**Forecasting Formulas**

* n is in (1,2,3) for each tier
* m is in (Year Month)
* TS = Total Spend
* MOT = Mix of Tiers
* CPL = Cost per lead
* MQL = Marketing Qualified Leads

Actual – From the Salesforce

Predicted – SDnm / CPLnm

* MTS = MQL to SQL
* MTSI = MTS improvement
* STC = SQL to Closed Won
* STCI = STC improvement
* MTSMCP = MTS monthly conversion percent
* STCMCP = STC monthly conversion percent
* SQLMCN = SQL monthly conversion number
* MSAMCN = MSA monthly conversion number
* TSQL = Total SQL

**Note** – Here TSnm will be read as Total Spend for each tier in each month and TSm will be read as Total spend each month and TSn will be read as Total Spend in each tier.

**EOR Summary Sheet** -

1. MTSIn = (MTS current + improvement %) \* MTS Updated
2. STCIn = (STC current + improvement %) \* STC Updated
3. MOTnm = Lookup from Band Mix Tiers
4. TSnm = MOTnm \* sum of (TSm) in n
5. CPLnm = TSnm / MQLnm

**EOR Curve Input Calculator Sheet** –

1. SQLMCNnm = MQLnm \* MTSMCP \* MTSIn
2. TSQLnm = sum of all (SQLMCNm) in n
3. MSAMCNnm = TSQLnm \* STCMCP \* STCIn