

AD FORMULAS

CPM (Cost Per Mille) - $(\text{Cost} / \text{Impressions}) \times 1000$

CPC (Cost per Click) - $\text{Cost} \times \text{Clicks}$

CTR (Click Through Rate) - $(\text{Clicks} / \text{Impressions}) \times 100$

CR (Conversion Rate) - $(\text{Conversions} / \text{Clicks}) \times 100$

CPA (Cost Per Acquisition) - $\text{Cost} / (\text{Impressions} \times \text{CTR} \times \text{CR})$

CPL (Cost Per Lead) - $\text{Cost} / \text{Leads}$

ROAS (Return On Ad Spend) - $\text{Ad Money Earned} / \text{Ad Money Spent}$

ROI (Return on Investment) - $(\text{Money Gained} - \text{Money Spent}) / \text{Money Spent}$