



HEY!

THANK YOU FOR
DOWNLOADING OUR
GUIDE ON ROAS!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

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ROAS vs. ROI

ROAS (Return on Advertising Spend)

Measures the specific revenue generated
by advertising spending.

- › Indicator of the direct effectiveness of an advertising campaign
- › Focuses on evaluating the effectiveness of advertising expenditures

➤ **Task:**
Evaluate the effectiveness of
advertising expenditures

ROI (Return on Investment)

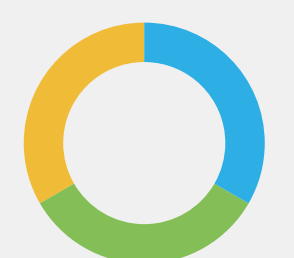
Consider the ratio of net income to the
total amount invested

- › Takes into account all costs and investments associated with a marketing campaign
- › Measures total profit relative to all resources used

➤ **Task:**
Measure of the overall success of
an investment



<https://www.dreikon.de/en/news/glossary/roas/>



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