

Moving targets: Adjusting media and performance goals

- Video: Welcome to week 3
1 min
- Video: ROI and ROAS calculations
4 min
- Reading: Determine the ROI of a marketing project
20 min
- Discussion Prompt: What would you change in a campaign?
10 min

Practice Quiz: Activity: Make campaign budget decisions
1 question

Reading: Activity Exemplar: Make campaign budget decisions
10 min

Practice Quiz: Test your knowledge: Adjust a media mix and performance goals
6 questions

Performing and analyzing results from A/B tests

What does a successful marketing campaign achieve?

Review: Measure the success of marketing campaigns

Activity Exemplar: Make campaign budget decisions

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [ROI calculations for campaign debriefing](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.

Activity Exemplar_ ROI calculations for campaign debriefing
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed document. Review your work using each of the sections in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

If one or more of your calculations didn’t match the results in the exemplar, you can view the detailed calculations here to understand what you may have missed.

ROAS

Formula: ROAS = Revenue/Ad spend

- Campaign ROAS = \$502,358/\$250,000 = 2.01 or 201%
- ROAS for search ads = \$320,943/\$187,500 = 1.71 or 171%.
- ROAS for display ads = \$56,288/\$32,000 = 1.76 or 176%.
- ROAS for social ads = \$70,101/\$15,000 = 4.67 or 467%.
- ROAS for shopping ads = \$55,026/\$15,500 = 3.55 or 355%.

Average order value (AOV)

Formula: AOV = Revenue / Number of orders

- Campaign AOV = \$502,358/6,237 = \$80.55
- AOV for search ads = \$320,943/2,494 = \$128.69
- AOV for display ads = \$56,288/2,039 = \$27.61
- AOV for social ads = \$70,101/802 = \$87.41
- AOV for shopping ads = \$55,026/902 = \$61.00

Lifetime value (LTV)

Formula: LTV = Average order value (AOV) x Purchase frequency

- Campaign LTV = \$80.55 x 1.6 = \$128.88
- LTV for search ads = \$128.69 x 1.5 = \$193.04
- LTV for display ads = \$27.61 x 2 = \$55.22
- LTV for social ads = \$87.41 x 1.5 = \$131.12
- LTV for shopping ads = \$61.00 x 1.5 = \$91.50

LTV to CAC ratios

Formula: LTV:CAC = LTV/CAC

- Campaign LTV to CAC ratio: \$128.88/\$65 = 1.98
- LTV to CAC ratio for search ads: \$193.04/\$112 = 1.72
- LTV to CAC ratio for display ads: \$55.22/\$31 = 1.78
- LTV to CAC ratio for social ads: \$131.12/\$28 = 4.68
- LTV to CAC ratio for shopping ads: \$91.50/\$25 = 3.66

Percentages of new customers making purchases

Formula: Percentage of new customers making purchases =

(Number of unique new account purchasers / Number of new accounts) x 100

- Campaign: (3,818/20,790) x 100 = 18.37%
- Search ads: (1,663/8,420) x 100 = 19.75%
- Display ads: (1,020/5,816) x 100 = 17.53%
- Social ads: (535/3,959) x 100 = 13.51%
- Shopping ads: (601/2,595) x 100 = 23.16%

Mark as completed

