

ROI Tools (Download)

ROI (return on investment) is one of the most common ways to measure the economic benefit derived from an investment in a marketing program or initiative. The simple formula for ROI is:

(Total Incremental Profit - Total Investment)
divided by
Total Investment

The result is expressed as a percentage. The ROI for an initiative is then compared to a "hurdle" rate set by finance to determine if the project is expected to generate a better return than the company could get by investing its money elsewhere. In more complicated scenarios, the ROI is determined by measuring the NPV (net present value) of the expected cashflows over time on a risk-adjusted basis.

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