

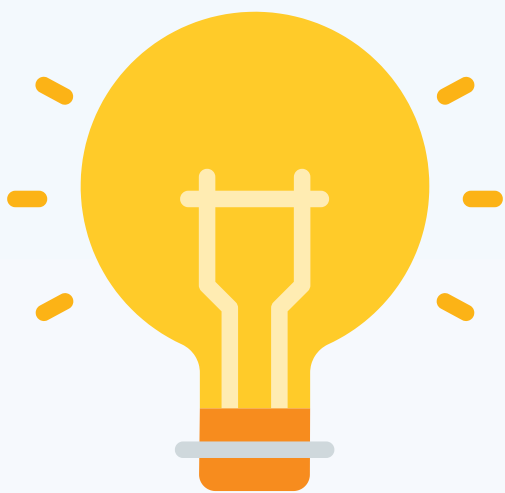


# How to Measure ROI in Digital Marketing: A Step-by-Step Guide



# Introduction

- Campaign ROI (return on investment) is a measure of **how profitable a marketing campaign is**.
- It is **calculated** by dividing the total revenue generated by the campaign by the total cost of the campaign.



# Importance

- Determine **which campaigns are effective** and which ones are not.
- Allocate your **marketing budget more wisely.**
- Identify **areas for improvement** in your marketing campaigns..



# Step-1

## Define your goals

What do you want to achieve with the campaign? Do you want to:



**01** Increase brand awareness?

**02** Generate leads?

**03** Drive sales?



## Step-2

### Track your costs

It is important to track all of the costs associated with your campaign, including:



## Step-3

# Track your revenue

The next step is to track the revenue generated by your campaign. This could include:

Sales revenue

Lead generation revenue



## Step-4

### Calculate ROI

Once you have tracked your costs and revenue, you can calculate ROI using the following formula:

$$\text{ROI} = \frac{\text{Total revenue} - \text{Total costs}}{\text{Total costs}}$$



## Step-5

# Analyze your results

- Once you have calculated ROI, you need to **analyze your results** to determine whether the campaign was successful.
- If the **campaign was not successful**, you need to identify the areas where improvement is needed.





## Case study



A company called Acme Corporation ran a marketing campaign for a new product launch.

Their goal for the campaign was to increase sales by 10%. They spent \$50,000 on advertising costs and \$25,000 on production costs.

As a result of the campaign, their sales increased by 15%.

$$\text{ROI} = \frac{((15\% \text{ increase in sales} * \$1 \text{ million in revenue}) - \$75,000)}{\$75,000}$$
$$= 150\%$$

This means that for **every \$1** they spent on the campaign, they generated **\$1.50 in revenue**.



Get in touch for **Digital**  
**Marketing of your Business.**

**Get Started**



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