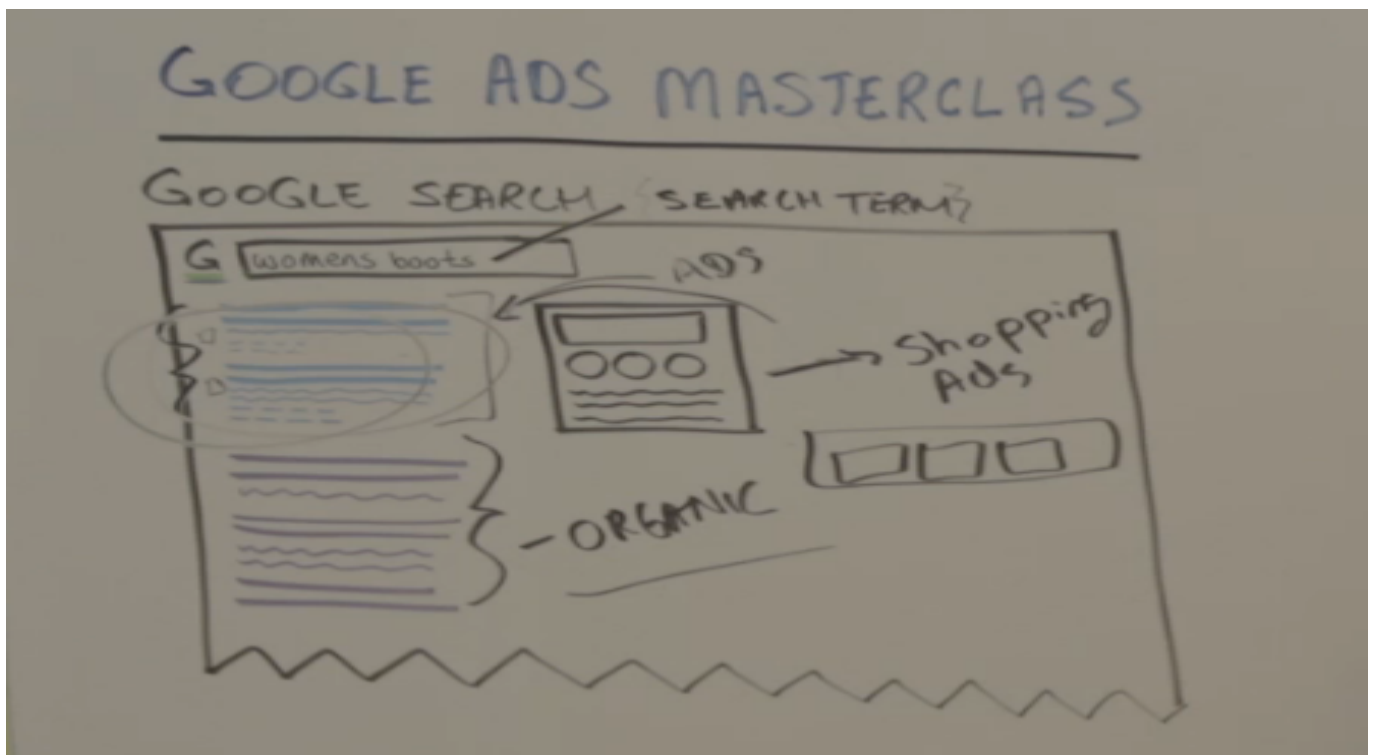


WHY GOOGLE ADS?

