

# PROJECT SUMMARY

Sample Current Situation



Default

## REVENUE

**\$499.00**

MONTHLY

**\$5,988.00**

YEARLY

## PROFIT

**\$484.23**

MONTHLY

**\$5,810.75**

YEARLY

## TRAFFIC

**400**

MONTHLY

**4,800**

YEARLY

## LEADS

**0**

MONTHLY

**0**

YEARLY

**EPC**

**\$1.25**

**CPL**

**\$0.00**

**CPA**

**\$0.00**

**LTV**

**\$499.00**

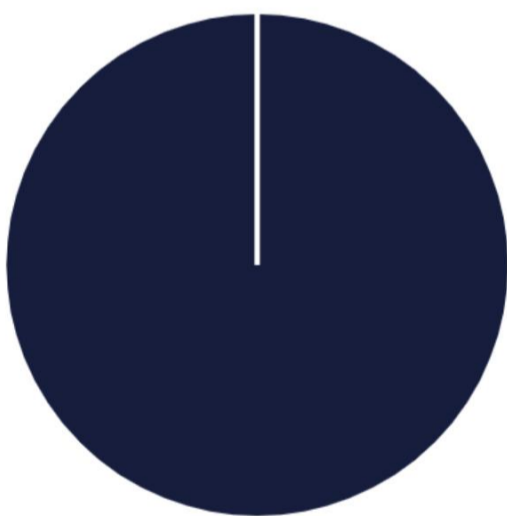
**ROAS**

**0.00**

**CPC**

**\$0.00**

### Product Revenue



■ Sample Course

### Traffic Sources

■ Mailing List

### Top Expenses

### FUNNEL DURATION

**1**  
DAYS

### PUBLISHED STATUS

**0%**

DONE

**100%**

PLANNED

# SCENARIO COMPARISON

Sample TS



	PRIMARY	SCENARIO 2	SCENARIO 3
REVENUE (Monthly)	\$998	\$1,497 +499 ▲50%	\$4,990 +3,992 ▲400%
PROFIT (Monthly)	\$968	\$1,453 +484 ▲50%	\$4,606 +3,638 ▲376%
REVENUE (Yearly)	\$11,976	\$17,964 +5,988 ▲50%	\$59,880 +47,904 ▲400%
PROFIT (Yearly)	\$11,621	\$17,432 +5,811 ▲50%	\$55,274 +43,652 ▲376%

CPL	\$0.00	\$0.00	\$0.00
CPA	\$0.00	\$0.00	\$23.62 +23.62 ▼Infinity%
AOV	\$499.00	\$499.00	\$499.00
LTV	\$499.00	\$499.00	\$499.00
ROAS	0.00	0.00	21.13 +21.13 ▲Infinity%
CPC	\$0.00	\$0.00	\$3.60 +3.60 ▼Infinity%

