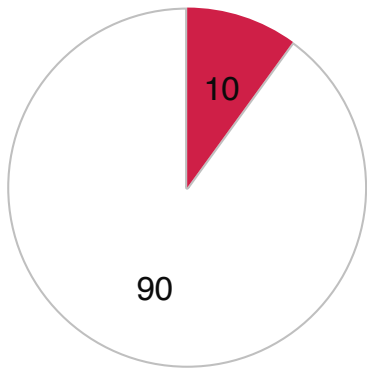


Example only - your numbers yet to be confirmed

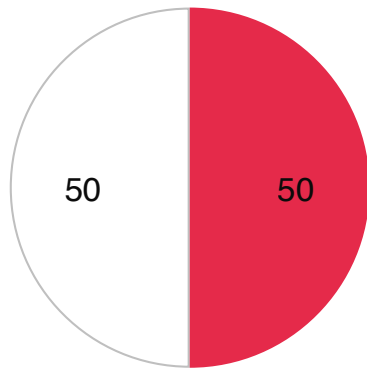
How to determine your media budget



Monthly sales attributed to Adwords

KPI for total monthly sales:

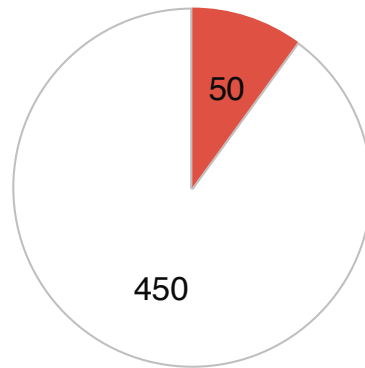
10 sales need to be attributed to adwords.



20% of leads turn into sales

Of all the leads you get, you convert 20% into sales.

50 leads will be required to get 10 sales.



10% of web visits turn into a lead

10% of people visiting your site, make a web or phone enquiry.

500 visitors will be required to get 50 leads.



Average cost per click

Average cost per click for your ads is \$3

\$1,500 media spend is required to get 500 clicks to your website