



return rate

30%	40%	50%	60%	70%	80%	90%
(2,25,667)	(2,07,000)	(1,88,333)	(1,69,667)	(1,51,000)	(1,32,333)	(1,13,667)
(2,32,333)	(2,13,667)	(1,95,000)	(1,76,333)	(1,57,667)	(1,39,000)	(1,20,333)
(2,39,000)	(2,20,333)	(2,01,667)	(1,83,000)	(1,64,333)	(1,45,667)	(1,27,000)
(2,45,667)	(2,27,000)	(2,08,333)	(1,89,667)	(1,71,000)	(1,52,333)	(1,33,667)
(2,52,333)	(2,33,667)	(2,15,000)	(1,96,333)	(1,77,667)	(1,59,000)	(1,40,333)
(2,59,000)	(2,40,333)	(2,21,667)	(2,03,000)	(1,84,333)	(1,65,667)	(1,47,000)
(2,65,667)	(2,47,000)	(2,28,333)	(2,09,667)	(1,91,000)	(1,72,333)	(1,53,667)

ad spend (yr 2)

\$ 1,00,000	\$ 2,00,000	\$ 3,00,000	\$ 4,00,000	\$ 5,00,000	\$ 6,00,000	\$ 7,00,000
(1,60,333)	(1,09,667)	(59,000)	(8,333)	42,333	93,000	1,43,667
(1,75,000)	(1,25,000)	(75,000)	(25,000)	25,000	75,000	1,25,000
(1,89,667)	(1,40,333)	(91,000)	(41,667)	7,667	57,000	1,06,333
(2,04,333)	(1,55,667)	(1,07,000)	(58,333)	(9,667)	39,000	87,667
(2,19,000)	(1,71,000)	(1,23,000)	(75,000)	(27,000)	21,000	69,000
(2,33,667)	(1,86,333)	(1,39,000)	(91,667)	(44,333)	3,000	50,333
(2,48,333)	(2,01,667)	(1,55,000)	(1,08,333)	(61,667)	(15,000)	31,667

CAC (year 3)

\$ 75
(75,000)
(1,41,667)
(2,08,333)
(2,75,000)
(3,41,667)
(4,08,333)
(4,75,000)