

Facebook Ad Cost Calculator

How much do you need to spend on your ads to reach your goals? What is your breakeven ROAS? Are you allocating your budget wisely between Acquisition, Retargeting, and Retention campaigns?

Your monthly revenue goal	<input type="text" value="\$"/>
Your monthly profit goal	<input type="text" value="\$"/>
The average price of your product/service (AOV)	<input type="text" value="\$"/>
Average profit per purchase (not including ad spend)	<input type="text" value="\$"/>
<input type="checkbox"/> I don't know my average profit per purchase	
Breakeven ROAS	
Your average cost per 1,000 impressions (CPM)	<input type="text" value="\$"/>
Your average outbound click through rate (CTR)	<input type="text" value="%"/>
Your average cost per click (CPC)	-
Your average cost per acquisition (CPA)	<input type="text" value="\$"/>
Your average conversion rate	

Monthly Daily

MONTHLY BUDGET

To reach your revenue goal

By funnel stage

To reach your profit goal

By funnel stage

SALES AND CLICKS

Sales to reach your revenue goal

Sales to reach your profit goal

Outbound clicks to reach your revenue goal

Outbound clicks to reach your profit goal

Do you want to maximize your Facebook advertising results?

Madgicx is the world's leading ad management and optimization platform for Facebook, Instagram, and Google. Find more at [madgicx.com](https://www.madgicx.com)