Calculation model

Daily Buy: Facebook Ad	# sold per day	Daily Revenue	Monthly Revenue	Monthly Ad Spend	List Growth (estimated)
$20 per day	1	$100	$3,000	$600	18
$50 per day	1.5	$150	$4,500	$1,500	29
$100 per day	2	$200	$6,000	$3,000	58

Spend	Reach	Website clicks	Registrations	Attended	Sales
$ 100.00	15,308	276	58	20	2
		1.80%	21%	35%	12%

Right ad creative, right target audience

This is an example of how you might calculate your revenue/lead generation. It is not a promise of earnings.