# PROJECT SUMMARY

Sample TS



Default

## REVENUE

**\$4,990.00**

MONTHLY

**\$59.88K**

YEARLY

## PROFIT

**\$4,606.13**

MONTHLY

**\$55.27K**

YEARLY

## TRAFFIC

**531**

MONTHLY

**6,374**

YEARLY

## LEADS

**0**

MONTHLY

**0**

YEARLY

**EPC**

**\$12.47**

**CPL**

**\$0.00**

**CPA**

**\$23.62**

**LTV**

**\$499.00**

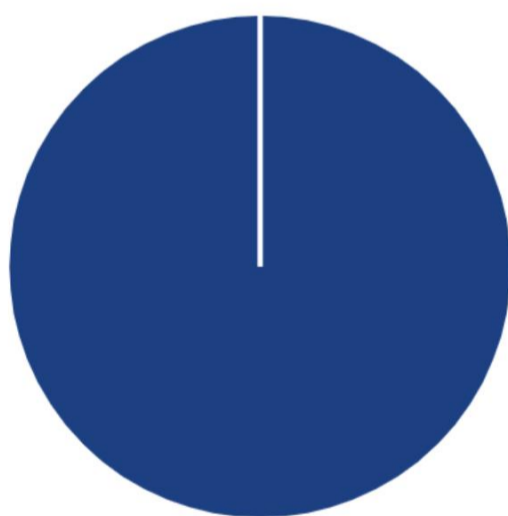
**ROAS**

**21.13**

**CPC**

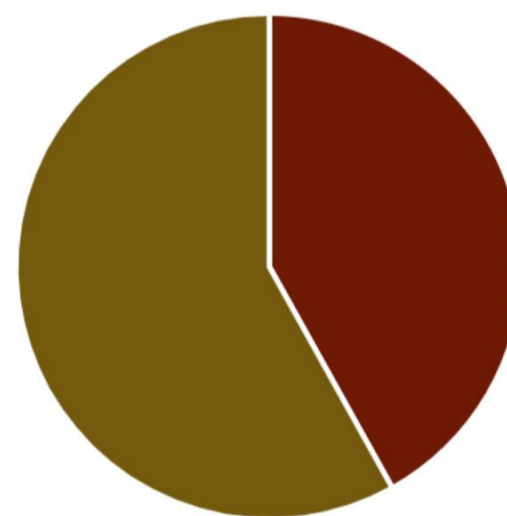
**\$3.60**

### Product Revenue



■ Sample Course

### Traffic Sources



■ Mailing List  
■ Facebook Retarget  
■ Facebook Retarget Copy

### Top Expenses

### FUNNEL DURATION

**1**  
DAYS

### PUBLISHED STATUS

**0%**

DONE

**100%**

PLANNED

# LIST VIEW

Sample TS



## TRAFFIC SOURCES

	Name	Type	Volume	Cost
Email	Mailing List	Clicks	400	\$0
Facebook Ads	Facebook Retarget	Clicks	55	\$99
Facebook Ads	Facebook Retarget Copy	Clicks	76	\$137

## FUNNEL

	Type	Conversion			
Offer Email To List	Product	0%			
	Type	Visitors	Sales Rate	Add To Cart	
Edit Name	Product	59	6%	3	
	Type	Visitors	Checkout Rate	Orders	Revenue
Edit Name	Product	3	100%	3	\$1,497
	Type	Price	Price Type	Orders	Revenue
Sample Course	Custom Product Type	\$499	One-Time	3	\$1,497
	Type	Conversion			
Offer Email To List	Product	0%			
	Type	Conversion			
Offer Email To List	Product	0%			
	Type	Conversion			
Offer Email To List	Product	0%			
	Type	Visitors	Sales Rate	Add To Cart	
Edit Name	Product	131	6%	7	
	Type	Visitors	Checkout Rate	Orders	Revenue
Edit Name	Product	7	100%	7	\$3,493

	Type	Visitors	Checkout Rate	Orders	Revenue
Edit Name	Product	7	100%	7	\$3,493
	Type	Price	Price Type	Orders	Revenue
Sample Course	Custom Product Type	\$499	One-Time	7	\$3,493

## EXPENSES

	Name	Type	Frequency	Cost
Traffic Cost	Mailing List	Clicks	Monthly	\$0
Traffic Cost	Facebook Retarget	Clicks	Monthly	\$99
Traffic Cost	Facebook Retarget Copy	Clicks	Monthly	\$137
Merchant Fee			Monthly	\$148
Refund			Monthly	\$0

