

COMMUNITY RETURN ON INVESTMENT MODEL CALCULATION GUIDE



To calculate your Community ROI using our model you need these five data points.

We recommend writing your data in the box to the right of the title for easy reference.



Last month's engagement rates

(% of total members who have logged in in the last 30 days)

You should be able to find this number in the analytics/reporting section of the backend of your community platform. If you don't have access to this number you can ask the community operations team or IT administrator for your community program.

Average monthly answers

(# of answers provided in your community each month)

Many platforms report the volume of answers, but make sure you understand the data; some platforms report only "accepted" answers vs. all answers. You could also identify the number of answers in a day or week and then extrapolate what a month of activity would be.

Average monthly searches

(# of searches made in your community each month)

Number of searches is a common analytic measure in most community platforms. If you do not have this number available you could also identify the number of answers in a day or week and then extrapolate what a month of activity would be.

Percent of searches that result in a click-through

Look for the click-through rate of search results in your community platform. If you cannot find their data point, start with an educated guess based on your intuition (in newer communities, successful search rates will be lower because there is less content). If you're stuck use 20% as a starting point.

Monthly community budget

If you have a discrete budget, this will be easy to identify, just divide your annual community budget by 12. If you do not have a discrete community budget then you can calculate a rough budget by gathering the major elements of your costs, including: platform costs, talent salaries, programming, events, and content, consulting and professional development and training