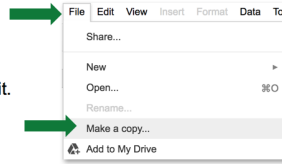


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ADVERTISING CAMPAIGN TEMPLATE EXAMPLE

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TOTAL IMPRESSIONS NEEDED in Campaign to Reach Goal	TOTAL IMPRESSIONS	OVER (UNDER) GOAL	TOTAL RESPONSE RATE	CONVERSION RATE OF TOTAL RESPONSES	TOTAL NO. OF RESPONSES	TOTAL NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION
1500	23545	22045	49.86%	6.02%	11739	706	\$ 49,339.00	\$ 2.10	\$ 4.20	\$ 69.85

MEDIA TYPE	IMPRESSIONS			COSTS		RESPONSE & CONVERSION		PROJECTED OUTCOME		COST PROJECTIONS		
	ESTIMATED NO. OF IMPRESSIONS	COST PER IMPRESSION	FIXED COST FOR THIS MEDIA	ESTIMATED RESPONSE RATE	EST. % OF RESPONDERS THAT WILL CONVERT	NO. OF RESPONSES	NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION	
SOCIAL MEDIA												
Platform A	150	\$ 0.25	\$ 200.00	15.00%	5.00%	22.5	1.1	\$ 237.50	\$ 1.58	\$ 10.56	\$ 211.11	
Platform B	250	\$ 0.35	\$ 300.00	25.00%	12.00%	62.5	7.5	\$ 387.50	\$ 1.55	\$ 6.20	\$ 51.67	
Platform C	600	\$ 0.15	\$ 1,500.00	22.00%	12.00%	132.0	15.8	\$ 1,590.00	\$ 2.65	\$ 12.05	\$ 100.38	
Platform D	2500	\$ 0.25	\$ 3,000.00	60.00%	18.00%	1500.0	270.0	\$ 3,625.00	\$ 1.45	\$ 2.42	\$ 13.43	
TELEMARKETING												
Outbound calling	550	\$ 0.20	\$ 800.00	12.00%	8.00%	66.0	5.3	\$ 910.00	\$ 1.65	\$ 13.79	\$ 172.35	
Inbound call handling						0.0	0.0	\$ -				
ONLINE												
Email campaigns	6000	\$ 1.50	\$ 750.00	32.00%	10.00%	1920.0	192.0	\$ 9,750.00	\$ 1.63	\$ 5.08	\$ 50.78	
Organic search	1245	\$ 0.50	\$ 475.00	25.00%	25.00%	311.3	77.8	\$ 1,097.50	\$ 0.88	\$ 3.53	\$ 14.10	
Blogs						0.0	0.0	\$ -				
Paid search	5000	\$ 0.50	\$ 350.00	22.00%	12.00%	1100.0	132.0	\$ 2,850.00	\$ 0.57	\$ 2.59	\$ 21.59	
Webinars						0.0	0.0	\$ -				
EVENTS												
Event A	6500	\$ 1.50	\$ 18,000.00	100.00%		6500.0	0.0	\$ 27,750.00	\$ 4.27	\$ 4.27		
Event B						0.0	0.0	\$ -				
Event C						0.0	0.0	\$ -				
DIRECT MAIL												
Type A	150	\$ 0.25	\$ 234.00	11.00%	3.00%	16.5	0.5	\$ 271.50	\$ 1.81	\$ 16.45	\$ 548.48	
Type B	600	\$ 0.45	\$ 600.00	18.00%	4.00%	108.0	4.3	\$ 870.00	\$ 1.45	\$ 8.06	\$ 201.39	
TRADITIONAL MEDIA												
Print ads						0.0	0.0	\$ -				
In-store						0.0	0.0	\$ -				
Radio						0.0	0.0	\$ -				
Television						0.0	0.0	\$ -				

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SIMPLE ADVERTISING CAMPAIGN TEMPLATE

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TOTAL IMPRESSIONS NEEDED in Campaign to Reach Goal	TOTAL IMPRESSIONS	OVER (UNDER) GOAL	TOTAL RESPONSE RATE	CONVERSION RATE OF TOTAL RESPONSES	TOTAL NO. OF RESPONSES	TOTAL NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION
0	0	0			0	0	\$ -			

MEDIA TYPE	IMPRESSIONS		COSTS		RESPONSE & CONVERSION		PROJECTED OUTCOME		COST PROJECTIONS			
	ESTIMATED NO. OF IMPRESSIONS	COST PER IMPRESSION	FIXED COST FOR THIS MEDIA	ESTIMATED RESPONSE RATE	EST. % OF RESPONDERS THAT WILL CONVERT	NO. OF RESPONSES	NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION	
SOCIAL MEDIA												
Platform A	0	\$ -	\$ -	0.00%	0.00%	0.0	0.0	\$ -				
Platform B	0	\$ -	\$ -	0.00%	0.00%	0.0	0.0	\$ -				
Platform C						0.0	0.0	\$ -				
Platform D						0.0	0.0	\$ -				
TELEMARKETING								\$ -				
Outbound calling						0.0	0.0	\$ -				
Inbound call handling						0.0	0.0	\$ -				
ONLINE								\$ -				
Email campaigns						0.0	0.0	\$ -				
Organic search						0.0	0.0	\$ -				
Blogs						0.0	0.0	\$ -				
Paid search						0.0	0.0	\$ -				
Webinars						0.0	0.0	\$ -				
EVENTS								\$ -				
Event A						0.0	0.0	\$ -				
Event B						0.0	0.0	\$ -				
Event C						0.0	0.0	\$ -				
DIRECT MAIL								\$ -				
Type A						0.0	0.0	\$ -				
Type B						0.0	0.0	\$ -				
TRADITIONAL MEDIA								\$ -				
Print ads						0.0	0.0	\$ -				
In-store						0.0	0.0	\$ -				
Radio						0.0	0.0	\$ -				
Television						0.0	0.0	\$ -				

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