

# PPC Case Study Conversion Funnel

Date	Prospects	Visitors	CTR	Calls	Conversion Rate	WIP	Closing Rate	Revenue (\$)	Marketing Cost (\$)	ROI	ROI %	CPC (\$)
06/23/10	44876	651	1.45%	365	56%	130	36%	\$ 10,619.07	\$ 7,039.92	\$ 3,579.15	51%	\$ 10.74
06/30/10	41660	669	1.61%	464	69%	134	29%	\$ 10,287.00	\$ 7,398.00	\$ 2,889.00	39%	\$ 11.03
07/07/10	47785	749	1.57%	504	67%	144	29%	\$ 11,296.00	\$ 7,346.00	\$ 3,950.00	54%	\$ 9.74
07/14/10	41668	657	1.58%	417	63%	152	36%	\$ 14,449.00	\$ 6,785.00	\$ 7,664.00	113%	\$ 10.58
07/21/10	40433	662	1.64%	461	70%	161	35%	\$ 14,501.01	\$ 6,527.00	\$ 7,974.01	122%	\$ 9.77
07/28/10	47754	741	1.55%	383	52%	153	40%	\$ 15,310.70	\$ 7,014.44	\$ 8,296.26	118%	\$ 9.48
08/04/10	53789	874	1.62%	454	52%	198	44%	\$ 13,862.94	\$ 8,420.17	\$ 5,442.77	65%	\$ 9.55
08/11/10	57551	874	1.52%	454	52%	227	50%	\$ 16,392.37	\$ 8,290.61	\$ 8,101.76	98%	\$ 9.39
08/18/10	53381	894	1.67%	479	54%	227	47%	\$ 18,306.33	\$ 8,988.02	\$ 9,318.31	104%	\$ 10.05
08/25/10	52971	797	1.50%	449	56%	221	49%	\$ 15,550.35	\$ 8,051.81	\$ 7,498.54	93%	\$ 10.07
09/01/10	32000	663	2.07%	341	51%	180	53%	\$ 15,208.37	\$ 6,147.47	\$ 9,060.90	147%	\$ 10.65
09/08/10	49185	835	1.70%	467	56%	246	53%	\$ 19,787.57	\$ 7,978.27	\$ 11,809.30	148%	\$ 10.07
09/15/10	47898	911	1.90%	472	52%	253	54%	\$ 21,850.07	\$ 7,087.80	\$ 14,762.27	208%	\$ 9.44
09/22/10	49374	865	1.75%	456	53%	248	54%	\$ 16,804.32	\$ 8,386.63	\$ 8,417.69	100%	\$ 10.42
09/29/10	44301	922	2.08%	443	48%	245	55%	\$ 16,718.52	\$ 8,348.42	\$ 8,370.10	100%	\$ 10.09
09/29/10	44301	823	1.86%	443	54%	241	54%	\$ 21,760.98	\$ 8,348.42	\$ 13,412.56	161%	\$ 10.09
10/06/10	34154	756	2.21%	391	52%	197	50%	\$ 21,124.67	\$ 8,043.58	\$ 13,081.09	163%	\$ 10.07
10/06/10	34154	732	2.14%	391	53%	200	51%	\$ 23,931.86	\$ 8,043.58	\$ 15,888.28	198%	\$ 10.88
10/13/10	19682	690	3.51%	396	57%	226	57%	\$ 15,837.82	\$ 7,140.24	\$ 8,697.58	122%	\$ 9.48
10/13/10	19682	617	3.13%	396	64%	225	57%	\$ 17,448.25	\$ 7,140.24	\$ 10,308.01	144%	\$ 11.61
10/20/10	32688	855	2.62%	409	48%	229	56%	\$ 17,377.12	\$ 8,881.12	\$ 8,496.00	96%	\$ 11.70
10/20/10	32688	712	2.18%	409	57%	229	56%	\$ 28,068.79	\$ 8,881.12	\$ 19,187.67	216%	\$ 11.70
10/27/10	28237	920	3.26%	344	37%	179	52%	\$ 24,482.14	\$ 4,423.67	\$ 20,058.47	453%	\$ 9.77
10/27/10	28237	585	2.07%	344	59%	179	52%	\$ 21,726.75	\$ 4,423.67	\$ 17,303.08	391%	\$ 6.97
