

Strategic Planning Worksheet

	Broad Paid Placement	Targeted Paid Placement	Intention-Based Paid	Customers/Subscribers - Ema
Conversion Rate	0.75%	1.50%	2.00%	5%
Average Transaction Value	\$14.00	\$14.00	\$14.00	\$14.00
Traffic Metrics				
Exposures	2,000,000,000	2,700,000,000	673,000	2,000,000
Click-Thru Rate (CTR)	0.10%	0.15%	1.00%	10%
Branding/View-Throughs Rate	0.15%	0.20%	0.10%	0.15%
Paid Visitors	2,000,000	4,050,000	6,730	200,000
Brand/View-Thru Visitors	3,000,000	5,400,000	673	3,000
Total Visitors	5,000,000	9,450,000	7,403	203,000
Ad Budget	\$200	\$550	\$500	\$150
Cost Per Click	\$0.00	\$0.00	\$0.07	\$0.00
Cost Per Visitor	\$0.00	\$0.00	\$0.07	\$0.00
Revenue	\$525,000.00	\$1,984,500.00	\$2,072.84	\$142,100.00
Total Conversions	37500	141750	148.06	10150
RPV	\$0.11	\$0.21	\$0.28	\$0.70
MPV	\$0.10	\$0.21	\$0.21	\$0.70
Ad Spend/Revenue Ratio	0.04%	0.03%	24.12%	0.11%
Discounting Percent	0%	0%	0%	0%
Total Cost/ Revenue Ratio	0.04%	0.03%	24.12%	0.11%

Strategic Planning Worksheet

Totals

1.29%

4,702,673,000

0.13%

0.18%

6,256,730

8,403,673

14,660,403

\$1,400

\$0.00

\$0.00

\$2,653,672.84

189,548

\$0.18

\$0.18

0.05%