



From the map, we hope to have users visit our microsite which would extol the benefits of owning a large format printer. This hopefully persuades some of these visitors to go and test it out. The act of turning a visitor into an actual lead requires the user to test a printer. So we have multiple conversion rates e.g. from microsite to testing application and from visitor to lead. At the start these will be unknown but we can guess.

Normally, operating a microsite requires all those hard to calculate costs but in a utility platform world, your application is simply a function running on the platform and I'm charged for use. The operational cost of my microsite is basically the number of visitors x the average cost of the microsite function. Remember, an application consists of many functions and users can navigate around it which means some "wandering" users turn out to be more expensive than