

Business Unit	Customer Acquisition & Engagement						Customer Lifetime Value					Operational Efficiency			Financial Performance				
	Lead Generation		Conversion		Retention		Revenue		Profit		Costs	Revenue		Profit	Costs				
	Users or Lead Acquisition	Cost per Lead	Registrations	Churn Rate	Repeat Purchases	Orders or Payments	Average Revenue per User (ARPU), CLTV	ARPU	ARPU or Connections	ARPU or Lifetime	Customer Acquisition Costs	Cost per Acquisition, CPA, CPL	ARPU or LTV	ARPU-CPA	Profit	Revenue	Gross Profit	Net Profit	Net Costs
VisualMusic	1,000		1,000	10	30	15.0 €	1,500.00 €	60,000		1.00	14.00 €	10.00 €	0.50 €		11,000.00 €	75,000.00 €	45,000.00 €	12,000.00 €	20,000.00 €