

Marketing ROI Analysis

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses marketing ROI from your spend, revenue and margin inputs — by channel where possible — with contribution, ROAS vs profit ROI, and where to invest more or less. Use it to justify or reallocate budget. For attribution nuance use the Attribution Model Advisor.

Purpose of this tool & output

Work out the true return on marketing spend

How the output is used

Use it to work out the true return on marketing spend — a ROI analysis tying spend to revenue and margin, not just clicks.

Who should vet it

A CA or finance lead, to confirm the revenue, margin and cost inputs behind the ROI figure.

Important cautions

Depends on attribution accuracy and margin inputs.

Companion documents

- Marketing Analytics Setup Plan
- Marketing Dashboard Planner
- Campaign Performance Report
- Attribution Model Advisor
- A/B Test Plan
- Marketing Funnel Analysis

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.