
SMART AFFILIATE'S TRAFFIC TOOLKIT

Part 3: Paid Traffic Pack

ROI CALCULATOR

SPREADSHEET

Track, Optimize & Scale Your Paid Traffic Profitably

What's Inside:  Campaign overview dashboard

-  Daily tracking system
-  Traffic source comparison tool
-  90-day revenue projections
-  Budget allocation optimizer
-  Automated ROI calculations
-  Performance alert triggers

Perfect For: • Multi-platform traffic campaigns

- Budget planning and allocation
- ROI tracking across 90+ days
- Scaling decisions based on data
- Agency client reporting

Time to Set Up: 45 minutes

Skill Level Required: Basic spreadsheet knowledge

Expected Results: 25-50% better ROI through data-driven decisions

Works With: Google Sheets, Excel, Numbers

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Series: Smart Affiliate's Traffic Toolkit

Version: Part 3 of 4

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Turn your ad spend into predictable profit with data-driven tracking...

Instructions:

This calculator works best in Google Sheets or Excel. Copy the formulas provided and customize the values based on your campaigns. Update daily for accurate tracking.

Sheet 1: Campaign Overview Dashboard

Campaign Summary Table:

Campaign Name	Start Date	End Date	Total Spent	Total Leads	Cost/Lead	Direct Sales	30-Day Revenue	60-Day Revenue	90-Day Revenue	Current ROI %
FB Lead Ad #1	[DATE]	[DATE]	\$150	50	\$3.00	\$75	\$200	\$450	\$650	333%
Solo Ad Test	[DATE]	[DATE]	\$100	25	\$4.00	\$50	\$150	\$300	\$425	325%
Pinterest Ads	[DATE]	[DATE]	\$75	15	\$5.00	\$25	\$100	\$200	\$285	280%

Key Formulas:

- Cost Per Lead:** =Total Spend/Total Leads
- Current ROI %:** =(90-Day Revenue/Total Spend)*100
- Break-Even Point:** =Total Spend/Average Commission Per Sale

Overall Performance Metrics:

- Total Investment:** =SUM(All Total Spend)
 - Total Leads Generated:** =SUM(All Total Leads)
 - Average Cost Per Lead:** =Total Investment/Total Leads Generated
 - Total Revenue Generated:** =SUM(All 90-Day Revenue)
 - Overall ROI:** =((Total Revenue - Total Investment)/Total Investment)*100
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Sheet 2: Daily Tracking Log

Daily Performance Table:

Date	Platform	Campaign	Daily Spend	Clicks	Leads	CPC	CPL	Notes
1/15/25	Facebook	Lead Ad #1	\$5.00	25	3	\$0.20	\$1.67	Good CTR
1/16/25	Facebook	Lead Ad #1	\$5.00	20	2	\$0.25	\$2.50	Lower performance
1/17/25	Solo Ad	Udimi Test	\$25.00	100	8	\$0.25	\$3.13	Quality traffic

Daily Tracking Formulas:

- **Cost Per Click (CPC):** =Daily Spend/Clicks
- **Cost Per Lead (CPL):** =Daily Spend/Leads
- **Conversion Rate:** =(Leads/Clicks)*100

Weekly Summary Calculations:

- **Weekly Spend:** =SUM(Daily Spend for 7 days)
- **Weekly Leads:** =SUM(Leads for 7 days)
- **Weekly Average CPL:** =Weekly Spend/Weekly Leads
- **Week-over-Week Growth:** =((This Week Leads - Last Week Leads)/Last Week Leads)*100

Sheet 3: Traffic Source Comparison

Source Performance Analysis:

Traffic Source	Total Investment	Total Leads	Lead Quality (1-10)	Avg Time to Purchase	LTV per Lead	Source ROI %	Status
Facebook Lead Ads	\$450	135	8	14 days	\$18	340%	Scale
Solo Ads	\$300	75	6	21 days	\$15	275%	Optimize

Traffic Source	Total Investment	Total Leads	Lead Quality (1-10)	Avg Time to Purchase	LTV per Lead	Source ROI %	Status
Pinterest Ads	\$225	45	7	18 days	\$16	220%	Test More
Google Ads	\$150	15	9	7 days	\$25	150%	Pause

Comparison Formulas:

- **Cost Per Lead by Source:** =Total Investment/Total Leads
- **Revenue Per Lead:** =LTV per Lead
- **Source ROI %:** =((Total Leads * LTV per Lead - Total Investment)/Total Investment)*100
- **Efficiency Score:** =(Lead Quality * Source ROI)/Cost Per Lead

Traffic Quality Scoring Guide:

- **10:** Immediate buyers, high engagement
- **8-9:** Purchase within 30 days, good engagement
- **6-7:** Purchase within 60 days, moderate engagement
- **4-5:** Purchase within 90 days, low engagement
- **1-3:** Rarely purchase, poor engagement

