

Plan & analyze the effectiveness of Internet Banner Advertising

Reinvest in keywords / key phrases with highest "click-through"

Sort by Profit per Month

Contact the website owner or search engine ad sales representative for an accurate quote of impressions and cost per impression.

Web Banner Advertising

Assumptions

Average Website Conversion Rate 2.000%

Search Engine / Website	Key Word(s)	Product Promoted	Average Order	Impressions per Month	Minimum Period (Months)	Total Impressions	Click Through Rate	Total Clicks	Cost / Click	Total Revenue	Total Banner Investment	Gross Profit	Total ROI	Cost / per Month	Profit per Month
Google	boat	oars	\$ 149.00	20,000	6	120,000	0.50%	600	\$ 2.50	\$ 1,788	\$ 1,500	\$ 288	19%	\$ 250	\$ 48
Bing	OSHA	safety plan	\$ 199.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 2,388	\$ 1,800	\$ 588	33%	\$ 300	\$ 98
Business.com			\$ 99.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 1,188	\$ 1,800	\$ (612)	-34%	\$ 300	\$ (102)
Inc.	fishing	fishing pole	\$ 249.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 2,988	\$ 1,800	\$ 1,188	66%	\$ 300	\$ 198
Busines Insider			\$ 8.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 96	\$ 1,800	\$ (1,704)	-95%	\$ 300	\$ (284)
Yahoo!			\$ 150.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 1,800	\$ 1,800	\$ -	0%	\$ 300	\$ -
About.com															
Total				120,000	6	720,000	0.50%	3,600	2.92	\$ 10,248	\$ 10,500	\$ (252)	-2%	1,750	\$ (42)

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