

Try this thought leadership ROI calculator

	Values from our survey
(A1) Direct client spend attributed to TL	.3% of client revenue
(A2) Indirect client spend attributed to TL	.08% of client revenue
(A3) Influenced spend that is realizable	5% of influenced spend
A - A1 + (A2 x A3) Total client spend from TL	1.8% of revenue
D - Your mindshare within client organizations(%)	10%
E - Your profit margin (%)	10%
B - Number of clients	200
C - Average reach (%)	30%
Your annual TL budget (\$ millions)	25

ROI Calculator Example

	Values from our survey	
Total spend by one client as a result of thought leadership consumption (A)	\$107	Million
Revenue realized from one client by TL producing organization (A x D)	\$10.7	Million
Profits realized from a single client by TL producing organization (A x D) x E	\$1.07	Million
Total annual returns for a thought leadership producing business (A x D) x E x (B x C)	\$64	Million

$$\text{ROI} = \frac{\text{(return minus TL budget divided by budget)}}{\text{budget}} = 156\%$$