



- Campaign Performance Breakdown
- How we can 'tune' the results
- 12 Month Plan Options

Business Type: Subscription Model, average weekly value per client \$35, average client relationship spans several years

Campaign Breakdown

- Now that we have run a sizable campaign and received our results, we can calculate key metrics and make projections for future campaigns.

Campaign	Total Clicks	Total Impressions	Total Cost	Average CPC			
Search 1	107	9,493	988	9.23			
Search 2	51	3810	525.59	10.31			
Display 1	38	15,937	52.06	1.37			
Total:	196	29240	1565.65				
				Total Leads	Cost Per Lead	Total Customers Acquired	Cost Per Acquisition
				3	\$521.88	3	\$521.88

We can confidently state that for every \$521.88 we spend on adwords we should receive 1 new property management client.

Ways we can 'tune' this

There are two main ways we can get our CPA lower (cost per acquisition), one is optimizing our website and advertising funnel, and one is optimizing our Google Quality Score (this is an algorithm google uses to decide on how prevalent our ads are displayed, and how much each click costs).

Conversion Rate Optimising

- Fast loading site
- Split-test different content formats
- Create specific 'lead-magnets' (similar to the investment case study)
- Create special offers
- Adding social proof

Quality Score Optimising

- Alter our targeting methods to better match key demographics (age, gender, region, keywords)
- Reduce our bounce rates
- Increase our CTR (click through rate)

All optimizing comes from studying and analyzing previous results. We have now gathered some very powerful results from the initial campaign that will help us to make further campaigns more cost effective

Alterations for future campaigns

Each alteration is drawn from observing the traffic from the previous campaign.

Targeting Alterations

- Example 1
- Example 2

Website Alterations

- Example 1
- Example 2

Notes on Calculations Presented in Coming Slides

- These calculations do not cover other costs associated with service delivery, this can be drawn up and included upon request, though I will need greater access to your books in order to be able to incorporate this.
- Projections are also based upon the assumption that service delivery for the client is ongoing, and that we do not lose them from our books

Options For Future Campaigns and Budgets

We have the following options available:

- **Spend Freeze**: Cease running Adwords all together.
- **Slow Growth**: Run Adwords at a small budget
- **Medium Growth**: Run Adwords with a medium budget
- **Fast Growth**: Run Adwords with a larger budget
- **Monitored Growth**: Change the ad budget reflexively according to business needs

Option 1: Spend Freeze from here on

	Spend	Receive	ROI	Weekly Cash Flow Effect	12 month Received	12 month advertising Spent	customers gained over 12 months
	1565.65	0	-1565.65		5460	1565.65	3
week 1		105	-1460.65	105	24 month received		
week 2		105	-1355.65	105	10920	Break Even	15th week

Break Even Point

By week 15 the additional cash flow generated from the initial set of ads has been earned back.

Cash Flow

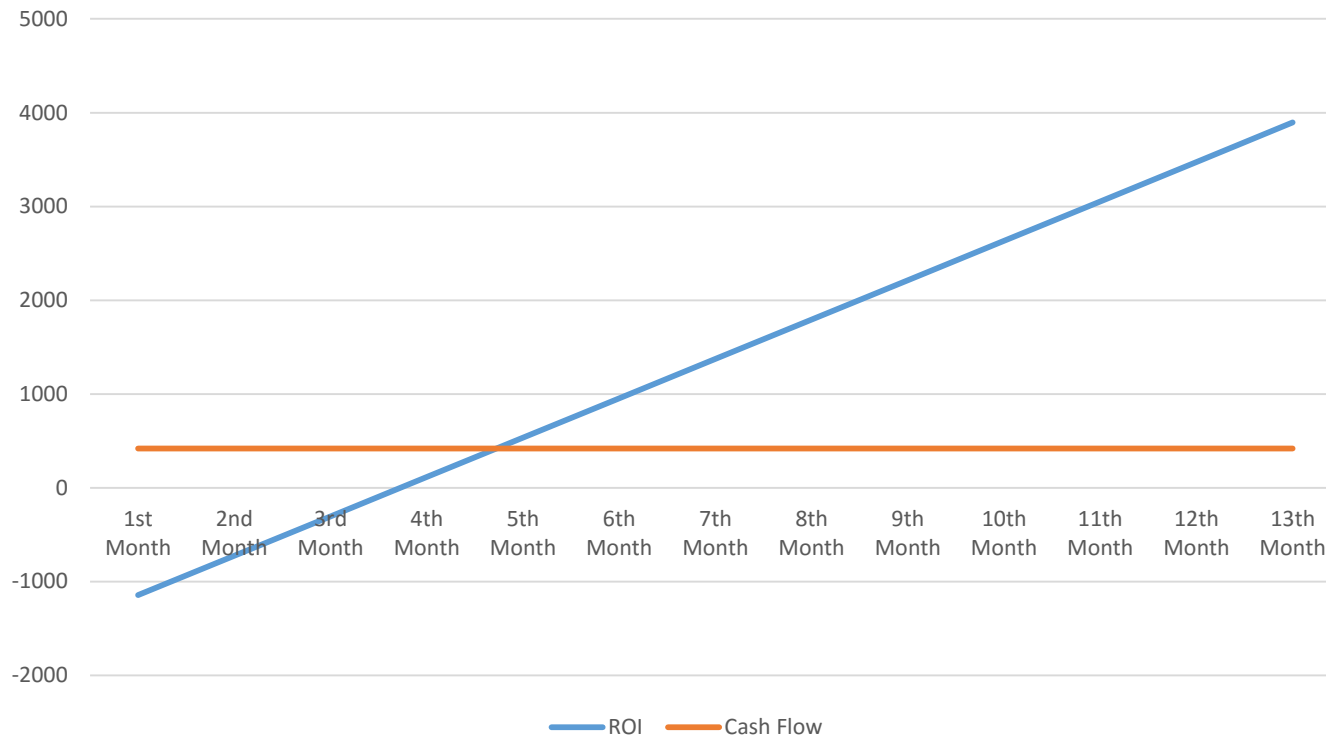
Within this strategy there is a +\$105 cashflow every week, from week 1 onwards

