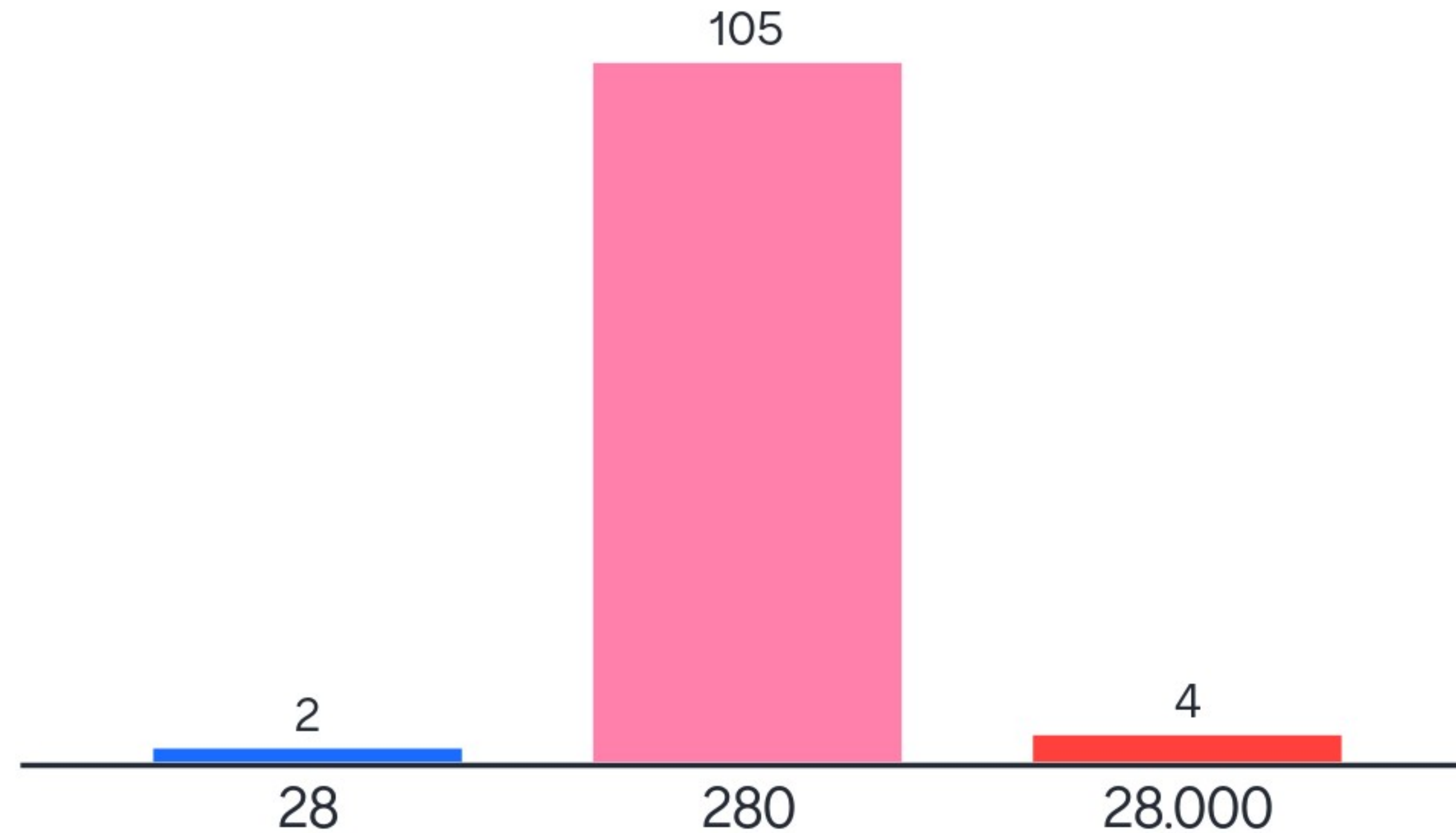


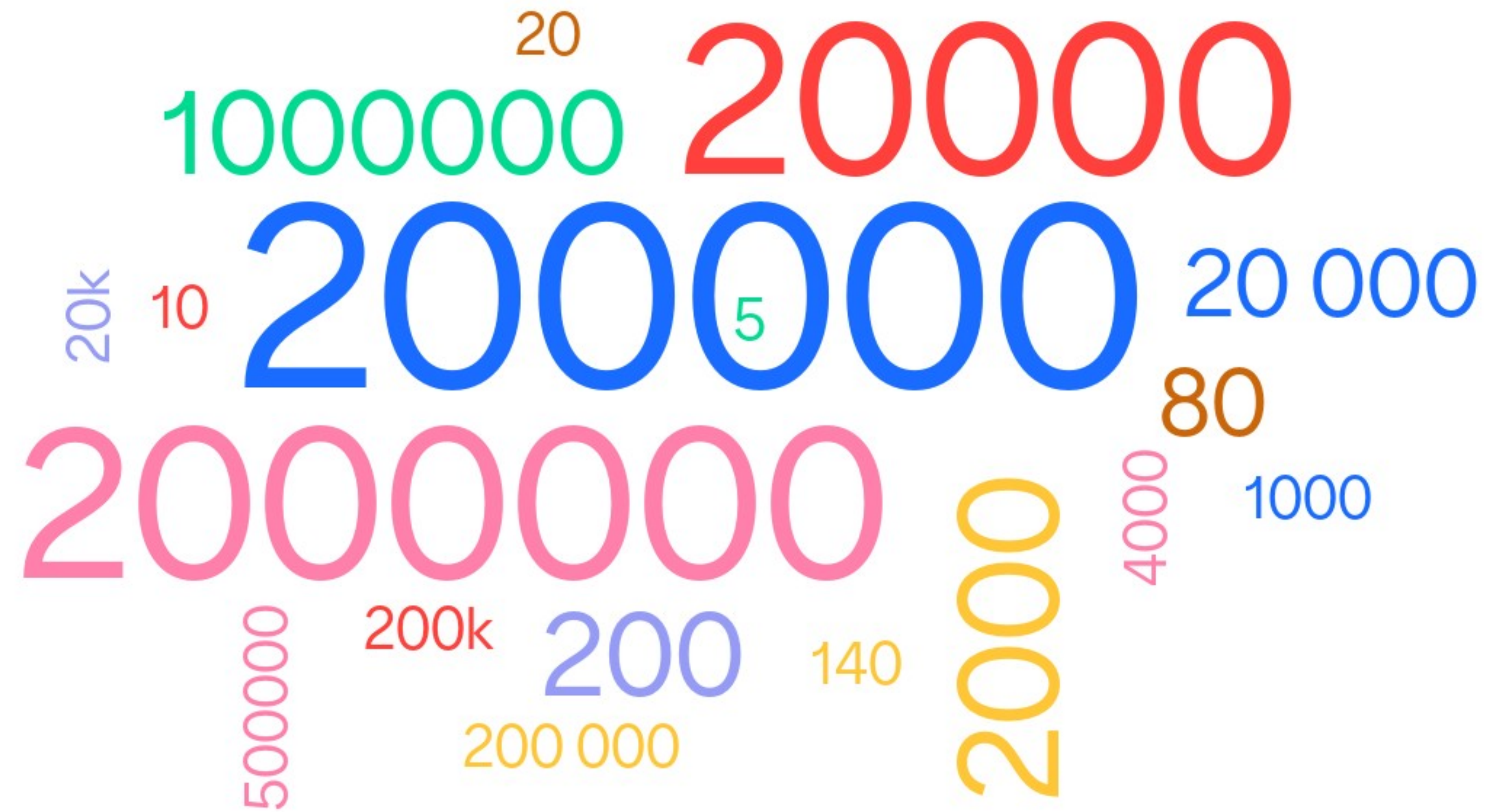
let's
practice



If I want to reach 70% of my target audience with an average frequency of 4 (in 2 weeks), how many GRP's do I need to buy?



We want to sell 200 pens online this month. If we have a Conversion Rate of 5% and a CTR of 2%, how many impressions do we need to buy?



What do we have to do?

- Divide the pens by the Conversion Rate ($200 / 5\% = 4.000$)
- Then we divide $4.000 / \text{CTR}$ ($4.000 / 2\% = 200.000$)
- We have to buy 200.000 impressions this month

If we want to buy 200.000 impressions with a CPM of 5€, how much we will spend?

1000000
 250
 5000 40 10000
 10000000
 10000 40000 100
 difficult
 100000
 1000000

What do we have to do?

- Divide 200.000 / 1.000 = 200
- Multiply 200 by CPM (200 * 5€ = 1.000€)
- We need to spend 1.000 euro

We want to sell 300 pens with a Google Ads campaign paid at 2€ CPC, and our Conversion Rate is 4%, how much will we spend?

600
250
2400
15000
150000
15
240
1500
150000
i dont remember
impossible

What do we have to do?

- Divide 300 / 4% Conversion rate = 7.500 clicks
- Multiply 7.500 by CPC = $7.500 * 2€ = 15.000€$
- We need to spend 15.000 euro