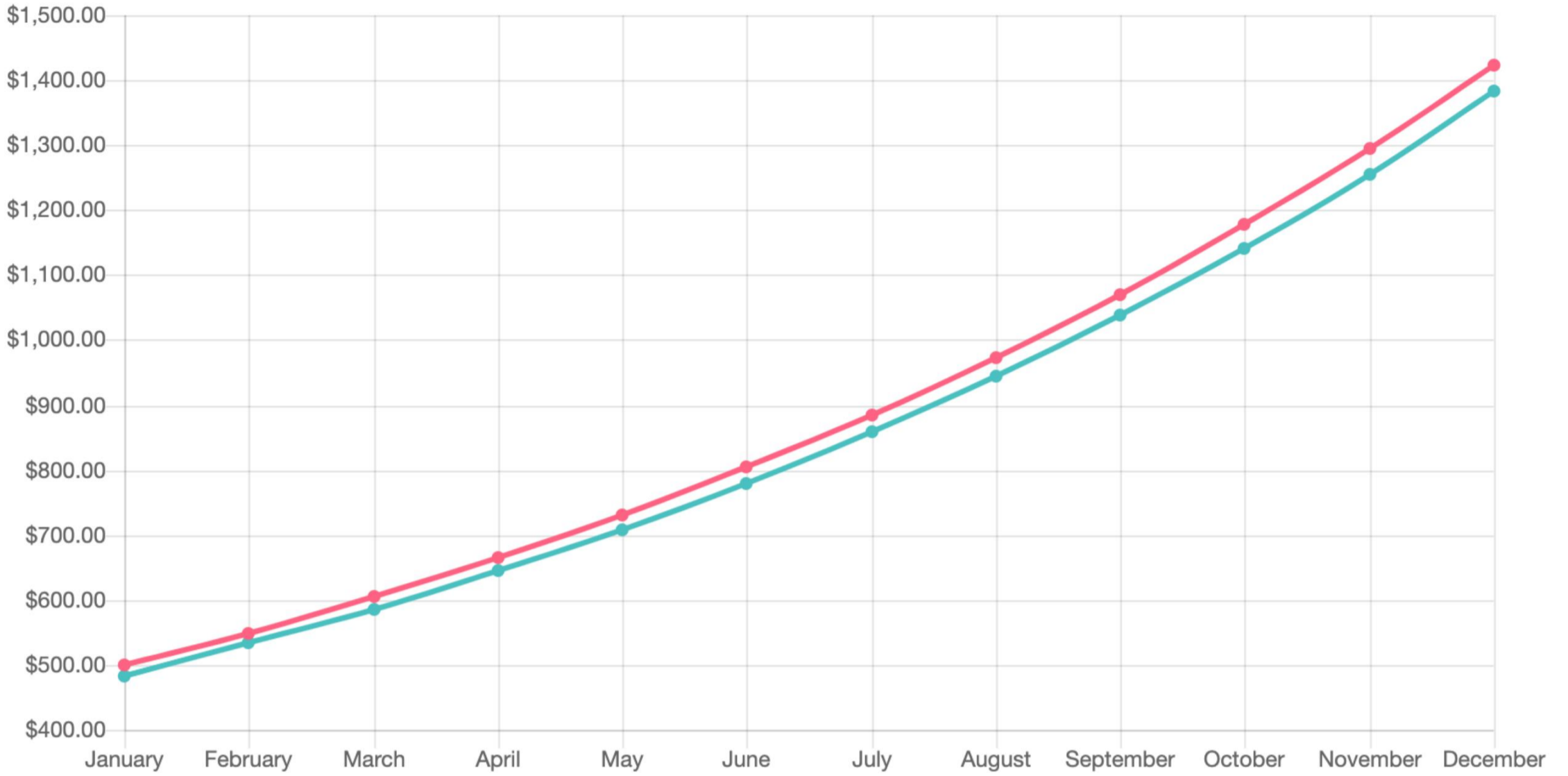


# TRAFFIC REINVESTMENT

Sample Current Situation

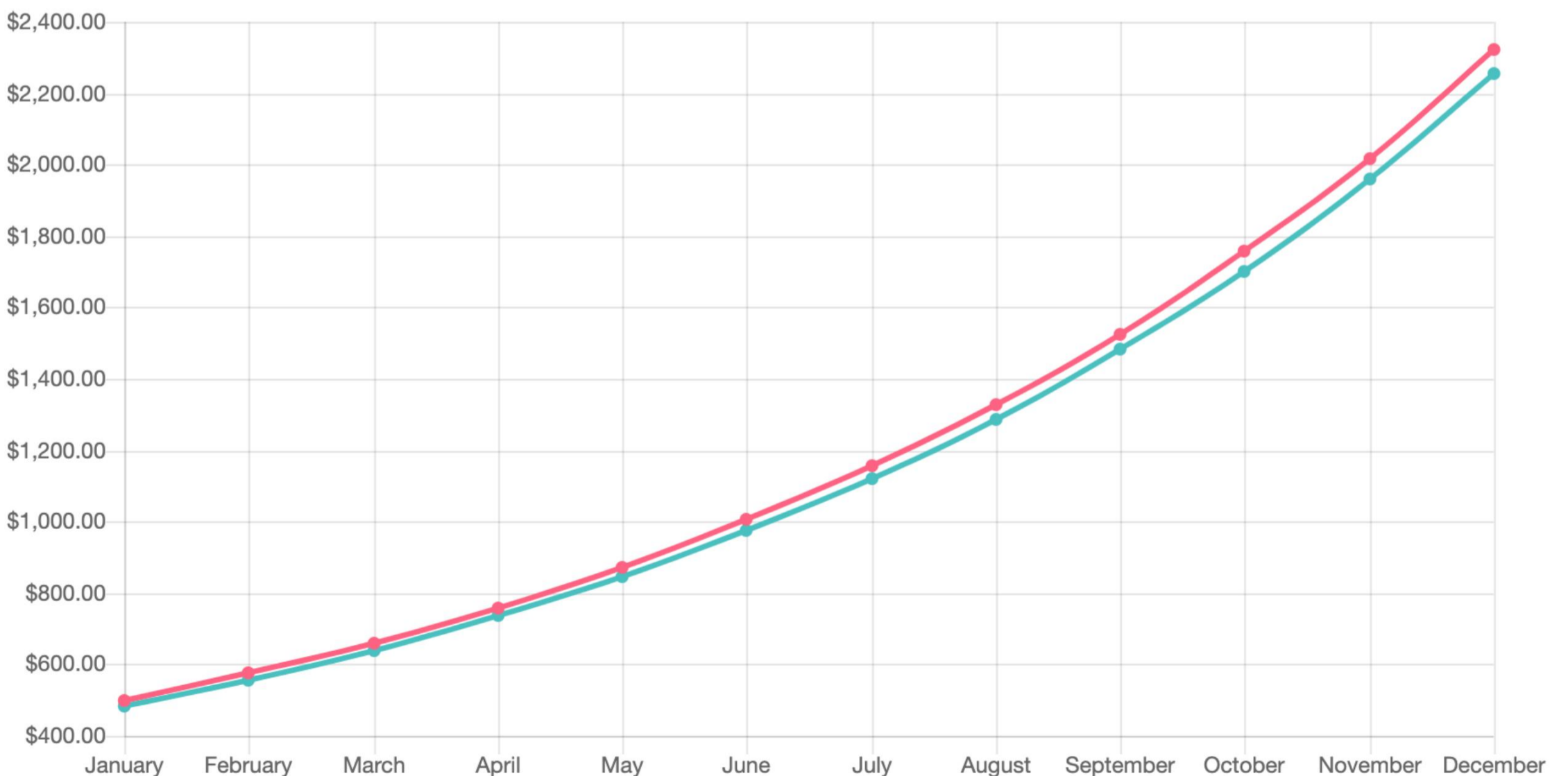


**10%** of profit reinvested in traffic



Year-End Results	REVENUE	PROFIT	TRAFFIC	LEADS
	\$1,424	\$1,382	1,141	0
<i>Difference</i>	+\$925 ▲185.31%	+\$897 ▲185.31%	+\$741 ▲185.31%	+1,141 ▲185.31%