ROI

The First year's ROI is \$3.48 returned on every \$1 spent on advertising

Option 1: Spend Freeze

First Year's ROI & Cashflow



3 new customer's gained over first 12 months

Option 2: Slow Growth Model

	Spend	Receive	ROI	Weekly Cash Flow Effect	12 month Received	12 month advertising Spent	customers gained over 12 months
	1565.65	0	-1565.65		9310	4279.01	7
week 1	52.18	105	-1512.83	52.82	24 month received	24 month spend	POTV = week 22
week 2	52.18	105	-1460.01	52.82	28070	5426.72	
week 3	52.18	105	-1407.19	52.82	36 month received	36 month spend	
week 4	52.18	105	-1354.37	52.82	56280	9705.73	
week 5	52.18	105	-1301.55	52.82	48 month received	48 month spend	
week 6	52.18	105	-1248.73	52.82	93940	12419.09	
week 7	52.18	105	-1195.91	52.82	60 month received	60 month spend	
week 8	52.18	105	-1143.09	52.82	141050	15132.45	

Break Even Point/ Point of Terminal Velocity

By week 22 the total adspend is all earned back, and the weekly costs of running ads are less than the additional cash flow from all previous ads

Cash Flow

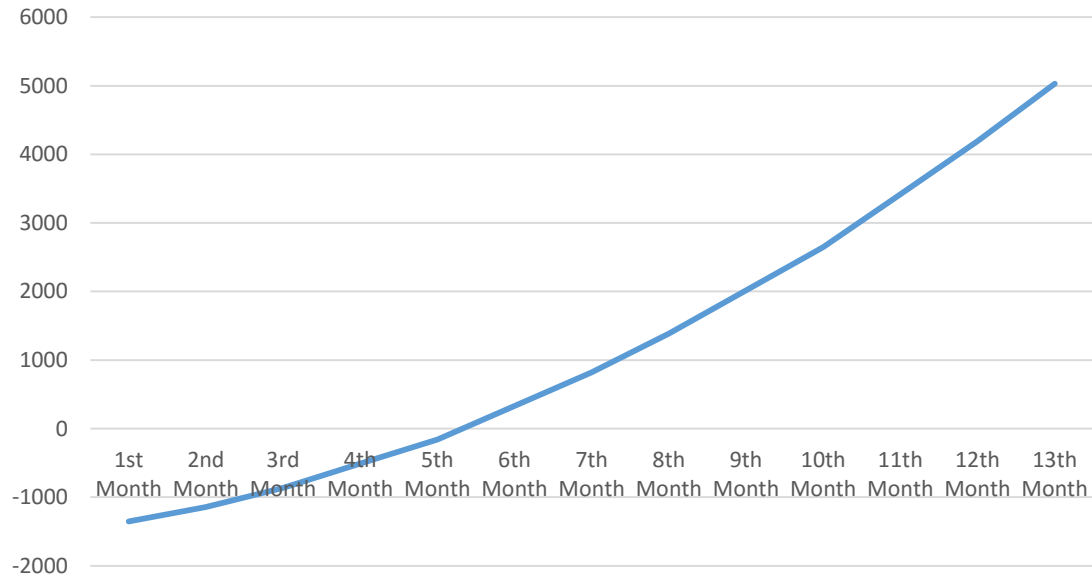
Within this strategy we begin with a smaller cashflow, but as the client base increases the cash flow each week increases also. See chart on next page

