



CLIENT

Digital Media Projection

February 22, 2018

This document provides information based on keyword and market research performed by the Digital Marketing team based on initial research and background information provided. This high-level projection is the result of analysis of detailed keyword information including cost, impressions, clicks, cost per click, and estimated conversion rate, to arrive at the total number of estimated conversions (contact form submissions/tracked calls).

This projection information can be scaled up and down based on initial and ongoing budgets and actual performance realized. Many variables factor into actual performance, so the intent of this document is provide a starting point for estimation of what is possible and to refine once actual campaign results are available during the campaign.

Google AdWords (Ongoing Campaign)

Monthly Media Budget: \$3,000/month
Average Cost Per Click: \$9.50
Website Traffic: 315 sessions
Average Conversion Rate: 4.5%
Projected Conversions: 14
Average Conversion Value: \$23,250
Projected Conversion Revenue: \$325,500

**Total: 315 projected website visits from from AdWords
on \$3,000 per month producing \$325,500 conversion revenue.**