

PV-ROI

Return On Investment ©

Technically, ROI represents the amount, expressed as a percentage, which is earned on a business entity's total capital, calculated by dividing the total capital into earnings before interest, taxes, or dividends are paid.

In the AMP table it represents annualized net profit divided by annualized cost of sale (PPC advertising costs) since total capital invested in a business is unique to that business and cannot be individually accounted for in the table. Never the less it is a useful way of thinking about your revenues in relation to your expenses and evaluating your annual results.