

ROMI BENCHMARK REPORT · 2026

ROMI Benchmark Report & Calculator Template.

Industry ROMI benchmarks by channel, a step-by-step calculator walk-through, and the three data requirements that determine whether your number is real.

WITHOUT UNIFIED DATA

- ⚠ Spend siloed across 6+ platforms
- ⚠ Attribution models disagree 30–40%
- ⚠ Budget decisions on 3–5 day stale data
- ⚠ Generic benchmarks hide vertical variance



WITH IMPROVADO

- ✓ All channels in one unified schema
- ✓ Consistent attribution applied everywhere
- ✓ Real-time ROMI dashboard, refreshed daily
- ✓ Segment benchmarks: retail, CPG, healthcare

Most teams measure ROMI on broken data.

A correct formula applied to incorrect inputs still produces the wrong number — and wrong ROMI drives wrong budget decisions.

01 Spend data is siloed across 6+ platforms

Google Ads, Meta, LinkedIn, DV360, Amazon DSP — each platform reports spend in its own currency, attribution window, and de-duplication logic. Without a unified extract, your ROMI denominator is a manual estimate at best.

02 Attribution models diverge 30–40% on the same campaign

Last-click, linear, and data-driven models routinely produce ROMI readings that differ by a third or more. Teams that mix models across channels cannot compare channel ROMI in any meaningful way.

03 Spend data lags 3–5 days — budgets reallocate on stale numbers

Manual pipeline delays mean last week's ROMI is driving today's budget shift. By the time the number is "correct," the opportunity has passed or the damage is done.

04 Industry benchmarks are too broad to act on

A "200% paid search ROMI is average" benchmark means nothing without controlling for vertical, audience intent, and brand maturity. Retail paid search and healthcare paid search are different businesses.

What good looks like by channel and vertical.

Use these as a starting point — then segment by your industry and audience maturity.

CHANNEL	MEDIAN ROMI	TOP QUARTILE	REVENUE PER \$1	KEY VARIABLE
Email Marketing	3,600%	4,200%	\$36-\$42	List quality & segmentation
SEO / Organic Search	825%	1,200%	\$8.25-\$12	Domain authority & content freshness
Content Marketing	300%	600%	\$3-\$6	Measurement window (12-24 months)
Paid Search (PPC)	200%	400%	\$2-\$4	Quality Score & bid strategy
Display / Programmatic	200%	350%	\$2-\$3.50	Retargeting vs. prospecting mix
Paid Social	175%	300%	\$1.75-\$3	Audience targeting & creative refresh
Affiliate Marketing	1,400%	2,000%	\$14-\$20	Commission structure & partner quality

Sources: Nielsen Media Impact; Litmus Email ROI Report 2024 (\$36:1 median); Google Ads benchmarks 2025; DashThis channel analysis 2025.

"Good" ROMI threshold: 5:1 (\$5 per \$1 spent). Exceptional: 10:1+. Retail & CPG typically run 15-30% above median for paid search; healthcare runs 20-40% below due to compliance-driven creative restrictions.

Four inputs. One answer.

Walk through each input for a single channel, then repeat for your full portfolio.

1 Total Campaign Spend (by channel)

Pull from each platform's billing API or cost report. Include agency fees, creative production, and platform minimums — not just media spend. Inconsistency here inflates ROMI artificially.

2 Attributed Revenue (choose your model)

Last-click attributes 100% of revenue to the final touchpoint. Linear splits equally. Data-driven uses ML weighting. Pick one model and apply it consistently across all channels — mixing models makes ROMI incomparable.

3 Attribution Window

Standard windows: 7-day click / 1-day view (Meta); 30-day click (Google). Align your CRM's revenue event to the same window — otherwise you're dividing by one number and crediting a different one.

4 Measurement Period

Match your reporting period to your sales cycle. B2B with 90-day cycles should not measure ROMI weekly. Short-cycle retail can use 7 or 14 days. Longer windows = less noise.

ROMI FORMULA

$$\text{ROMI} = (\text{Attributed Revenue} - \text{Total Spend}) \div \text{Total Spend} \times 100$$

Example:

Spend: \$120,000
Revenue: \$480,000
 $(480K - 120K) \div 120K \times 100$
= 300% ROMI

△ Common mistakes that inflate ROMI

Excluding agency fees from spend · Counting view-through the same as click-through · Using platform-reported revenue instead of CRM-verified revenue · Not controlling for seasonality when comparing periods

04 · DATA REQUIREMENTS

ROMI is only as good as its inputs.

Three data requirements must be in place before your ROMI is reportable — let alone board-ready.



A — Unified Spend Data

All channel spend in one schema, same currency, same time zone, same cost classification. Without this, your ROMI denominator is a manual approximation.



B — Clean Attribution

One attribution model applied consistently to every channel. Mixed-model ROMI is mathematically invalid — channels get different credit rules, destroying cross-channel comparability.



C — Revenue Mapping

Ad events connected to CRM revenue outcomes. Platform-reported conversion values regularly diverge 20–40% from CRM-verified revenue — always use CRM as numerator source of truth.



How Improvado automates all three in 30 days

Improvado connects 1,000+ marketing data sources, normalizes spend into a unified schema, and maps ad events to CRM revenue outcomes automatically. Teams that complete the 30-day setup see their first unified ROMI dashboard in the same month — without building or maintaining a single data pipeline. Attribution model is applied at the dashboard layer, so switching from last-click to linear takes minutes, not weeks.

Self-assessment checklist

- All channel spend is in one table, refreshed daily
- One attribution model is documented and applied across all channels
- CRM revenue is joined to ad events within the same pipeline
- ROMI is calculated the same way by every analyst on the team

From spreadsheet ROMI to board-ready dashboard.

SW

SoftwareOne

Global Software & Cloud Solutions · 150+ countries

"The Improvado's tailored approach to customer support allowed us to build a strong, long-lasting relationship, and the results speak for themselves."

SoftwareOne Marketing Team

3X ROI vs. in-house build **67% cost savings** vs. custom solution

80% MarTech stack supported out-of-the-box

3X

ROI vs. building in-house

1,000+

marketing data connectors

30

days to first unified ROMI dashboard

See your ROMI in one dashboard

Book a 30-minute session to see how Improvado unifies your spend data, applies a consistent attribution model, and delivers a live ROMI dashboard.

[Book a Demo →](#)