

2025 SmartBracket				
Coupon Used	Transaction	Total	Avg	
	Count	Amount	Revenue/User	
WELCOMEBACK	2	\$8.00	\$4.00	
No Coupon	36	\$180.00	\$5.00	
LINKEDIN10	2	\$9.00	\$4.50	
ROADMAP	1	\$4.00	\$4.00	
ROCKSTAR	3	\$1.50	\$0.50	
<b>Grand Total</b>	<b>44</b>	<b>\$202.50</b>	<b>\$4.60</b>	

Total Cost:	Total Reached:
\$0.00	0
\$26.50	2
\$800.00	0
\$0.00	Unsure

2024 SmartBracket				
Coupon Used	Transaction	Total	Avg	
	Count	Amount	Revenue/User	
ROTOWIRE	10	\$40.00	\$4.00	
WELCOMEBACK	12	\$48.00	\$4.00	
No Coupon	87	\$435.00	\$5.00	
<b>Grand Total</b>	<b>109</b>	<b>\$523.00</b>	<b>\$4.80</b>	

Total Cost:	Total Reached:
\$2,500.00	10
\$0.00	12
\$7,755.00	Unsure

2023 SmartBracket				
Coupon Used	Transaction	Total	Avg	
	Count	Amount	Revenue/User	
EMAIL	10	\$37.50	\$3.75	
No Coupon	98	\$490.00	\$5.00	
ROTOWIRE	26	\$104.00	\$4.00	
WELCOMEBACK	3	\$12.00	\$4.00	
<b>Grand Total</b>	<b>137</b>	<b>\$643.50</b>	<b>\$4.70</b>	

Total Cost:	Total Reached:
\$2,500.00	36
\$0.00	3
\$0.00	98

2022 SmartBracket			
Coupon Used	Transaction Count	Total Amount	Avg Revenue/User
PIDAY	6	\$18.84	\$3.14
ROTOWIRE	13	\$52.00	\$4.00
WELCOMEBACK	1	\$4.00	\$4.00
No Coupon	79	\$395.00	\$5.00
<b>Grand Total</b>	<b>99</b>	<b>\$469.84</b>	<b>\$4.75</b>

Total Cost:	Total Reached:
\$750.00	13
\$0.00	0
\$0.00	7
\$0.00	79

2021 SmartBracket			
Coupon Used	Transaction Count	Total Amount	Avg Revenue/User
ROCKSTAR	1	\$0.50	\$0.50
WELCOMEBACK	7	\$28.00	\$4.00
No Coupon	48	\$240.00	\$5.00
<b>Grand Total</b>	<b>56</b>	<b>\$268.50</b>	<b>\$4.79</b>

Total Cost:	Total Reached:
\$459.82	0
\$1,245.96	Unsure
\$59.99	Unsure
\$800.00	0
\$0.00	7

2021 SmartBracket			
Coupon Used	Transaction Count	Total Amount	Avg Revenue/User
ROCKSTAR	1	\$0.50	\$0.50
WELCOMEBACK	7	\$28.00	\$4.00
No Coupon	48	\$240.00	\$5.00
<b>Grand Total</b>	<b>56</b>	<b>\$268.50</b>	<b>\$4.79</b>

2025 vs 2024 vs 2023 vs 2022 vs 2021 Comparison									
Category	2025 Count	2024 Count	2023 Count	2022 Count	2021 Count	2023 vs. 2022	2023 vs. 2021	2024 vs. 2023	2025 vs. 2024
MailChimp	2	12	3	7	7	42.9%	42.9%	400.0%	16.7%
Ad Spend	\$826.50	\$10,255.00	\$2,500.00	\$750.00	\$2,565.77	333.3%	97.4%	410.2%	8.1%
Revenue	\$202.50	\$523.00	\$643.50	\$469.84	\$268.50	136.96%	239.66%	81.3%	38.7%
User Count	44	109	137	99	56	138.38%	244.64%	79.6%	40.4%

Marketing Cost per User \$18.78 \$94.08 \$18.25 \$7.58 \$45.82

### **2025 Marketing Cost**

- Rotowire outreach - skipped this year
- MailChimp - 4 campaign emails (12 sign up using WELCOMEBACK)
- Jesse - some creating collateral and interaction on Twitter/X, Facebook, and LinkedIn, paid for hours worked
- Dan's outreach to Roadmap and Operators Guild communities

### **2024 Marketing Cost**

- Rotowire - \$2500 (10 sign up using code ROTOWIRE)
- MailChimp - 1 campaign (12 sign up using WELCOMEBACK)
- Sinead - some limited social media outreach and creating collateral in Canva, paid for hours worked

### **2023 Marketing Cost**

- Rotowire - \$2500 (26 sign up using code ROTOWIRE, 10 using EMAIL)
- MailChimp - 4 campaign emails (3 sign up using WELCOMEBACK)
- LinkedIn/Social Media - no cost

## **2022 Marketing Cost**

- Rotowire - \$750 (13 sign up using code ROTOWIRE)
- Google Ads (setup some at \$0.10 to \$0.20 per click) - no CTR for the campaign
- MailChimp - 2 campaigns (6 sign up using PIDAY and 1 signs up using WELCOMEBACK)
- LinkedIn/Social Media - no cost

## **2021 Marketing Costs:**

- LinkedIn campaign:  $102.33+147.17+104.3+106.02 = \$459.82$
- Facebook campaign:  $25+25+25+37.83+4.04+50+75+75+125+175+250+250+129.09 = \$1245.96$
- LinkedIn Premium Business Subscription - \$59.99
- Nick Morgan, recommended by Simone Fenzi to do outreach to social media influencers, \$800
- MailChimp - 1 campaign (7 sign up using code WELCOMEBACK)