ROI

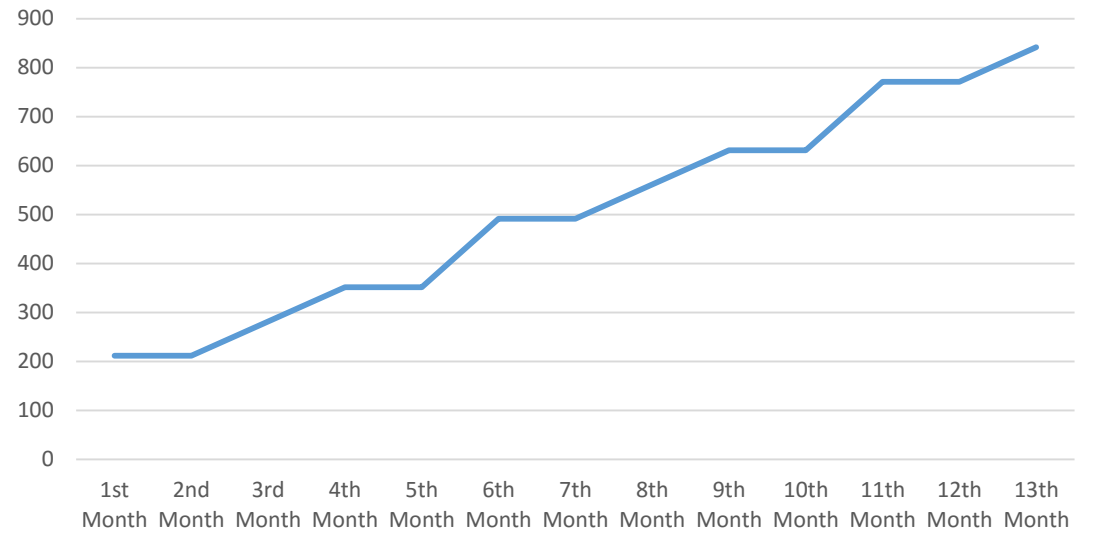
The First year's ROI is \$2.17 returned on every \$1 spent on advertising, this increases year after year however.

Option 2: Slow Growth

First Year ROI



First Year Cash Flow Growth



Customers gained over first 12 months: 7

Option 3: Medium Growth

	Spend	Receive	ROI	Weekly Cash Flow Effect	12 month Received	12 month advertising Spent	customers gained over 12 months
	1565.65	0	-1565.65		14035	6992.37	13
week 1	104.36	105	-1565.01	0.64	24 month received	24 month spend	
week 2	104.36	105	-1564.37	0.64	43330	10853.44	
week 3	104.36	105	-1563.73	0.64	36 month received	36 month spend	POTV: Week 24
week 4	104.36	105	-1563.09	0.64	93380	17845.81	
week 5	104.36	105	-1562.45	0.64	48 month received	48 month spend	
week 6	104.36	140	-1526.81	35.64	162365	23272.53	
week 7	104.36	140	-1491.17	35.64	60 month received	60 month spend	
week 8	104.36	140	-1455.53	35.64	250250	28699.25	

Break Even Point/ Point of Terminal Velocity

By week 24 the total adspend is all earned back, and the weekly costs of running ads are less than the additional cash flow from all previous ads

