

Total					
Spend	\$10,000	<i>*cells with a yellow background for editing</i>			
Revenue	\$17,331				
<b>ROAS</b>	<b>1.73</b>				
Scenario	Probability [1]	Installs	Convestion	ARPPU	Revenue
Negative (0 or lower benchmark thresholds)	0.2	5000	0.30%	230\$	3,450\$
Average according to benchmarks	0.7	7000	1.10%	230\$	17,710\$
Positive (above benchmarks)	0.1	15000	1.23%	230\$	42,435\$

[1] important that probability sum = 100%