

# **Bonus 4 - Affiliate Dashboard KPI Calculator**

## **Know EXACTLY Which Campaigns Make Money**

**The Ultimate Affiliate Tracking & Profit Optimization Spreadsheet Blueprint**

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## **Introduction**

### **Why Most Affiliates Never Scale Profitably**

Most affiliate marketers track:

- Clicks
- Views
- Traffic

But they fail to track:

- Revenue efficiency
- Profit margins
- Lead value
- Break-even metrics
- Traffic quality
- ROI by source

That's dangerous.

Because:

- High traffic does NOT equal high profit
- More clicks do NOT guarantee better campaigns
- Cheap traffic can lose money faster
- “Winning” campaigns can secretly bleed ad spend

Professional marketers use KPI dashboards to make decisions based on:

- Revenue
- Conversion efficiency
- Traffic profitability
- Scaling potential

This bonus gives you:

- A complete KPI dashboard framework
- Tracking templates
- Spreadsheet structures
- Metric explanations
- Optimization examples
- Scaling formulas

Use this system to:

- ✓ Identify profitable campaigns
  - ✓ Kill losing traffic quickly
  - ✓ Scale winning funnels confidently
  - ✓ Understand your numbers instantly
  - ✓ Optimize revenue scientifically
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## SECTION 1

### The Core Dashboard Structure

Your KPI Dashboard should contain 7 sections:

<b>Dashboard Area</b>	<b>Purpose</b>
Traffic Tracking	Monitor clicks & visitors
Revenue Tracking	Track sales & commissions
Conversion Metrics	Measure efficiency
Traffic Source Analysis	Compare platforms
Device Analysis	Desktop vs. mobile
ROI Analysis	Profitability
Scaling Metrics	Determine expansion potential

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## SECTION 2

### KPI #1 — Earnings Per Click (EPC)

#### What EPC Means

EPC tells you:

“How much money is each click worth?”

This is one of the MOST important affiliate metrics.

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## Formula

$$\text{EPC} = \text{Total Revenue} \div \text{Total Clicks}$$

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## Example

**Revenue Clicks**

\$500    250

Calculation:

$500 \div 250 = \$2 \text{ EPC}$

Meaning:

Every visitor is worth \$2.

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## Why EPC Matters

If:

- Your traffic costs LESS than EPC  
→ you profit

If:

- Traffic costs MORE than EPC  
→ you lose money
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## Spreadsheet Template

Campaign	Clicks	Revenue	EPC
FB Campaign #1	500	\$1,250	\$2.50
YouTube Review	300	\$900	\$3.00
Email Promo	120	\$720	\$6.00

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# Optimization Goal

Increase EPC by:

- Improving landing pages
  - Better traffic targeting
  - Better offers
  - Stronger CTAs
  - Better email timing
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## SECTION 3

### KPI #2 — Return On Investment (ROI)

#### What ROI Means

ROI tells you:

“How profitable is this campaign?”

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#### Formula

$ROI = ((Revenue - Cost) \div Cost) \times 100$

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#### Example

**Revenue**   **Ad Spend**

\$1,500   \$500

Calculation:

$((1500 - 500) \div 500) \times 100 = 200\%$

Meaning:

You tripled your money.

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# ROI Dashboard Template

Campaign	Revenue	Cost	Profit	ROI
FB Ads	\$1,500	\$500	\$1,000	200%
TikTok Ads	\$800	\$700	\$100	14%
Solo Ads	\$400	\$600	-\$200	-33%

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## Recommended ROI Benchmarks

ROI	Meaning
Negative	Losing campaign
0–30%	Weak
30–100%	Profitable
100%+	Scale aggressively

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## SECTION 4

### KPI #3 — Revenue Per Click (RPC)

#### RPC vs EPC

Many affiliates use these interchangeably.

But RPC often focuses on:

Revenue generated PER visitor action.

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#### Formula

$RPC = \text{Revenue} \div \text{Unique Clicks}$

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#### Example

Revenue    Unique Clicks

\$2,000    800

Calculation:

2000 ÷ 800 = \$2.50

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## Why RPC Matters

RPC helps identify:

- Traffic quality
- Funnel effectiveness
- Buyer intent

High RPC = strong funnel.

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## RPC Dashboard Template

Traffic Source	Unique Clicks	Revenue	RPC
Facebook	1,000	\$1,800	\$1.80
YouTube	400	\$1,600	\$4.00
Email	200	\$1,400	\$7.00

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## Key Insight

Less traffic can generate MORE profit.

Quality > quantity.

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## SECTION 5

### KPI #4 — Lead Value

#### What Lead Value Means

Lead value tells you:

“How much is each lead worth financially?”

This helps determine:

- Maximum ad spend
- Funnel quality

- Scaling potential
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## Formula

Lead Value = Revenue ÷ Total Leads

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## Example

**Revenue**   **Leads**

\$3,000   600

Calculation:

$3000 \div 600 = \$5$

Each lead is worth:

\$5.

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## Lead Value Dashboard

Funnel	Leads	Revenue	Lead Value
Webinar Funnel	400	\$2,800	\$7
Ebook Funnel	700	\$2,100	\$3
Quiz Funnel	200	\$1,600	\$8

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## Why This Is Powerful

If your lead value is:

\$7

You can safely spend:

LESS than \$7 per lead profitably.

