Conversion Value Calculation

Introduction

- The key to successful paid advertising scaling is SIMPLE MATHS! – meaning it is all about the numbers and the validity of the assumptions

- Paid advertising should never be treated as a 'cost element', but rather as a Return On Investment (ROI) vehicle

- It starts with developing the right metrics and base assumptions.

- One important assumption is to base the conversion cost is to use breakeven analysis.

- During this training, we will look at real-world case studies

Calculation Spreadsheet

Conversion Value Template

	A	B	C
1	Lead Conversion Cost:	$ 32	
2			
3	Total Leads Generated	100	
4	Show Up Rate	40%	
5	Live Event Conversion Rate	10%	
6	Commission Per Sale	$ 800	
7	Expected Sales	4.00	
8	Total Expected Commissions	$ 3,200	
9	Max Cost Per Lead	$ 32	
10			

Questions?