ROI and reporting worksheet

A hypothetical worked example and editable campaign ledger. State attribution limits before reporting ROI.

01 / Cost ledger

Cost	Example
Rights	$20,000
Activation	$10,000
Measurement	$2,000
Other incremental costs	$0
Total	$32,000

Include all incremental costs once. Avoid counting the same staffing or production cost twice.

02 / Financial outcome

Hypothetical incremental contribution: $40,000. Contribution is incremental revenue less related variable costs, before subtracting the sponsorship investment above.

ROI = (incremental contribution - total investment) / total investment. Example: ($40,000 - $32,000) / $32,000 = 25%.

With zero investment, ROI is undefined. If attribution cannot be defended, report observed outcomes and limitations instead of causal ROI.

03 / Lead efficiency

Hypothetical qualified leads: 200. Cost per qualified lead = $32,000 / 200 = $160. Define qualification criteria and deduplicate. Leads are not sales. With zero qualified leads, report none; do not divide by zero.

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04 / Your campaign

Goal / baseline / campaign period / attribution window

Evidence source / collection method / owner

Rights / activation / measurement / other costs / total

Incremental contribution / attribution method / ROI or proxy / limitations

05 / Three-part report

Delivery: contracted right / evidence / delivered or gap / remedy owner

Audience: response metric / source / baseline / actual / limitations

Business: contribution / attribution / cost / ROI or proxy

06 / Renewal

Changes / alternative budget use / renewal decision / owner / date

Record the decision owner and date. Separate delivery evidence, audience response and business outcomes.