Cash Flow

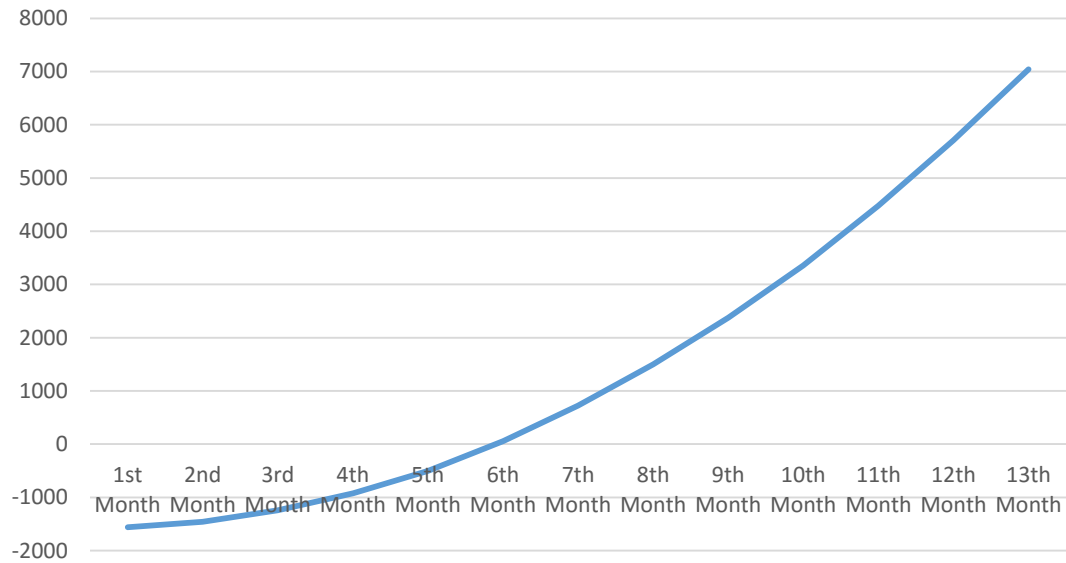
Within this strategy we begin with a negligible cash flow, but as the client base increases the cash flow each week increases significantly higher than the slow growth model. See chart on next page

ROI

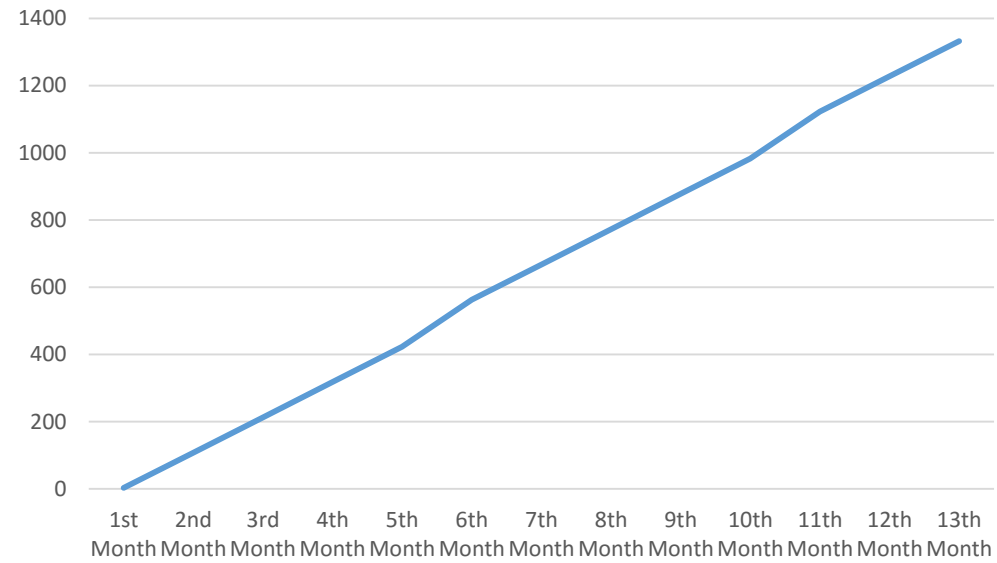
The First year's ROI is \$2.00 returned on every \$1 spent on advertising, this increases year after year however.

Option 3: Medium Growth

First Year ROI



First Year Cashflow Growth



Customers gained in the first 12 months: 13

Option 4: Fast Growth

	Spend	Receive	ROI	Weekly Cash Flow Effect	12 month Received	12 month advertising Spent	customers gained over 12 months
	1565.65	0	-1565.65		28210	15132.45	28
week 1	260.9	105	-1721.55	-155.9	24 month received	24 month spend	
week 2	260.9	105	-1877.45	-155.9	103740	27133.6	
week 3	260.9	140	-1998.35	-120.9	36 month received	36 month spend	POTV: week 27
week 4	260.9	140	-2119.25	-120.9	226590	42266.05	
week 5	260.9	175	-2205.15	-85.9	48 month received	48 month spend	
week 6	260.9	175	-2291.05	-85.9	396760	55832.85	
week 7	260.9	210	-2341.95	-50.9	60 month received	60 month spend	
week 8	260.9	210	-2392.85	-50.9	614250	69399.65	

Break Even Point/ Point of Terminal Velocity

By week 27 the total adspend is all earned back, and the weekly costs of running ads are less than the additional cash flow from all previous ads