11/03/10	38219	1128	2.95%	463	41%	263	57%	\$ 20,459.10	\$ 10,956.27	\$ 9,502.83	87%	\$ 13.21
11/10/10	37857	1131	2.99%	401	35%	219	55%	\$ 24,951.44	\$ 8,316.33	\$ 16,635.11	200%	\$ 10.84
11/17/10	38928	1187	3.05%	396	33%	223	56%	\$ 19,384.59	\$ 10,193.52	\$ 9,191.07	90%	\$ 12.77
11/24/10	33925	888	2.62%	353	40%	195	55%	\$ 18,165.37	\$ 8,449.06	\$ 9,716.31	115%	\$ 12.08
12/01/10	42308	865	2.04%	424	49%	230	54%	\$ 30,674.18	\$ 9,579.24	\$ 21,094.94	220%	\$ 12.35
12/08/10	41366	916	2.21%	510	56%	258	51%	\$ 23,895.81	\$ 12,362.05	\$ 11,533.76	93%	\$ 13.98
12/15/10	40075	1011	2.52%	554	55%	293	53%	\$ 26,484.52	\$ 13,584.26	\$ 12,900.26	95%	\$ 13.60
12/22/10	30604	833	2.72%	453	54%	231	51%	\$ 21,861.14	\$ 11,024.86	\$ 10,836.28	98%	\$ 13.55
12/29/10	19827	540	2.72%	323	60%	180	56%	\$ 17,981.43	\$ 6,902.35	\$ 11,079.08	161%	\$ 12.98
01/02/11	39914	1101	2.76%	566	51%	275	49%	\$ 30,482.25	\$ 12,981.54	\$ 17,500.71	135%	\$ 11.86
01/09/11	33526	1057	3.15%	566	54%	315	56%	\$ 32,891.05	\$ 12,308.82	\$ 20,582.23	167%	\$ 12.13
01/16/11	18280	872	4.77%	496	57%	273	55%	\$ 30,866.72	\$ 10,208.68	\$ 20,658.04	202%	\$ 11.72
01/23/11	18540	912	4.92%	516	57%	265	51%	\$ 31,929.86	\$ 11,417.62	\$ 20,512.24	180%	\$ 12.46
01/30/11	9898	611	6.17%	515	84%	138	27%	\$ 13,265.07	\$ 6,755.66	\$ 6,509.41	96%	\$ 14.77
02/06/11	19474	954	4.90%	600	63%	295	49%	\$ 30,448.28	\$ 13,000.13	\$ 17,448.15	134%	\$ 15.62
02/13/11	22476	988	4.40%	620	63%	280	45%	\$ 26,902.51	\$ 13,335.63	\$ 13,566.88	102%	\$ 14.74
02/20/11	21132	993	4.70%	603	61%	285	47%	\$ 27,961.30	\$ 12,440.05	\$ 15,521.25	125%	\$ 13.36
02/27/11	21181	1088	5.14%	664	61%	300	45%	\$ 30,747.36	\$ 12,559.21	\$ 18,188.15	145%	\$ 12.90
03/06/11	21047	1320	6.27%	662	50%	293	44%	\$ 31,531.68	\$ 12,496.54	\$ 19,035.14	152%	\$ 12.71
03/13/11	20493	1108	5.41%	726	66%	325	45%	\$ 31,206.63	\$ 14,038.03	\$ 17,168.60	122%	\$ 12.66
03/20/11	20487	1027	5.01%	682	66%	330	48%	\$ 37,159.24	\$ 13,471.21	\$ 23,688.03	176%	\$ 13.29
03/27/11	20900	1070	5.12%	681	64%	287	42%	\$ 34,703.90	\$ 11,355.26	\$ 23,348.64	206%	\$ 11.50
04/03/11	22037	1168	5.30%	802	69%	318	40%	\$ 38,936.27	\$ 11,779.78	\$ 27,156.49	231%	\$ 10.81
04/10/11	21154	1089	5.15%	670	62%	285	43%	\$ 42,945.93	\$ 11,301.28	\$ 31,644.65	280%	\$ 10.83
04/17/11	20870	1255	6.01%	804	64%	342	43%	\$ 46,077.30	\$ 10,299.12	\$ 35,778.18	347%	\$ 9.78
04/24/11	20452	1104	5.40%	708	64%	278	39%	\$ 44,478.78	\$ 12,859.42	\$ 31,619.36	246%	\$ 11.83
