

Campaign ROI Summary Report

Jobs Scheduled between 04/13/2009 and 05/13/2009

Campaign

	Campaign Cost	Campaign Revenue	Net Revenue	Job Cost	Total Profit
1/10 Direct Mail Flyer	\$1,159.00	\$12,919.45	\$11,760.45	\$4,351.32	\$7,409.13
1st New Homeowner Welcome Letter	\$390.00	\$695.50	\$305.50	\$236.29	\$69.21
A Google Search	\$1,177.23	\$10,092.20	\$8,914.97	\$3,398.52	\$5,516.45
AC Review	\$899.00	\$6,140.50	\$5,241.50	\$2,011.88	\$3,229.62
Bell Yellow Pages	\$860.00	\$1,903.50	\$1,043.50	\$760.48	\$283.02
Car	\$1,500.00	\$1,972.00	\$472.00	\$679.40	(\$207.40)
Century 21 Referral Fee	\$500.00	\$5,303.25	\$4,803.25	\$1,799.18	\$3,004.07

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Inserts AJC	\$0.00	\$932.00	\$932.00	\$413.94	\$518.06
Kudzu	\$0.00	\$1,566.00	\$1,566.00	\$573.45	\$992.55
MSN	\$0.00	\$105.50	\$105.50	\$35.50	\$70.00
New Beginnings	\$299.00	\$345.00	\$46.00	\$122.50	(\$76.50)
Search Engines	\$0.00	\$7,412.50	\$7,412.50	\$2,479.93	\$4,932.57
Service Magic	\$450.00	\$928.50	\$478.50	\$364.07	\$114.43
Solliciting personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

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Stonewell Banker Circular	\$150.00	\$159.50	\$9.50	\$39.50	(\$30.00)
Supermarket Flyer	\$86.00	\$672.50	\$586.50	\$261.25	\$325.25
Test Home	\$0.00	\$129.50	\$129.50	\$271.50	(\$142.00)
To Fix It	\$0.00	\$138.00	\$138.00	\$49.25	\$88.75
ValPak	\$345.00	\$3,584.00	\$3,239.00	\$1,268.14	\$1,970.86
Walk in	\$0.00	\$2,272.00	\$2,272.00	\$779.81	\$1,492.19
Yahoo	\$0.00	\$697.00	\$697.00	\$255.00	\$442.00
Totals	\$7,815.23	\$57,968.40	\$50,153.17	\$20,150.91	\$30,002.26