# Marketing ROI Calculation Protocol

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A measurement framework for looking beyond ad spend ratios to consider the broader costs and results of marketing.

## What this guide covers

- Organize costs and customer-value inputs for a fuller ROI view.
- Consider attribution methods and channel-specific measures.
- Build a practical plan for tracking and reviewing performance.

## Who this is for

For business owners and marketers assessing the financial performance of campaigns.

## Putting the ideas to use

Use the framework to identify missing cost data and decide what to track consistently.

## Book details

Format: Guide. Pages: 15. Words: 859.

**Download availability:** After payment, download the complete ZIP package or the included PDF separately.