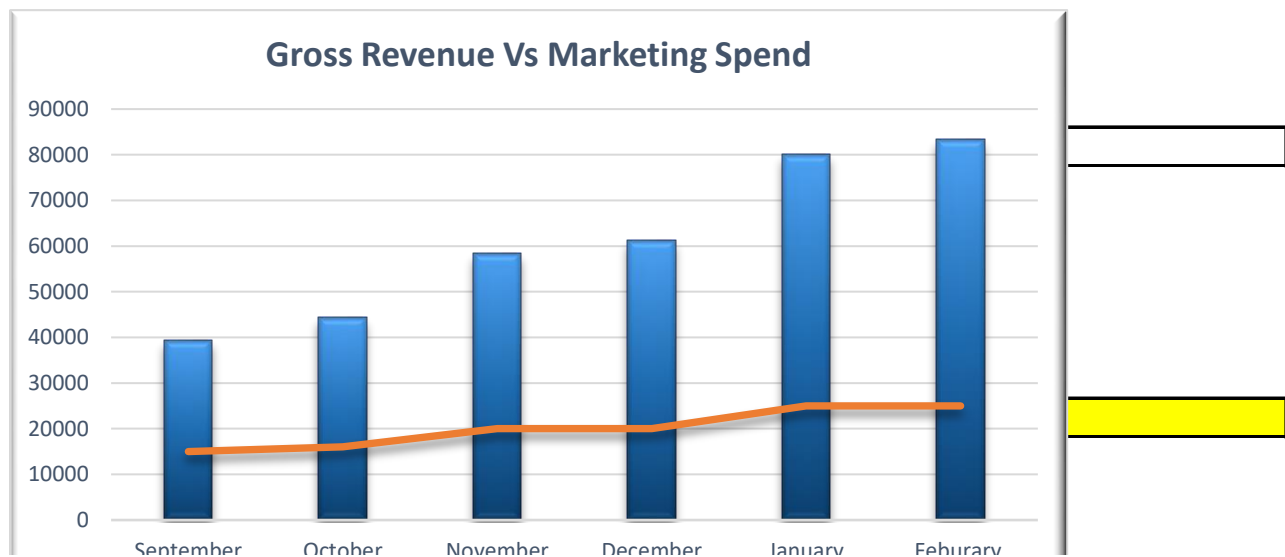


Projections

Performance	September '16	October '16	November '16	December '16
Budget	\$15,000	\$16,000	\$20,000	\$20,000
CPC	\$6.00	\$5.90	\$5.80	\$5.70
Clicks	2,500	2,712	3,448	3,509
Conv. Rate	9%	9%	10%	10%
Conversions	225	254	334	350
CPA	\$67	\$63	\$60	\$57
Revenue, Gross	\$ 39,375.00	\$ 44,450.00	\$ 58,450.00	\$ 61,250.00
Net Revnue	\$ 21,656.25	\$ 24,447.50	\$ 32,147.50	\$ 33,687.50
Gross ROI	2.63	2.78	2.92	3.06
Net ROI	1.44	1.53	1.61	1.68

Retargeting Google Display Ads

Our Projection	September '16	October '16	November '16	December '16
Budget	\$1,000	\$1,000	\$1,000	\$1,000
CPC	\$2.00	\$2.00	\$2.00	\$2.00
Clicks	500	500	500	500
Conv. Rate	2.00%	2.10%	2.20%	2.30%
Conversions	10	11	11	12
CPConversion	\$100	\$95	\$91	\$87
Month	January '16	February '16	March '16	April '16
Budget	\$9,323	\$9,964	\$9,877	\$9,715
CPC	\$4.15	\$4.22	\$4.03	\$4.23
Clicks	2246	2,361	2,249	2,294
Conv. Rate	8%	8%	8%	8%
Conversions	186	196	189	190
CPA	\$50	\$51	\$52	\$51
Gross Revenue	\$ 65,100.00	\$ 68,600.00	\$ 66,150.00	\$ 66,500.00



September

October

November

December

January

February

■ Cost Per Conversion ■ Spend



January '17	February '17
\$25,000	\$25,000
\$5.60	\$5.50
4,464	4,545
10%	11%
458	477
\$55	\$52
\$ 80,150.00	\$ 83,475.00
\$ 44,082.50	\$ 45,911.25
3.21	3.34
1.76	1.84



January '17	February '17
\$1,000	\$1,000
\$2.00	\$2.00
500	500
2.40%	2.50%
12	13
\$83	\$80
May '16	June '16
\$10,694	\$10,727
\$4.39	\$4.40
2,434	2,437
7%	7%
182	175
\$59	\$61
\$ 63,700.00	\$ 61,250.00

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