

LIST VIEW

1) Organic Reach - Profit Funnel



TRAFFIC SOURCES

	Name	Type	Volume	Cost
Email	Email Campaigns	Clicks	1083	\$0.00
Instagram	Instagram	Impressions	15000	\$0.00
Linkedin	LinkedIn	Clicks	0	\$0.00
Pinterest	Pinterest	Clicks	0	\$0.00
Twitter	Twitter	Clicks	0	\$0.00
Facebook Organic	Facebook	Clicks	0	\$0.00
Custom-Traffic-Source	Newsletter	Clicks	0	\$0.00
Custom-Traffic-Source	ECom	Clicks	0	\$0.00
Custom-Traffic-Source	Blog	Clicks	0	\$0.00
Custom-Traffic-Source	Social Contacts	Clicks	0	\$0.00
Custom-Traffic-Source	Influencer	Clicks	0	\$0.00
Custom-Traffic-Source	IRevOps	Clicks	1	\$2,495.00
Custom-Traffic-Source	Retargetting	Clicks	0	\$0.00

FUNNEL

	Type	Conversion	
Organic Reach	Product	0%	
	Type	Conversion	
Completed Form	Lead	25%	
	Type	Conversion	
Call & Quote	Product	0%	
	Type	Conversion	
Negotiate	Product	0%	

Negotiate	Product	0%			
	Type	Conversion			
Evaluate	Product	0%			
	Type	Visitors	Sales Rate	Add To Cart	
Deal Won	Product	18	20%	3	
	Type	Visitors	Checkout Rate	Orders	Revenue
SSL Checkout	Product	3	100%	3	\$7,500.00
	Type	Price	Price Type	Orders	Revenue
Solution Sale	Professional Services	\$2500	One-Time	3	\$7,500.00
	Type	Conversion			
.	Product	0%			
	Type	Visitors	Sales Rate	Add To Cart	
Shopping Cart	Product	216	2%	3	
	Type	Visitors	Checkout Rate	Orders	Revenue
SSL Checkout	Product	3	100%	3	\$4,500.00
	Type	Price	Price Type	Orders	Revenue
Product Sale	Custom Product Type	\$1500	One-Time	3	\$4,500.00
	Type	Conversion			
New Revenue	Product	0%			
	Type	Conversion			
Organic Reach	Product	0%			
	Type	Conversion			
Lead Magnet	Product	0%			
	Type	Conversion			
Sales Pipeline	Product	0%			
	Type	Conversion			
.	Product	0%			

EXPENSES

	Name	Type	Frequency	Cost
Traffic Cost	Email Campaigns	Clicks	Monthly	\$0.00
Traffic Cost	Instagram	Impressions	Monthly	\$0.00
Traffic Cost	LinkedIn	Clicks	Monthly	\$0.00
Traffic Cost	Pinterest	Clicks	Monthly	\$0.00
Traffic Cost	Twitter	Clicks	Monthly	\$0.00
Traffic Cost	Facebook	Clicks	Monthly	\$0.00
Traffic Cost	Newsletter	Clicks	Monthly	\$0.00
Traffic Cost	ECom	Clicks	Monthly	\$0.00
Traffic Cost	Blog	Clicks	Monthly	\$0.00
Traffic Cost	Social Contacts	Clicks	Monthly	\$0.00
Traffic Cost	Influencer	Clicks	Monthly	\$0.00
Traffic Cost	IRevOps	Clicks	Monthly	\$2,495.00
Traffic Cost	Retargetting	Clicks	Monthly	\$0.00
Merchant Fee			Monthly	\$0.00
Refund			Monthly	\$0.00
Other	IRevOps Subscription		Monthly	\$0.00