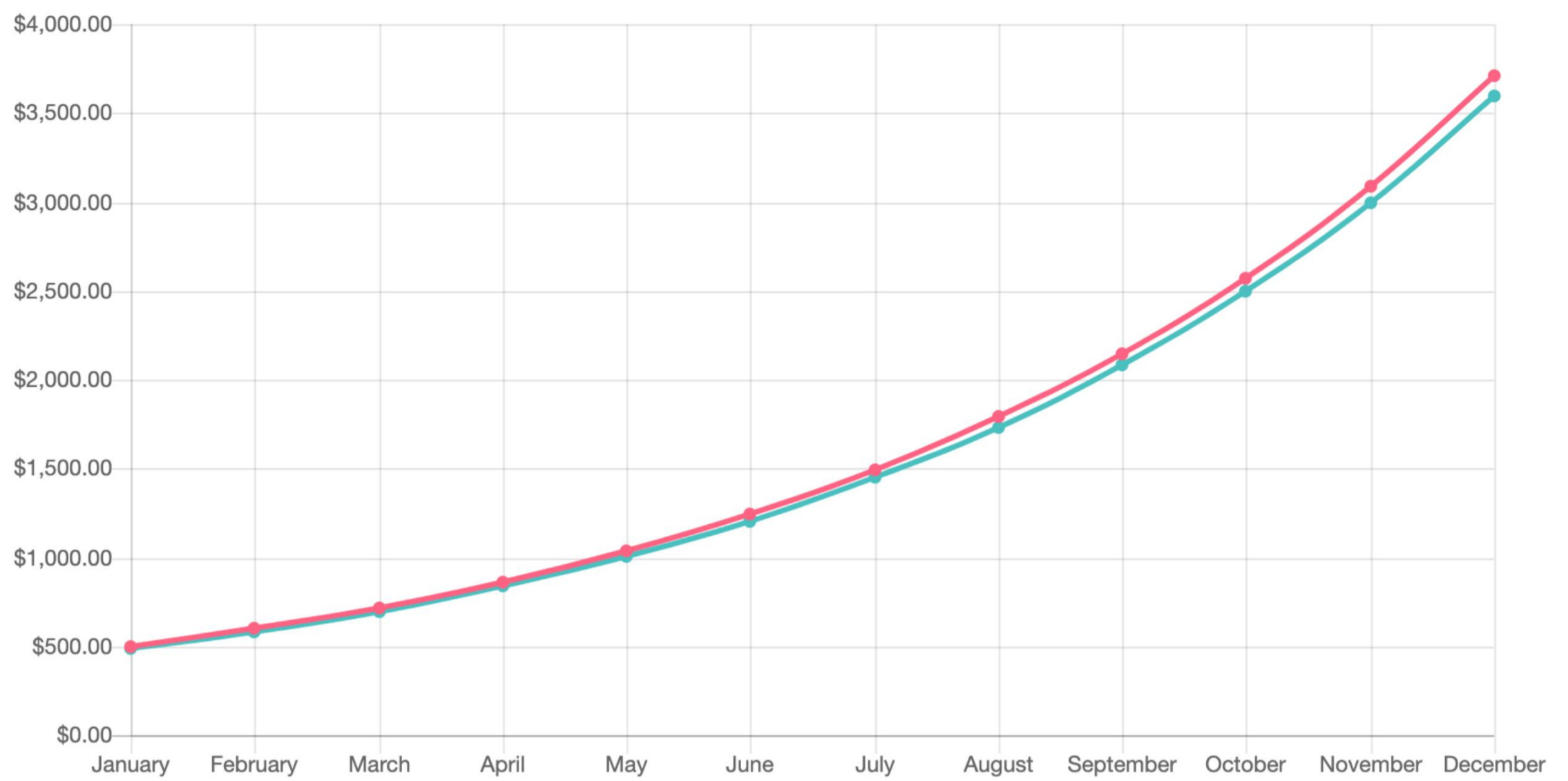
**15%** of profit reinvested in traffic



Year-End Results	REVENUE	PROFIT	TRAFFIC	LEADS
	\$2,322	\$2,253	1,861	0
<i>Difference</i>	+\$1,823 ▲185.31%	+\$1,769 ▲185.31%	+\$1,461 ▲185.31%	+1,861 ▲185.31%

