

ROI Work Sheet

2018 Lowcountry Phone Directory

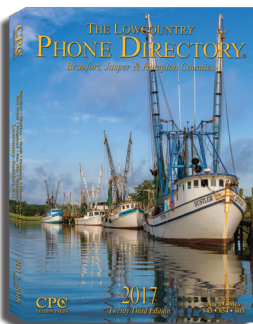
Ronnie Hudson Quality Roofing

(Tracking Results from March 1, 2018 – October 31, 2018)

- Total Calls 108
 - Number of Annual Sales 41
 - Total Annual Sales Revenue \$183,168
 - Return On Investment.....\$76.32/\$1
 - Number of calls to break even on ad 1.42
-
- 108 calls @ \$1,696 per call = \$183,168
 - Cost of ad was \$2,400
 - \$183,168 divided by cost of ad (\$2,400) = \$76.32/\$1 ROI
 - Number of calls to break even on ad: Cost of Ad (\$2,400) divided by revenue per call (\$1,696) = 1.42

(Call tracking provided by Media Measurement Solutions)

STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES



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