

# SCENARIO COMPARISON

1) Organic Reach - Profit Funnel



	PRIMARY	SCENARIO 2	SCENARIO 3
REVENUE (Monthly)	\$12,000	\$69,000 +57,000▼475%	\$132,500 +120,500▼1,004%
PROFIT (Monthly)	\$2,005	\$24,005 +22,000▼1,097%	\$48,755 +46,750▼2,332%
REVENUE (Yearly)	\$144,000	\$828,000 +684,000▼475%	\$1,590,000 +1,446,000▼1,004%
PROFIT (Yearly)	\$24,060	\$288,060 +264,000▼1,097%	\$585,060 +561,000▼2,332%

EPC	\$10.29	\$11.84 +1.55▼15.06%	\$12.15 +1.86▼18.07%
CPL	\$33.71	\$6.68 -27.03▼-80.18%	\$3.51 -30.20▼-89.59%
CPA	\$415.83	\$73.38 -342.45▼-82.35%	\$38.38 -377.45▼-90.77%
LTV	\$4,000.00	\$4,000.00	\$4,000.00
ROAS	481	2,766 +2,285▼475%	5,311 +4,830▼1,004%
CPC	\$2,495.00	\$2,495.00	\$2,495.00