

Sample Monthly Performance Model*

Impressions	125,000	multiply Google estimated clicks by 1.5% to get estimated impressions
CTR	3%	from real web logs or past performance data. If no past data, use 2 - 3% as a conservative estimate
Clicks	3,750	=b2*b3
CPC*	\$1.32	from Google estimates
Total Cost	\$4,950.00	=b4*b5
Conversion Rate	2.60%	from real web logs or past performance data. If no past data, use 2 - 3% as a conservative estimate
Conversions (Actions)	98	=b4*b7
Avg. Value	\$150.00	from your business data, or guesstimate if you don't know.
Total Value	\$14,625.00	=b8*b9
ROI	195%	=(B10-B6)/B6
CPA	\$50.77	=B6/B8

**based on Google Estimates*

Nancy Adzentoivich, Peaches & Pickles 2009
peachesandpickles.wordpress.com
nadzent@gmail.com