## We run ads in various social media and other websites, etc. on a pay-per-click (PPC) basis.

We pay a certain price per click with a capped daily budget — We expect that our daily budget will be fulfilled with clicks.

We anticipate a certain conversion rate per click and that customers / subscribers will continue for an average of a certain number of months.

Our campaign plans to keep the ad running for a number of months.

## **Social Media Ad Estimator**

								Average		Cus	stomer			Subscription							
Social	Product Average		Daily		Cost /	Total	Conversion	Expected Acquisition				Expected	Repeat	Months to	Total		Total		Gross		
Media	Price	Cost / C	ick	Budget		Month	Clicks	Rate	Unit Sales	Cos	t (CAC)	R	Revenue / Mo	Revenue Mo	Repeat Ad	Revenue	Ad	Spend		Profit	ROI
Facebook	\$ 37.00	\$ 2.	00	\$ 50	\$	1,500	750	0.50%	4	\$	375	\$	148	1	4 \$	592	\$	6,000	\$	(5,408)	-90%
Linked In	\$ 49.00	\$ 2.	50	\$ 50	\$	1,500	600	1.00%	6	\$	250	\$	294	6	6 \$	10,584	\$	9,000	\$	1,584	18%
XXX	\$ 97.00	\$ 2.	10	\$ 50	\$	1,500	714	2.00%	14	\$	107	\$	1,358	9	6 \$	73,332	\$	9,000	\$	64,332	715%
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