

## **Etsy Ads Budget Cheat Sheet**

Conversion rate is the **number of sales divided by the number of visits, times 100** to get the percentage. This can be from the individual listing or for your entire shop.

Number of ad clicks to make one sale is **100 divided by the conversion rate**. For example, if your conversion rate is 4%, you would need 25 ad clicks to get one sale (100 divided by 4).

Average cost per click for ads is the **amount you spent on ads divided by the number of clicks** they got.

**Cost per click (CPC) times the number of clicks for one sale equals the average cost of the ads it takes to get one sale from ads.**

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Using either data from your ads, or from your shop, figure out how much it will cost you on average to make one sale. Decide whether that cost will take up too much of your profits, and whether it makes sense as far as the time to make your items goes.

Etsy ads don't work for every shop! They tend to work better for shops that have higher-priced items and larger profit margins. If you're losing money when you run ads, **TURN THEM OFF!!!**

You can also turn ads off at different times of the day. I tend to turn mine off at night, then turn them on again in the morning.

[To see my class on Etsy ads, click here: Advertising on Etsy](#)