or annual contract value.

OUTPUT METRICS EXPLAINED

OUTPUT METRIC	HOW IT'S CALCULATED
Optimised Annual Revenue	Projects annual revenue based on benchmark CPL reductions (28% lower) and improved SQL and close rates achievable with optimised campaigns.
Current Monthly Revenue	Spend / CPL x SQL Rate x Close Rate x Deal Value. Your baseline monthly revenue from current paid activity.
Optimised Monthly Revenue	Same formula applied with optimised benchmark rates. Shows monthly revenue potential with better campaign performance.
Current ROAS	Return On Ad Spend = Monthly Revenue / Monthly Ad Spend. Dollars of revenue generated per dollar spent on ads.
Optimised ROAS	Projected ROAS after campaign optimisation. Higher ROAS means more revenue generated per dollar of ad spend.
Annual Revenue Uplift	The difference between optimised and current annual revenue. This is your total growth opportunity.
Optimised Leads/Mo	Projected monthly leads after reducing CPL through better targeting, creative, and bid strategy.

CALCULATION FORMULAS

Monthly Leads = Monthly Ad Spend / Cost Per Lead

Monthly SQLs = Monthly Leads x (Lead to SQL Rate / 100)

Monthly Deals = Monthly SQLs x (SQL to Close Rate / 100)

Monthly Revenue = Monthly Deals x Average Deal Value

Annual Revenue = Monthly Revenue x 12

ROAS = Monthly Revenue / Monthly Ad Spend

Optimised CPL = Current CPL x 0.72 (28% benchmark reduction)

Annual Uplift = Optimised Annual Revenue - Current Annual Revenue

TIPS FOR BEST RESULTS

• Use your actual average CPL from your Google Ads or Meta Ads dashboard for the most accurate projection.

• If you run both Google and Meta, use a blended CPL across both platforms.

• The Lead to SQL Rate typically ranges 10-40%. If unsure, start with 20% as a baseline.

• Close rate varies by industry. B2B typically ranges 15-30%; B2C can be higher.

• For subscription businesses, use Monthly Recurring Revenue (MRR) as your Average Deal Value.

• The optimised scenario uses Jump Digital average client improvement benchmarks. Individual results vary.

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