05/01/11	20609	1087	5.27%	720	66%	282	39%	\$ 44,122.16	\$ 12,559.92	\$ 31,562.24	251%	\$ 12.15
05/08/11	24110	1152	4.78%	746	65%	321	43%	\$ 46,068.75	\$ 12,027.89	\$ 34,040.86	283%	\$ 11.05
05/15/11	24922	1092	4.38%	704	64%	326	46%	\$ 41,084.22	\$ 12,776.48	\$ 28,307.74	222%	\$ 11.79
05/22/11	24537	1108	4.52%	744	67%	301	40%	\$ 45,422.27	\$ 12,249.14	\$ 33,173.13	271%	\$ 11.12
05/29/11	19698	1073	5.45%	722	67%	266	37%	\$ 43,799.08	\$ 8,522.61	\$ 35,276.47	414%	\$ 8.32
06/05/11	24119	1160	4.81%	786	68%	324	41%	\$ 52,177.17	\$ 11,688.48	\$ 40,488.69	346%	\$ 10.18
06/12/11	23180	1231	5.31%	753	61%	268	36%	\$ 34,116.12	\$ 13,350.45	\$ 20,765.67	156%	\$ 11.09
06/19/11	23348	1308	5.60%	825	63%	283	34%	\$ 40,587.96	\$ 14,563.08	\$ 26,024.88	179%	\$ 11.13
06/26/11	22191	1299	5.85%	786	61%	310	39%	\$ 45,898.97	\$ 15,954.56	\$ 29,944.41	188%	\$ 12.31
07/03/11	20488	1188	5.80%	738	62%	228	31%	\$ 33,755.56	\$ 13,991.55	\$ 19,764.01	141%	\$ 12.16
07/10/11	21840	1261	5.77%	738	59%	274	37%	\$ 39,594.00	\$ 16,640.55	\$ 22,953.45	138%	\$ 13.51
07/17/11	32143	1357	4.22%	721	53%	254	35%	\$ 46,560.11	\$ 15,516.50	\$ 31,043.61	200%	\$ 13.04
07/24/11	31272	1357	4.34%	759	56%	288	38%	\$ 44,657.51	\$ 16,193.27	\$ 28,464.24	176%	\$ 13.51
07/31/11	26340	1464	5.66%	915	63%	348	38%	\$ 63,666.47	\$ 16,445.26	\$ 47,221.21	287%	\$ 11.62
08/07/11	25303	1300	5.14%	803	62%	281	35%	\$ 42,723.08	\$ 13,879.00	\$ 28,844.08	208%	\$ 10.83
08/14/11	24627	1327	5.39%	770	58%	306	40%	\$ 55,694.74	\$ 13,590.38	\$ 42,104.36	310%	\$ 10.51
08/21/11	23960	1371	5.72%	889	65%	337	38%	\$ 49,380.92	\$ 16,092.25	\$ 33,288.67	207%	\$ 11.76
08/28/11	23796	1359	5.71%	885	65%	323	36%	\$ 49,040.16	\$ 15,416.47	\$ 33,623.69	218%	\$ 11.60
09/04/11	20910	1149	5.49%	658	57%	265	40%	\$ 38,527.16	\$ 12,231.83	\$ 26,295.33	215%	\$ 10.79
09/11/11	23706	1257	5.30%	722	57%	321	44%	\$ 43,673.70	\$ 13,322.60	\$ 30,351.10	228%	\$ 10.61
09/18/11	24061	1193	4.96%	713	60%	339	48%	\$ 48,977.33	\$ 13,305.57	\$ 35,671.76	268%	\$ 11.04
09/25/11	25258	1350	5.34%	805	60%	348	43%	\$ 55,949.05	\$ 10,959.66	\$ 44,989.39	410%	\$ 8.37
10/02/11	23304	1315	5.64%	897	68%	379	42%	\$ 52,508.48	\$ 9,688.83	\$ 42,819.65	442%	\$ 8.18
	<b>2,227,141</b>	<b>73,428</b>	<b>3.30%</b>	<b>42,689</b>	<b>58%</b>	<b>18,772</b>	<b>43%</b>	<b>\$ 2,247,078.67</b>	<b>\$ 784,077.45</b>	<b>\$ 1,463,001.22</b>	<b>187%</b>	<b>\$ 11.44</b>