

Conversion model spreadsheet					
Overall budget	₹120,000.00				
Average order value	50				
Gross profit margin	30%				
		Advertising		Search	
		Ads buy (CPM)	Ad network (CPM)	Paid search (CPC)	Organic search
Media cost	Setup/creative/management costs	₹10,000	₹10,000	₹10,000	₹10,000
	Media cost	₹10,000	₹10,000	₹30,000	₹10,000
	Total cost setup and media	₹20,000	₹20,000	₹40,000	₹20,000
	Budget %	20%	20%	50%	25%
Media impression and responses	Impressions	1,000,000	1,000,000	7,500,000	25,000,000
	CTR	0.20%	0.20%	2.00%	0.20%
	Click or site visit	2,000.0	2,000.0	150,000.0	50,000.0
Conversion to lead	Conversion rate to opportunity (lead)	10%	10%	20%	10%
	Number of opportunity (lead)	200.0	200.0	30,000.0	5,000.0
	Cost per opportunity (lead)	₹50.0	₹50.0	₹1.0	₹2.0
Conversion to sale	Conversion rate to sales	10%	10%	5%	2%
	Number of sales	20.0	20.0	1,500.0	100.0
	% of sales	1%	1%	73.53%	4.90%
	Cost per sales (CPA)	₹500.0	₹500.0	₹20.0	₹100.0
Revenue	Total revenue	₹1,000	₹1,000	₹75,000	₹5,000
Costs	Cost of goods sold	₹700	₹700	₹52,500	₹3,500
	Media cost	₹10,000	₹10,000	₹30,000	₹10,000
	Setup/creative/management costs	₹10,000	₹10,000	₹10,000	₹10,000
	Total cost (include media)	₹20,700	₹20,700	₹92,500	₹23,500
Profitability	Profit	-₹19,700	-₹19,700	-₹17,500	-₹18,500
	Return on investment	-95.17%	-95.17%	-18.92%	-78.72%
		10%	10%	10%	10%

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Overall budget	₹80,000.00				
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	Total cost setup and media	₹10,000	₹10,000	₹30,000	₹10,000
	Budget %	10%	10%	30%	10%
Media impression and responses	Impressions	1,000,000	1,000,000	7,500,000	25,000,000
	CTR	0.20%	0.20%	2.00%	0.20%
	Click or site visit	2,000.0	2,000.0	150,000.0	50,000.0
Conversion to lead	Conversion rate to opportunity (lead)	10%	10%	20%	10%
	Number of opportunity (lead)	200.0	200.0	30,000.0	5,000.0
	Cost per opportunity (lead)	₹50.0	₹50.0	₹1.0	₹2.0
Conversion to sale	Conversion rate to sales	10%	10%	5%	2%
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	Media cost		B10,000	B10,000	B30,000	B10,000
	Total cost setup and media		B10,000	B10,000	B30,000	B10,000
	Budget %		10%	10%	30%	10%
Media impression and responses	Impressions		1,000,000	1,000,000	7,500,000	25,000,000
	CTR		0.20%	0.20%	2.00%	0.20%
	Click or site visit		2,000.0	2,000.0	150,000.0	50,000.0
Conversion to lead	Conversion rate to opportunity (lead)		10%	10%	20%	10%
	Number of opportunity (lead)		200.0	200.0	30,000.0	5,000.0
	Cost per opportunity (lead)		B50.0	B50.0	B1.0	B2.0
Conversion to sale	Conversion rate to sales		10%	10%	5%	2%
	Number of sales		20.0	20.0	1,500.0	100.0
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	Cost per sales (CPA)		B500.0	B500.0	B20.0	B100.0
Revenue	Total revenue		B1,000	B1,000	B75,000	B5,000
Costs	Cost of goods sold		B700	B700	B52,500	B3,500
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Revenue	Total revenue	₹1,000	₹1,000	₹75,000	₹5,000
Costs	Cost of goods sold	₹700	₹700	₹52,500	₹3,500
	Media cost	₹10,000	₹10,000	₹30,000	₹10,000
	Setup/creative/management costs	₹10,000	₹10,000	₹10,000	₹10,000
	Total cost (include media)	₹20,700	₹20,700	₹92,500	₹23,500
Profitability	Profit	-₹19,700	-₹19,700	-₹17,500	-₹18,500
	Return on investment	-95.17%	-95.17%	-18.92%	-78.72%

Conversion model spreadsheet					
Overall budget	₹80,000.00				
Average order value	50				
Gross profit margin	30%				
		Advertising		Search	
		Ads buy (CPM)	Ad network (CPM)	Paid search (CPC)	Organic search
Media cost	Setup/creative/management costs	₹10,000	₹10,000	₹10,000	₹10,000
	Media cost	₹10,000	₹10,000	₹30,000	₹10,000
	Total cost setup and media	₹10,000	₹10,000	₹30,000	₹10,000
	Budget %	10%	10%	30%	10%
Media impression and responses	Impressions	1,000,000	1,000,000	7,500,000	25,000,000
	CTR	0.20%	0.20%	2.00%	0.20%
	Click or site visit	2,000.0	2,000.0	150,000.0	50,000.0
Conversion to lead	Conversion rate to opportunity (lead)	10%	10%	20%	10%
	Number of opportunity (lead)	200.0	200.0	30,000.0	5,000.0
	Cost per opportunity (lead)	₹50.0	₹50.0	₹1.0	₹2.0
Conversion to sale	Conversion rate to sales	10%	10%	5%	2%
	Number of sales	20.0	20.0	1,500.0	100.0
	% of sales	1%	1%	73.53%	4.90%
	Cost per sales (CPA)	₹500.0	₹500.0	₹20.0	₹100.0
Revenue	Total revenue	₹1,000	₹1,000	₹75,000	₹5,000
Costs	Cost of goods sold	₹700	₹700	₹52,500	₹3,500
	Media cost	₹10,000	₹10,000	₹30,000	₹10,000
	Setup/creative/management costs	₹10,000	₹10,000	₹10,000	₹10,000
	Total cost (include media)	₹20,700	₹20,700	₹92,500	₹23,500
Profitability	Profit	-₹19,700	-₹19,700	-₹17,500	-₹18,500
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Conversion model spreadsheet					
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	Media cost	₹10,000	₹10,000	₹30,000	₹10,000
	Total cost setup and media	₹10,000	₹10,000	₹30,000	₹10,000
	Budget %	10%	10%	30%	10%
Media impression and responses	Impressions	1,000,000	1,000,000	7,500,000	25,000,000
	CTR	0.20%	0.20%	2.00%	0.20%
	Click or site visit	2,000.0	2,000.0	150,000.0	50,000.0
Conversion to lead	Conversion rate to opportunity (lead)	10%	10%	20%	10%
	Number of opportunity (lead)	200.0	200.0	30,000.0	5,000.0
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	CTR	0.20%	0.20%	2.00%	0.20%
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Conversion to lead	Conversion rate to opportunity (lead)	10%	10%	20%	10%
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