Cash Flow

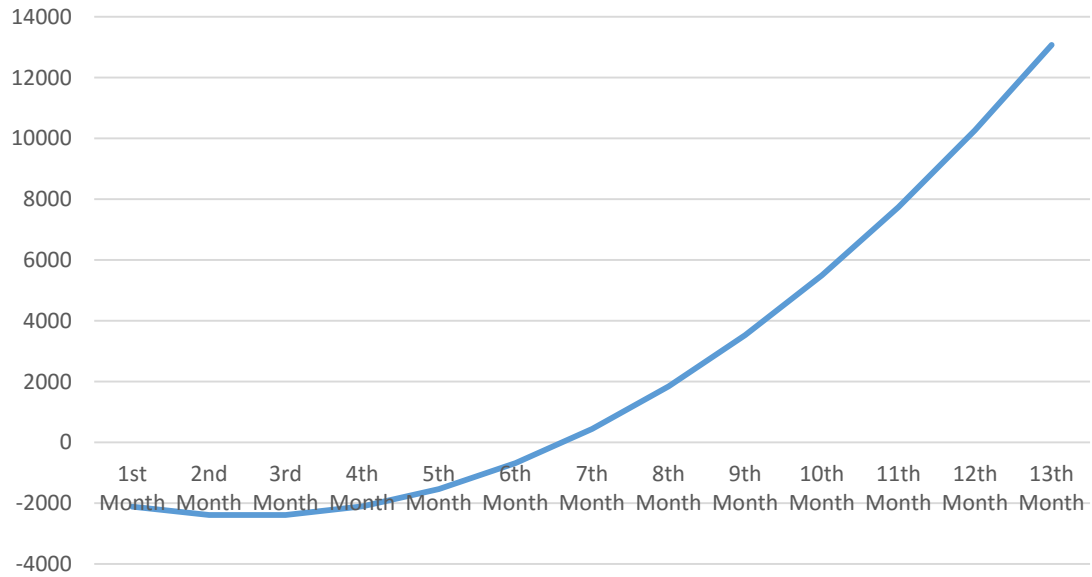
Within this strategy we begin with a negative cash flow, but as the client base increases the cash flow each week increases significantly higher than the medium growth model. See chart on next page

ROI

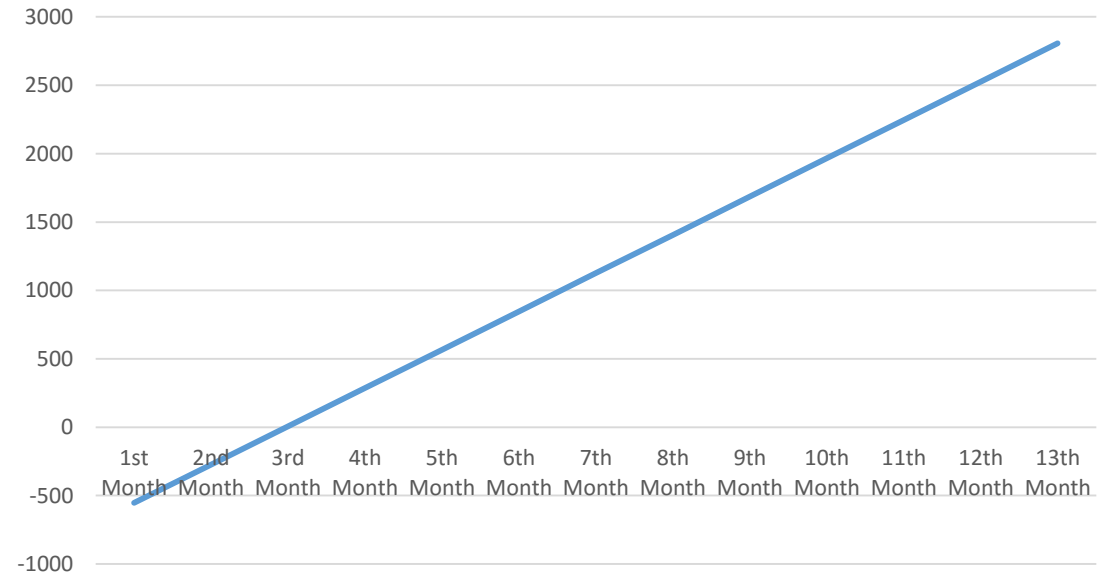
The First year's ROI is \$1.86 returned on every \$1 spent on advertising, this increases year after year however.

