ROI ANALYSIS FORM

CLIENT_____

PRODUCT

	Keyword	Est/Act			PPC	Monthly	Budgeted	Est/Act	Est/Act	Cost Per	Conv to	No.	CPA	Avg. Sale	Cost-Of	Other	Total	Gross Profit	Cost	Total	Est.	Gross	ROI
Medium	Impressions	CTR	Clicks	CPC	Cost	Budget	Clicks	Conv Rate	Convs	Conv	Sales	Sales		incl shipping)	Goods	Costs	Costs per	Per Sale	of Ads	Costs & PPC	Revenue	Profit	
																Transactional							
Yahoo	200000	0.05%	100	$1.00	$100.00	$300.00	300	5.00%	15	$20.00	20.00%	3	$100.00	$500.00	$50.00	$10.00	$60.00	$440.00	$300.00	$480.00	$1,500.00	$1,020.00	340%
Google	100000	0.80%	800	$2.50	$2,000.00	$2,000.00	800	2.50%	20	$100.00	0.00%	20	$100.00	$400.00	$150.00	$35.00	$185.00	$215.00	$2,000.00	$5,700.00	$8,000.00	$2,300.00	115.00%
Bing	50000	0.40%	200	$7.50	$1,500.00	$1,500.00	200	10.00%	20	$75.00													