

Creator Partnership Cost and ROI Calculator

Influencer Marketing Expense & Performance Template

CAMPAIGN NAME

LAUNCH DATE

ALLOCATED BUDGET

Creator Details & Fixed Costs

Creator Name	Platform	Followers	Flat Fee	Product / Gifting Cost	Agency/Production Fee

Performance Metrics & Revenue

Creator Name	Reach / Impressions	Engagements	Clicks	Conversions	Revenue Generated

Financial Overview

Total Investment

Total Revenue

Net Return

Efficiency Metrics

Cost Per Mille (CPM)

Cost Per Engagement (CPE)

Cost Per Click (CPC)

Campaign ROI

Conversion Rate

ROAS

ROI %

Export / Print

Calculate