Option 4: Fast Growth

First Year ROI



First Year Cash Flow



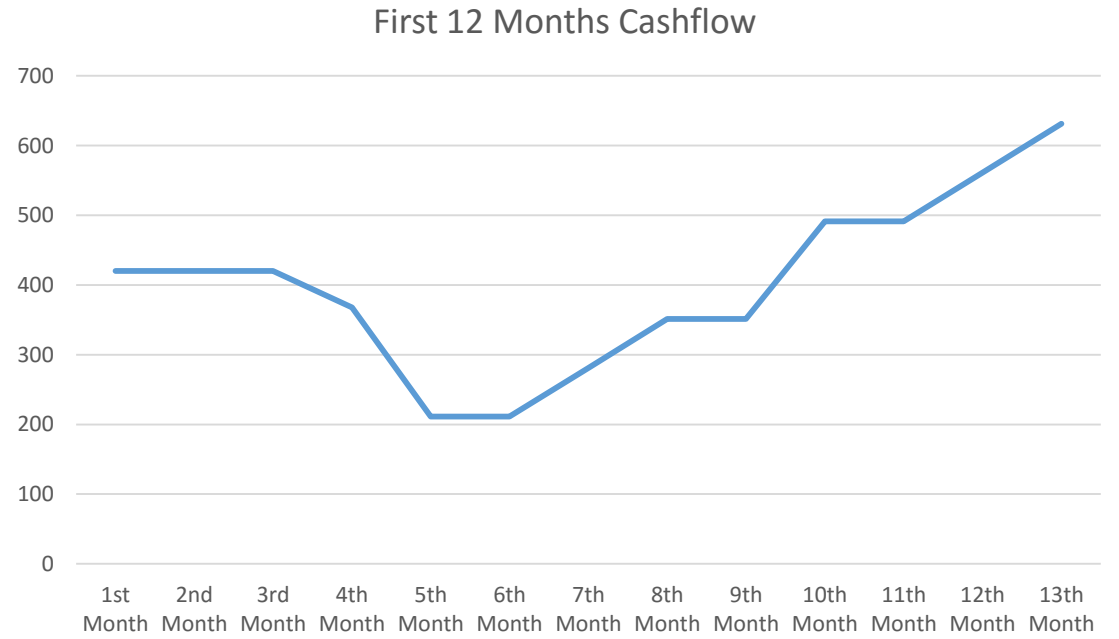
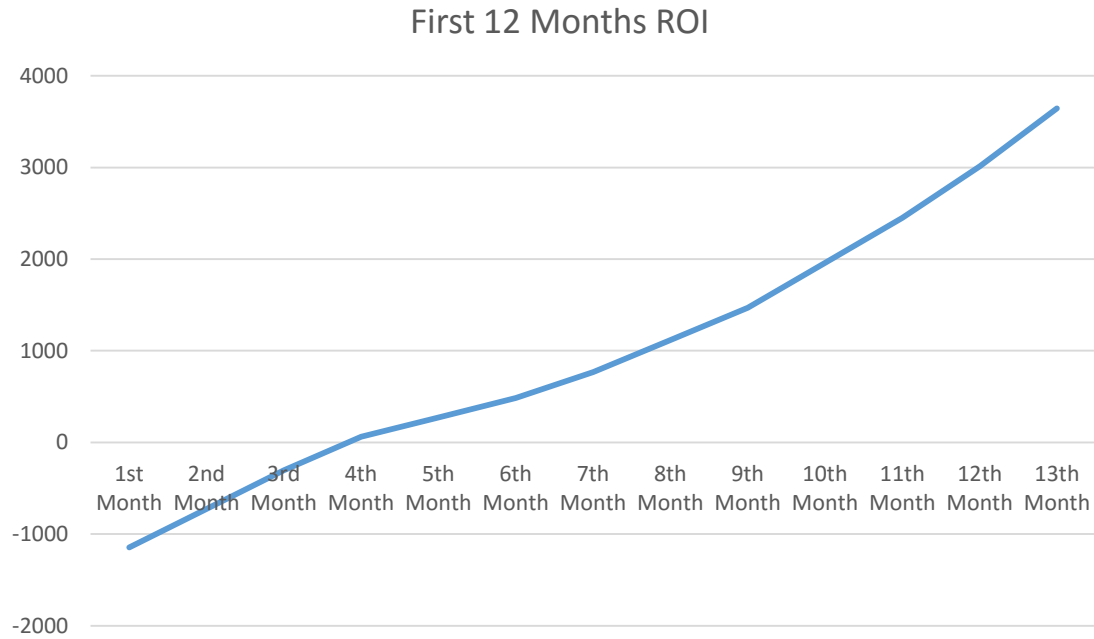
Customers Gained in First Year: 28

