PPC Budget Calculator

Worksheet to Estimate Your Ad Spend

Use this worksheet to estimate a starting monthly budget for your Google Ads or social media ad campaigns, based on your business goals.

Step 1: Define Your Goal

Question	Your Answer
How many new customers/leads do you want per month?	
What is the average value of one customer/sale?	
What is your estimated conversion rate (visitors → customers)? (If unsure, use 2% as an average starting estimate)	

Step 2: Simple Formula

Required Website Visitors = Number of customers needed ÷ Conversion rate
Estimated Budget = Required Visitors × Average Cost-Per-Click (CPC) in your industry

Example: If you want 20 customers, your conversion rate is 2%, and your average CPC is Rs. 30:
Required Visitors = 20 ÷ 0.02 = 1,000 visitors
Estimated Budget = 1,000 × Rs. 30 = **Rs. 30,000/month**

Step 3: Your Calculation

Field	Value
Customers/Leads Needed	
Conversion Rate (%)	
Required Visitors (Customers ÷ Conversion Rate)	
Estimated CPC (industry average)	
Estimated Monthly Budget (Visitors × CPC)	

Note: This is a simplified estimate for planning purposes. Actual CPC and conversion rates vary by industry, platform, and competition. For an accurate, customized budget plan, talk to our team.