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# SECTION 6

## KPI #5 — Conversion Rate

### What Conversion Rate Means

This measures:

“How many visitors become buyers?”

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### Formula

$\text{Conversion Rate} = (\text{Sales} \div \text{Clicks}) \times 100$

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### Example

**Sales Clicks**

25 500

Calculation:

$(25 \div 500) \times 100 = 5\%$

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### Conversion Dashboard

Campaign	Clicks	Sales	Conversion Rate
Presell Funnel A	800	40	5%
Presell Funnel B	600	18	3%
Direct Link Funnel	1,200	24	2%

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### Optimization Ideas

Improve conversion rate by testing:

- Headlines
- CTA buttons
- Offer positioning

- Page speed
  - Device layouts
  - Bonuses
  - Scarcity
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## SECTION 7

### KPI #6 — Profit By Traffic Source

#### Why Traffic Segmentation Matters

Not all traffic behaves equally.

Some traffic:

- Clicks a lot
- Buys very little

Other traffic:

- Clicks less
  - Converts heavily
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#### Traffic Source Dashboard

Source	Clicks	Revenue	Cost	Profit
Facebook	2,000	\$4,500	\$2,000	\$2,500
YouTube	600	\$3,000	\$300	\$2,700
TikTok	3,000	\$2,800	\$2,400	\$400
Email	400	\$3,500	\$50	\$3,450

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#### Strategic Insight

Highest traffic source  $\neq$  highest profit source.

This dashboard reveals:

- where to scale
- where to cut spending

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# SECTION 8

## KPI #7 — Break-Even CPC

### What Break-Even CPC Means

This tells you:

“How much can I afford to pay per click without losing money?”

CRITICAL for paid ads.

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### Formula

Break-Even CPC = EPC

Or:

Revenue ÷ Clicks

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### Example

If EPC = \$2.20

Then:

- paying \$1.50/click = profit
  - paying \$2.50/click = loss
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### CPC Dashboard

Campaign	EPC	Max CPC
FB Campaign #1	\$2.40	\$2.40
Native Ads	\$1.10	\$1.10
TikTok Funnel	\$0.80	\$0.80

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# Advanced Strategy

Aim to buy clicks BELOW:  
70% of EPC

Example:

**EPC Ideal CPC**

\$2 \$1.40

\$5 \$3.50

This creates:  
healthy margins.

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## SECTION 9

### Master Dashboard Layout Template

Here's the ideal spreadsheet structure.

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#### TAB 1 — Campaign Overview

Campaign Revenue Cost Profit ROI

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#### TAB 2 — Traffic Source Analysis

| Source | Clicks | Leads | Sales | EPC | ROI |

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#### TAB 3 — Funnel Performance

| Funnel | Conversion Rate | RPC | Lead Value |

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#### TAB 4 — Device Breakdown

| Device | Clicks | Sales | Conversion Rate |

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# TAB 5 — Country Analysis

| Country | Clicks | Revenue | ROI |

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# TAB 6 — Scaling Opportunities

| Campaign | Current ROI | Scaling Potential | Notes |

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## SECTION 10

### Daily Optimization Routine

Professional marketers check KPIs DAILY.

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#### Every Morning

Review:

- ✓ Revenue
  - ✓ ROI
  - ✓ EPC
  - ✓ Winning traffic
  - ✓ Losing campaigns
  - ✓ Conversion spikes
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#### Every 3 Days

Analyze:

- ✓ Device performance
  - ✓ Country performance
  - ✓ Email timing
  - ✓ Funnel performance
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#### Weekly

Optimize:

- ✓ Kill losing campaigns
  - ✓ Increase winning traffic
  - ✓ Launch new split tests
  - ✓ Improve weak conversion pages
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## SECTION 11

### KPI Warning Signs

Watch for these immediately.

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#### Warning #1 — High Clicks + Low Revenue

Usually means:

- weak targeting
  - low buyer intent
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#### Warning #2 — Good CTR + Poor Conversion Rate

Usually means:

- misleading copy
  - weak landing page
  - poor offer match
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#### Warning #3 — Rising CPC + Falling EPC

Danger sign.

Profit margins shrinking.

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# Warning #4 — Mobile Clicks But No Mobile Sales

Usually:

- poor mobile page design
  - slow loading
  - weak mobile UX
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## SECTION 12

### Scaling Strategy Framework

Once campaigns become profitable:

DO NOT randomly scale.

Use KPIs.

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### Scale ONLY When

KPI	Target
Positive ROI	YES
Stable EPC	YES
Strong Conversion Rate	YES
Consistent Lead Value	YES

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### Example Scaling Formula

If:

- EPC = \$4
- CPC = \$1.50

Then:

You can safely increase traffic volume.

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# Final Thoughts

## Data Is What Separates Amateurs From Professionals

Amateurs:

- guess
- hope
- react emotionally

Professionals:

- measure
- optimize
- scale scientifically

Your dashboard becomes:

- a profit map
- a decision engine
- a scaling system

The goal is not just:  
“getting clicks.”

The goal is:  
understanding WHICH clicks produce profit.

That’s how campaigns become predictable.

And predictable campaigns become scalable businesses.