

Media plan by channel

Enter budget, CPM and expected CTR and conversion rate per channel.

Channel	Budget (\$)	CPM (\$)	Impressions	CTR %	Clicks	Conv. rate %	Conversions	CPA (\$)
Display	1500	6	250,000	0.72	1800	3	54	27.78
Social	2000	9	222,222	1.1	2444	2.5	61	32.79
Newsletter	900	7.5	120,000	1.5	1800	4	72	12.5
Total	4400		592,222		6044		187	