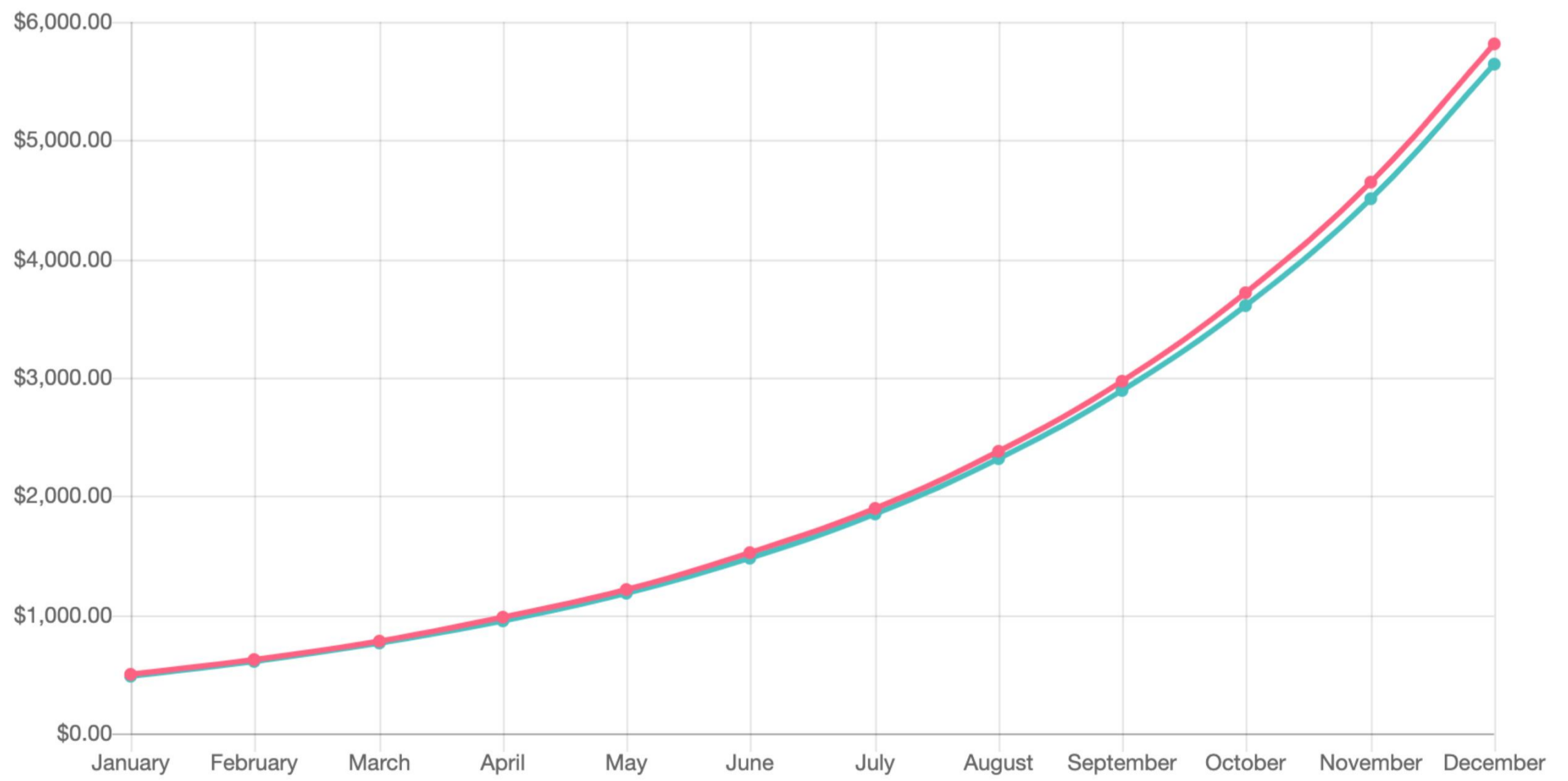
	\$2,322	\$2,253	1,861	0
<i>Difference</i>	+\$1,823 ▲185.31%	+\$1,769 ▲185.31%	+\$1,461 ▲185.31%	+1,861 ▲185.31%

**20%** of profit reinvested in traffic



<i>Year-End Results</i>	<b>REVENUE</b> \$3,708	<b>PROFIT</b> \$3,598	<b>TRAFFIC</b> 2,972	<b>LEADS</b> 0
<i>Difference</i>	+\$3,209 ▲185.31%	+\$3,114 ▲185.31%	+\$2,572 ▲185.31%	+2,972 ▲185.31%

