DIGITAL MARKETING SERVICES

The Marketing Funnel ROI Calculator

A step-by-step worksheet to calculate your true funnel ROI — by channel, by stage, and blended.

Step 1 — Gather your inputs

Input	Where to find it
Total marketing spend (by channel)	Ad platform billing, agency invoices
Leads generated (by channel)	CRM or form-submission count
Leads → Customers conversion rate	CRM pipeline reporting
Average order value / customer value	Sales or billing data

Step 2 — Core formulas

Cost Per Lead (CPL) = Total Spend ÷ Leads Generated

Cost Per Acquisition (CPA) = Total Spend ÷ Customers Acquired

Return on Ad Spend (ROAS) = Revenue Generated ÷ Total Spend

Marketing ROI = (Revenue − Spend) ÷ Spend × 100

Step 3 — Worksheet (fill in per channel)

Channel	Spend	Leads	Customers	Revenue	ROI %
Paid Search	____	____	____	____	____
Paid Social	____	____	____	____	____
Organic/SEO	____	____	____	____	____
Email	____	____	____	____	____
Affiliate/Referral	____	____	____	____	____
Blended Total	**____**	**____**	**____**	**____**	**____**

Step 4 — Reading your numbers

ROI > 300%: Strong — consider scaling this channel.
ROI 100-300%: Healthy — optimize before scaling.
ROI 0-100%: Marginal — diagnose before spending more.
ROI < 0%: Losing money — pause or fundamentally rework.

Common mistakes this catches

- Comparing CPL across channels without accounting for lead quality differences
- Ignoring attribution — a channel that "assists" conversions may look worse than it is
- Using average order value when customer lifetime value is the more honest number

Want this calculated and connected to your live data?

The **Attribution & Tech Stack Strategy Session ($497)** builds a live version of this that updates automatically from your actual ad accounts and CRM.

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