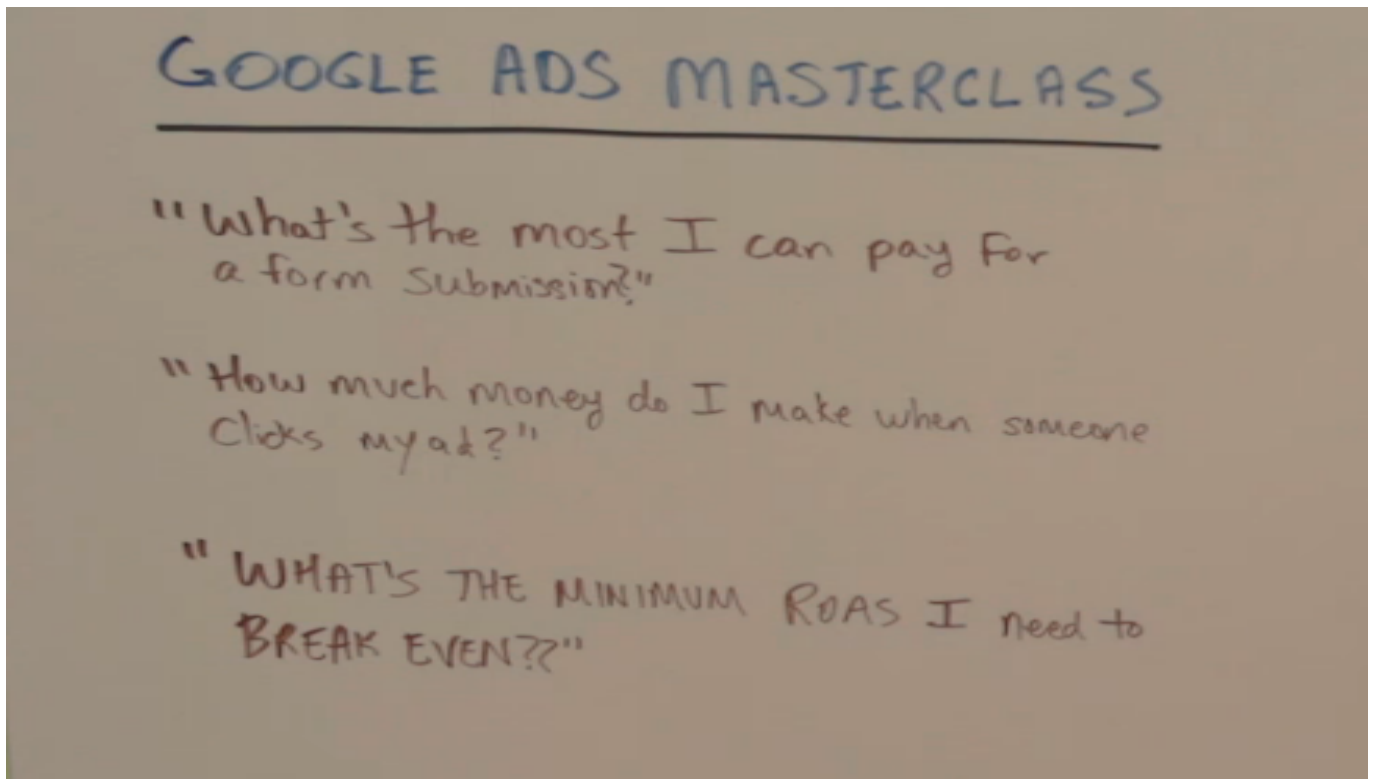
Google shows what people need exactly at the time when people looking for it - looking for solving their problem.

This is what I like most with PPC ADVERTISING - you only pay Google when your Ad is actually clicked.



Google Ads Masterclass: Google Ads Formula Calculator

You need to be able to know that you are profitable when you are running your Google Ads Campaigns. This is what Google Ads Formula Calculator created for. You need to know your metrics like **ROAS - Return on Ad Spend**.



Google Ads Formula Calculator

Determine Revenue Per Click		
Total Conv Value	Total Clicks	Rev Per Click
\$5,722.80	3479	\$1.64
Determine Break Even ROAS		
Average Profit Margin	Break Even ROAS	
40%	250.00%	
True Cost Per Conversion For Forms		
Cost / Conv AdWords	Sales Team Conv. Rate	True Cost Per Conv
\$14.00	2%	\$700.00
Break Even CPA for forms		
Avg Profit Per Conversion	Sales Team Conv Rate	Break Even Cost per Conversion
\$2,000.00	2%	\$40.00
CPC from CPM and CTR		
CTR	cost per 1000 impression:	CPC
0.05%	\$10.00	\$20.00