Sheet 4: Profitability Projections

Scenario Planning Calculator:

Current Performance Input:

- **Current Daily Spend:** \$____
- **Current Daily Leads:** \$____
- **Current Cost Per Lead:** \$____
- **Average Commission Per Sale:** \$____
- **Conversion Rate (Email to Sale):** ____%
- **Average Time to First Purchase:** ____ days

Scale-Up Scenarios:

Monthly Spend	Expected Leads/Month	Expected Sales/Month	Expected Revenue	Projected ROI	Break-Even Timeline
\$150	50	5	\$500	233%	Month 1
\$300	100	10	\$1,000	233%	Month 1
\$600	200	20	\$2,000	233%	Month 1
\$1,000	333	33	\$3,300	230%	Month 1

Projection Formulas:

- **Expected Leads/Month:** =Monthly Spend/Current Cost Per Lead
- **Expected Sales/Month:** =Expected Leads * Conversion Rate
- **Expected Revenue:** =Expected Sales * Average Commission
- **Projected ROI:** =((Expected Revenue - Monthly Spend)/Monthly Spend)*100

Risk Analysis:

- **Worst Case Scenario (50% performance):** ROI = ____%
 - **Best Case Scenario (150% performance):** ROI = ____%
 - **Break-Even Point:** \$____ monthly spend
 - **Maximum Recommended Spend:** \$____ (based on current performance)
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Sheet 5: 90-Day Revenue Tracking

Revenue Timeline Table:

Lead Source	Month Acquired	Month 1 Revenue	Month 2 Revenue	Month 3 Revenue	Cumulative Revenue	Revenue Growth
Jan FB Leads	January	\$200	\$150	\$100	\$450	Declining
Feb Solo Ads	February	\$0	\$300	\$200	\$500	Growing

Lead Source	Month Acquired	Month 1 Revenue	Month 2 Revenue	Month 3 Revenue	Cumulative Revenue	Revenue Growth
Mar Pinterest	March	\$0	\$0	\$250	\$250	New

Revenue Tracking Formulas:

- **Cumulative Revenue:** =Month 1 + Month 2 + Month 3
- **Revenue Growth Rate:** =((Month 3 - Month 1)/Month 1)*100
- **Average Monthly Revenue:** =Cumulative Revenue/3
- **Revenue Per Lead:** =Cumulative Revenue/Total Leads from Source

Key Performance Indicators:

- **Peak Revenue Month:** Month ____
- **Most Profitable Source:** _____
- **Average Revenue Per Lead:** \$____
- **Revenue Consistency Score:** ____/10

Sheet 6: Budget Allocation Optimizer

Current Allocation Analysis:

Platform	Current %	Current Spend	Current Leads	Current ROI	Recommended %	Recommended Spend
Facebook	60%	\$600	180	340%	70%	\$700
Solo Ads	25%	\$250	65	275%	20%	\$200
Pinterest	15%	\$150	35	220%	10%	\$100

Optimization Formulas:

- **ROI per Dollar:** =ROI%/100
- **Efficiency Score:** =(Leads * ROI)/Spend
- **Recommended Allocation:** Based on efficiency score ranking
- **Projected Improvement:** =New ROI - Current ROI

Monthly Budget Planning:

- **Total Monthly Budget:** \$1,000
 - **Testing Budget (20%):** \$200
 - **Proven Campaigns (60%):** \$600
 - **Scale-Up Budget (20%):** \$200
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Advanced Metrics & Alerts

Performance Alerts (Set up conditional formatting):

-  **Red Alert:** ROI below 150% for 7+ days
-  **Yellow Warning:** Lead cost increased >25% week-over-week
-  **Green Light:** ROI above 300% and consistent for 5+ days

Advanced Calculations:

- **Customer Lifetime Value (CLV):** $\text{=Average Purchase} * \text{Purchase Frequency} * \text{Customer Lifespan}$
 - **Payback Period:** $\text{=Customer Acquisition Cost} / \text{Monthly Revenue Per Customer}$
 - **Sustainable Ad Spend:** $\text{=Monthly Revenue} * 0.30$ (30% rule)
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Usage Instructions:

1. **Daily:** Update the Daily Tracking Log with spend, clicks, and leads
2. **Weekly:** Review the Campaign Overview and adjust budgets
3. **Monthly:** Analyze Traffic Source Comparison and reallocate budget
4. **Quarterly:** Use Profitability Projections for planning next quarter

Pro Tips:

- Set up automated data imports from your ad platforms when possible
- Use conditional formatting to highlight key metrics
- Create charts/graphs for visual trend analysis
- Export weekly reports for team meetings

- Always track for at least 90 days before making major decisions

Next: Download the A/B Testing Tracker to systematically improve your results!