**25%** of profit reinvested in traffic

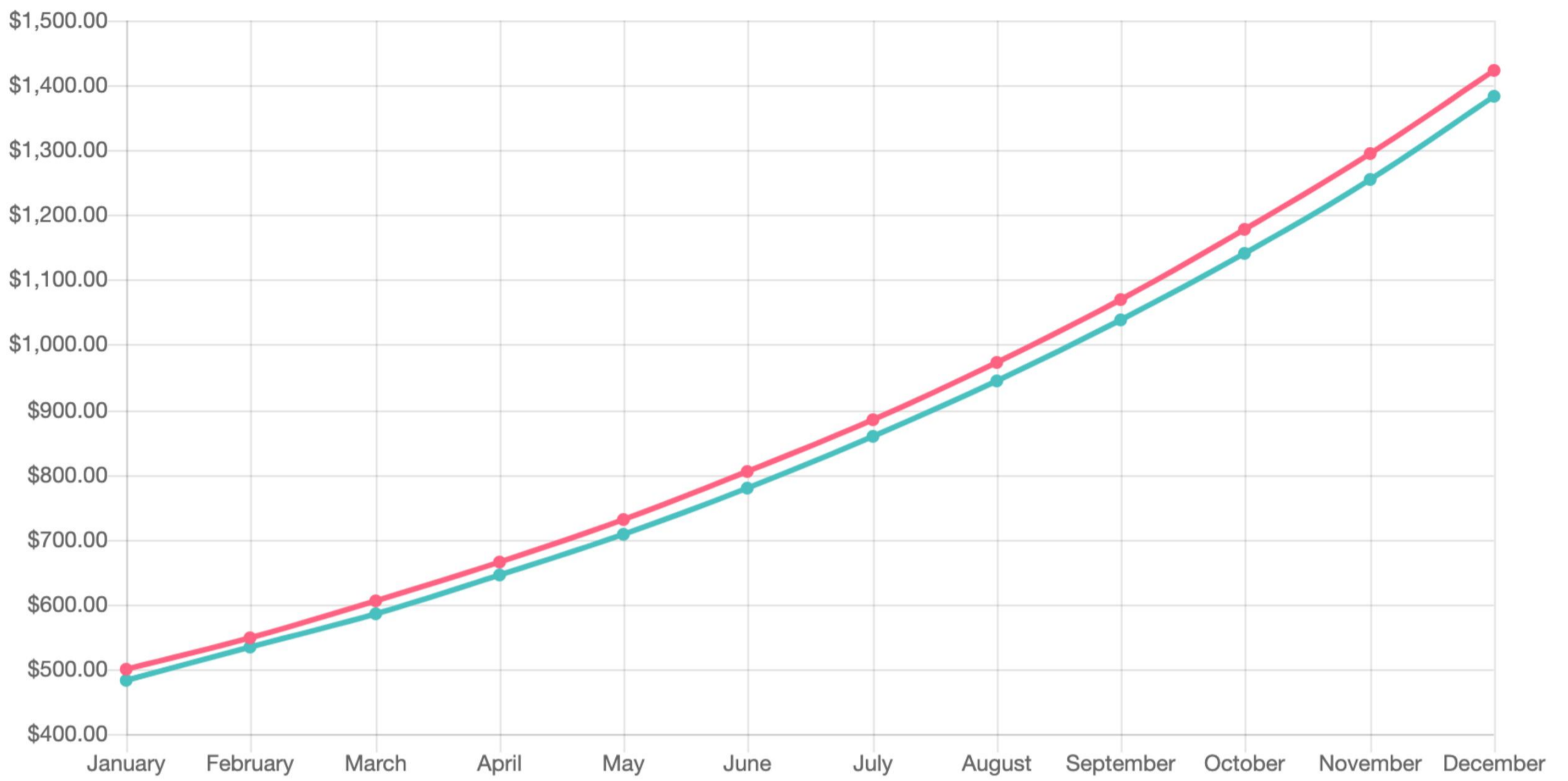


<i>Year-End Results</i>	<b>REVENUE</b> \$5,809	<b>PROFIT</b> \$5,637	<b>TRAFFIC</b> 4,657	<b>LEADS</b> 0
<i>Difference</i>	+\$5,310 ▲185.31%	+\$5,153 ▲185.31%	+\$4,257 ▲185.31%	+4,657 ▲185.31%

### Custom Percentage

10%, 50%, 100%...

**10%** of profit reinvested in traffic



Year-End Results	REVENUE	PROFIT	TRAFFIC	LEADS
	\$1,424	\$1,382	1,141	0
Difference	+\$925 ▲185.31%	+\$897 ▲185.31%	+\$741 ▲185.31%	+1,141 ▲185.31%