Methods for Calculating Return on Investment (RoI)

- **Percent of Goal Achieved:** leads gathered ÷ goal = percent of goal
- **Cost per Qualified Lead:** amount invested ÷ number of qualified leads = cost/qualified lead
- **Cost per Impression:** amount invested ÷ number of visitors = cost per impression
- **Percent of Leads Converted to Sales:** number of sales ÷ number of leads = percentage of leads to sales
- **Percent of Total Attendees Attracted:** number of leads ÷ number of attendees = percentage of attendees attracted
- **Sales Made per Dollar Spent:** amount of sales (in a given time frame) ÷ amount invested = sales per dollar spent
- **Media Impressions:** circulation x 2.5 (average pass-along factor) = media impressions [for broadcast, use Nielson or Arbitron ratings]