

Cost Per Lead and Return on Investment Report

November 2007

82 CALLS	Source- Verizon YP	Source- Yellow Book	Source- Internet Yellow Pages	Source Internet Google	Source Internet Yahoo	Source- Direct Mail	Source- Money Mailer	Source- Main Line Times	Source- Referral
New Clients Received	12	14	14	10	6	8	8	6	6
Monthly Advertising Costs	\$800	\$500	\$500	\$400	\$200	\$600	\$200	\$300	\$0
Monthly Cost per lead	\$67	\$36	\$36	\$40	\$33	\$75	\$25	\$50	\$0
Profit from Lead Source	\$400	\$250	\$700	\$600	\$600	\$400	\$100	\$300	\$600
Return on Investment by Source	50%	50%	140%	150%	300%	67%	50%	100%	Always Free