

# Ad Audience & Budget Calculator

Complete this worksheet when planning your next campaign to get a sense of your budget and audience needs.

## CAMPAIGN NAME:

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## SIGN UP (NON-REVENUE GENERATING)

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**A** How many sign-ups do you want in this campaign?

**B** How much are you willing to spend per signup?

typically \$1-\$3

**C** Your budget for the campaign:

$C = A \times B$

## AD 1 – COLD AUDIENCE

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**D** If your click-through rate is:

%

**E** And your conversion rate is:

%

**F** Needed audience size to reach profit goals:

$F = (A/D) / E$

## Ad Audience & Budget Calculator

### AD 2 – WARMER AUDIENCE

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**G** If your click-through rate is:

 %

**H** And your conversion rate is:

 %

**I** Needed audience size to reach profit goals:

  $I = (A/G)/H$ 

### AD 3 – WARMEST AUDIENCE

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**J** If your click-through rate is:

 %

**K** And your conversion rate is:

 %

**L** Needed audience size to reach profit goals:

  $L = (A/J)/K$

## Ad Audience & Budget Calculator

### CALCULATE YOUR CONVERSION RATE

**A** Number of link clicks:

**B** Number of results/conversions:

**C** Conversion Rate:

%

**C = B/A**

# Ad Audience & Budget Calculator

Complete this worksheet when planning your next campaign to get a sense of your budget and audience needs.

**CAMPAIGN NAME:**

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**SALES- REVENUE GENERATING**

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**A** How much is the thing you're selling?

\$

**B** How many sales do you want in this campaign?

**C** Potential revenue =

\$

**C = A x B**

**D** Cost to make, per unit:

\$

**E** Potential profit =

\$

**E = (A - D) \* B**

**F** What percentage of your profit do you want to budget for advertising?

%

**G** Your ad budget for the campaign =

\$

**G = E \* F**

Download more marketing worksheets at [successwithdigital.com](https://successwithdigital.com)

## Ad Audience & Budget Calculator

### AD 1 – COLD AUDIENCE

**H** If your click-through rate is:

**I** And your conversion rate is:

**J** Needed audience size to reach profit goals:

$$J = (B/H)/I$$

### AD 2 – WARM AUDIENCE

**K** If your click-through rate is:

 %

**L** And your conversion rate is:

 %

**M** Needed audience size to reach profit goals:

$$M = (B/K)/L$$

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## Ad Audience & Budget Calculator

### AD 3 – WARMEST AUDIENCE

**N** If your click-through rate is:

**O** And your conversion rate is:

**P** Needed audience size to reach profit goals:

$$P = (B/N)/O$$

### CALCULATE YOUR CONVERSION RATE

**Q** Number of link clicks:

**R** Number of results/conversions:

**S** Conversion Rate:

$$S = (R/Q)$$