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Ad Revenue Calculator

Estimate monthly and yearly ad earnings using impressions & CPM.

Calculator

Enter your site's traffic and ad settings. Results update live as you type.

Monthly visitors

100000

Total unique visitors per month (e.g., 100000)

Pageviews per visitor

3

Average pages each visitor views. Decimal allowed.

Ads per page

2

Number of ad slots shown per page.

Average CPM (USD)

5.00

Cost per 1,000 impressions in USD (e.g., 5.00).

Total monthly impressions

600,000

Impressions = visitors × pageviews × ads

Monthly ad revenue (USD)

\$3,000

Yearly: \$36,000

Toggle Yearly View

Export CSV

Copy Embed Code

Reset

How this works

Ad revenue = (Total impressions × CPM) / 1000. Where *Total impressions* = visitors × pageviews per visitor × ads per page. Use this to estimate programmatic ad earnings; CPM varies by geography, niche and ad format.

Share & Embed

Copy an embed snippet to place this calculator on your site, or share results.

```
<iframe src="https://  
example.com/ad-revenue-
```

Copy

Share on Twitter

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Example calculation

Visitors: 100,000 • Pageviews: 3 • Ads: 2 • CPM: \$5 →
Monthly: \$3,000

Ad Revenue Calculator: Estimate Your Online Earnings with Accuracy

If you're running a website, blog, YouTube channel, or app, one of the most common questions is: **"How much ad revenue can I actually make?"** This is where an [Ad Revenue Calculator](#) becomes a powerful tool. Instead of guessing, you can estimate your potential earnings based on key factors like traffic, CPM, and CTR.

In this post, we'll break down how ad revenue calculators work, why they matter, and how you can use them to maximize your online income.

What Is an Ad Revenue Calculator?

An **Ad Revenue Calculator** is a simple tool that helps publishers, bloggers, and content creators estimate how much they can earn from online ads. Whether you're monetizing with **Google AdSense, Media.net, Ezoic, or other ad networks**, these calculators give you a quick way to understand your earning potential.

By entering a few details—like **monthly visitors, ad impressions, click-through rate (CTR), and cost-per-thousand impressions (CPM)**—you'll get an estimated revenue figure.

How Does an Ad Revenue Calculator Work?

Most calculators use a standard formula based on online advertising metrics. Here are the key components:

- **Traffic (Page Views or Sessions)** – The number of people visiting your site.
- **CTR (Click-Through Rate)** – The percentage of users who click on ads.
- **CPC (Cost Per Click)** – How much advertisers pay per click.
- **CPM (Cost Per Thousand Impressions)** – Earnings based on ad views per 1,000 impressions.
- **Fill Rate & Ad Placement** – How many ads actually get displayed and where they are positioned.

Formula Example:

If your site gets 50,000 page views per month, with a \$5 CPM, your estimated revenue = $50,000 \div 1,000 \times \$5 = \text{\$250 per month}$.

Why Should You Use an Ad Revenue Calculator?

Using a calculator isn't just about curiosity—it's about **strategy**. Here's why it matters:

1. **Revenue Forecasting** – Helps you plan your budget and growth.
2. **Goal Setting** – See how much traffic you need to hit a certain income level.

3. **Ad Strategy Optimization** – Test how changes in CPM, CTR, or ad placement could affect earnings.
4. **Comparisons Across Platforms** – Estimate revenue differences between AdSense, YouTube ads, or affiliate ads.

Factors That Influence Ad Revenue

While calculators give estimates, your actual earnings depend on several factors:

- **Niche & Industry** – Finance and tech sites usually earn higher CPMs than lifestyle blogs.
- **Geographic Audience** – Advertisers pay more for audiences in the US, UK, and Canada compared to other regions.
- **Ad Formats** – Display banners, video ads, and native ads perform differently.
- **Website Speed & User Experience** – Poor UX can lower engagement and reduce clicks.

Top Free Ad Revenue Calculators

If you're ready to test your numbers, here are some trusted free tools:

- [Google AdSense Revenue Calculator](#) – Basic but reliable.
- **Ezoic Earnings Calculator** – Compares AdSense vs. Ezoic performance.
- [YouTube Ad Revenue Calculators](#) – Focused on video creators.
- [Custom CPM Calculators](#) – Many publishers create spreadsheets for more control.

Final Thoughts

An **Ad Revenue Calculator** won't give you exact earnings, but it's a smart way to **set realistic expectations, plan content strategies, and optimize monetization**. The real power comes when you use these insights to grow your traffic, improve user experience, and experiment with different ad networks.

So, if you're serious about turning your website or channel into a revenue stream, start by plugging your numbers into an ad revenue calculator—you might be surprised at the potential!