Option 5: Monitored Growth

Every variable can be changed as needed, when needed. For example, we may choose to take a slow growth the moment the Initial ad set breaks even. This would look like this:

	Spend	Receive	ROI	Weekly Cash Flow Effect	12 month Received	12 month advertising Spent	customers gained over first 12 months	2nd 12 months
	1565.65	0	-1565.65		7140	3496.31	6	15
week 1		105	-1460.65	105				
week 2		105	-1355.65	105		POTV: week 16		
week 3		105	-1250.65	105		12 month ROI:		
week 4		105	-1145.65	105		2.042153013		
week 5		105	-1040.65	105				
week 6		105	-935.65	105				
week 7		105	-830.65	105				
week 8		105	-725.65	105				
week 9		105	-620.65	105				
week 10		105	-515.65	105				
week 11		105	-410.65	105				
week 12		105	-305.65	105				
week 13		105	-200.65	105				
week 14		105	-95.65	105				
week 15		105	9.35	105				
week 16	52.18	105	62.17	52.82				
week 17	52.18	105	114.99	52.82				

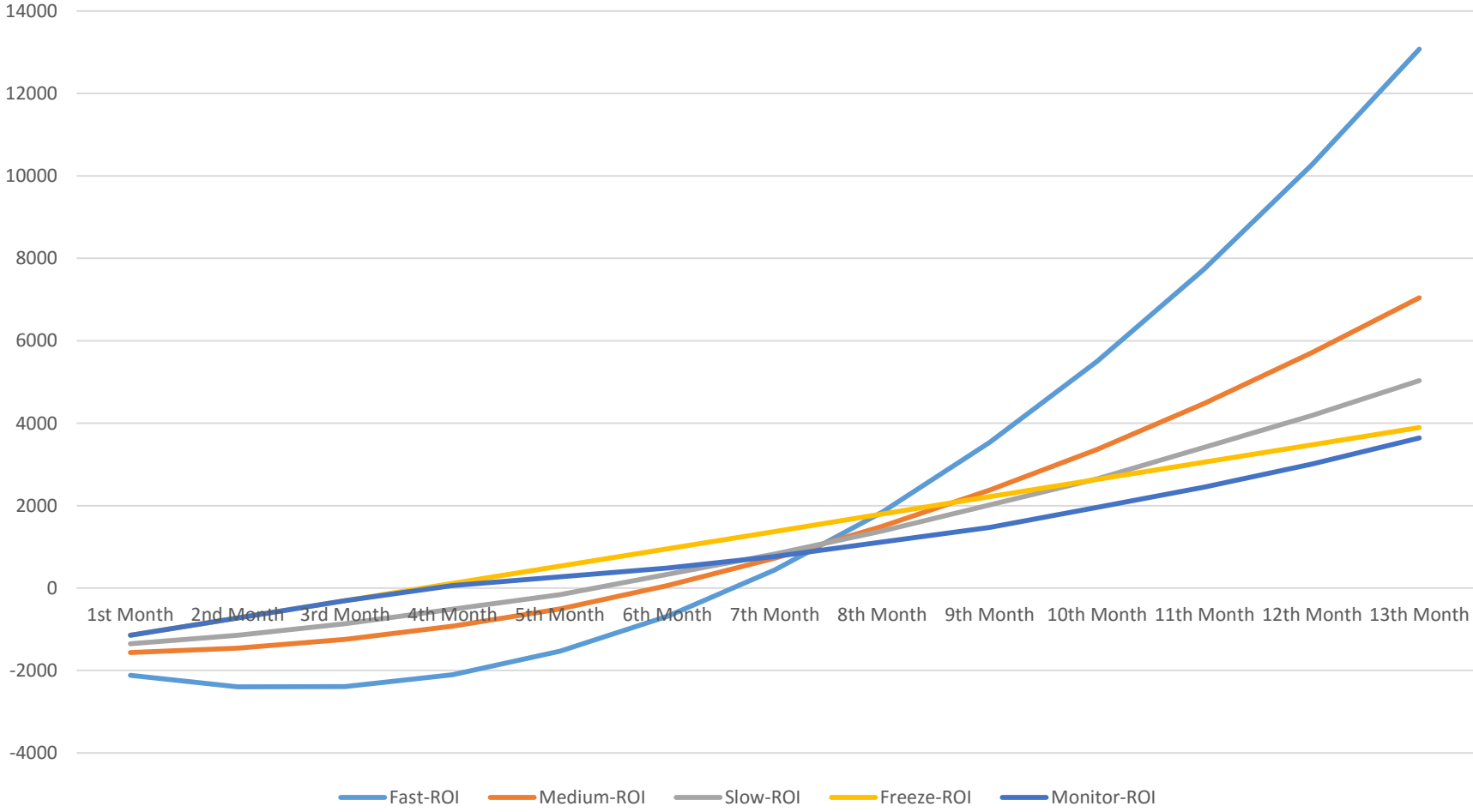
Option 5: Monitored Growth



Customers Gained First 12 months: 6

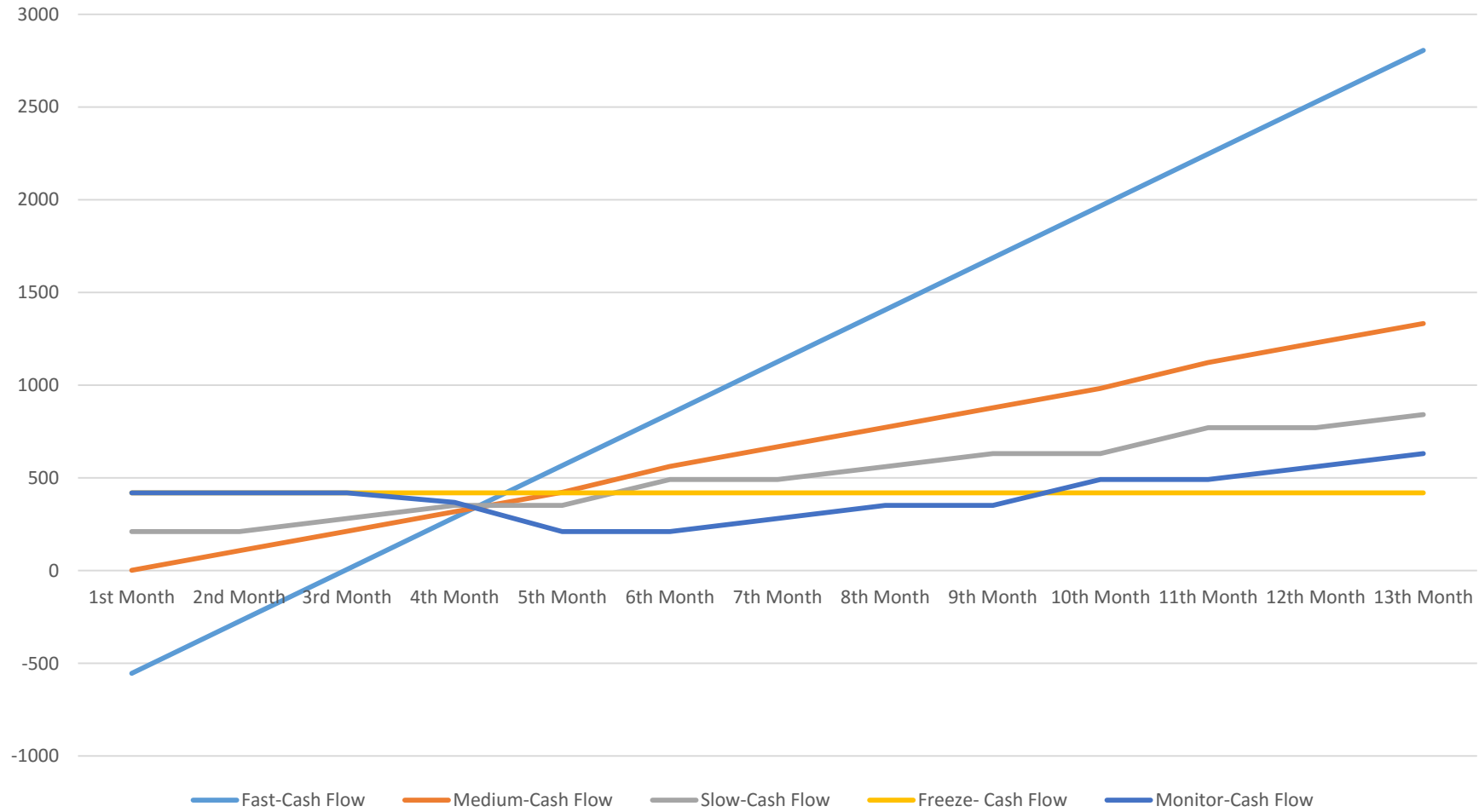
Comparisons:

ROI Comparison Over 12 Months



Comparisons

Monthly Cash Flow in First Year



Comparisons

