



# SALES AND MARKETING ENABLEMENT

## ROI Calculators & Tools

At the end of the day, having a way to measure and track the return on investment (ROI) of your marketing budget is key to ensuring your campaign delivers the highest possible return. Owning an effective ROI tool to assist in this analysis makes the job much easier. Extra Mile Marketing has created ROI tools that measure key performance indicators, such as total campaign-generated revenue, gross or net profit, and number of impressions, clicks, or conversions. Leverage our expertise on virtually any marketing campaign or project you plan to undertake to gain valuable data and insights into your investments.

What Goals Will Your Marketing Achieve?

To Get The Most Out of Your Marketing Budget

Think of a Marketing Campaign as a Recipe

ROI = REVENUE - COST / COST

Marketing Planning & ROI

Does participation in marketing increase the probability of success?

Probability Success Factors

Marketing Level	Market Penetration	Market Share Index
High	0.20	0.15
Medium	0.10	0.05
Low	0.05	0.02

Microsoft

The Power of Marketing with Data Science

Microsoft Partner Campaign ROI Calculator

1. What is your estimated gross revenue for this campaign? \$100,000

2. What is your estimated gross margin for this campaign? 20%

3. What percentage of your campaign do you expect to spend? 10%

4. How much is your average sale per customer? \$1,000

5. What is your expected cost per customer? \$100

6. What is the expected length of this campaign? 12 months

Click here for your ROI

Ready-to-Go Marketing

MICROSOFT PARTNER CAMPAIGN ROI CALCULATOR

	Best Case	Average	Conservative
Number of Contacts Made			
Estimated Response Rate			
Number of Leads Generated			
Cost Per Lead			
Number of Sales Generated			
Avg Sale Per Customer			
Estimated Sales from Campaign	\$	\$	\$
Gross Margin			
Estimated Gross Margin Dollars	\$	\$	\$
Cost of Campaign			
One Year Gross Margin ROI			
Three Year Gross Margin ROI			

To discuss options for ROI calculator and tools to help your team achieve their sales goals, send us a quick [email](#) or call us at (425) 746-1572, and we'll set-up a meeting.

