

1

Monthly Ad Revenue Projection

\$ 1,000,000

eCPM

\$ 1,000,000

2

12 Month Ad Revenue Projection

\$ 1,000,000

3

How Much to Spend on Ads Dollar Spent

\$ 1,000,000

Apps Activated in 1 Year

\$ 1,000,000

Cost Per Activation

\$ 1,000,000

4

Advertising Impact on Business

5

Total New Monthly Revenue (After 12 Months)

\$ 1,000,000

Monthly Ad Revenue Projection

Monthly Unique Users1,000,000

Average Session Length (min)1,000,000

Sessions Per Day1,000,000

Ad Impressions Per Month1,000,000

Fill Rate75%

Ads Displayed1,000,000

CTR (Click Through Rate)3%

Total Clicks1,000,000

CPC (Cost Per Click)\$ 1,000,000

Monthly Ad Revenue Projection\$ 1,000,000

eCPM\$ 1,000,000

12 Month Ad Revenue Projection

Monthly Earnings\$ 1,000,000

Approx Lowest Month (50%)\$ 1,000,000

Approx Highest Month (150%)\$ 1,000,000

Monthly Average\$ 1,000,000

12 Month Projected Revenue\$ 1,000,000

How Much to Spend on Ads?

12 Month Projected Revenue\$ 1,000,000

Portion Spent3%

Dollars Spent\$ 1,000,000

CPC (Cost per click)\$ 1,000,000

Clicks Purchased1,000,000

Conversion Rate3%

Apps Activated in 1 Year1,000,000

Cost Per Activation\$ 1,000,000

Advertising Impact on Business

Ad Impressions Per User (monthly)1,000,000

Impression Lift From Ads1,000,000

Ad Impressions1,000,000

Fill Rate3%

Ads Displayed1,000,000

CTR (Click through rate)3%

Total Clicks1,000,000

CPC (Cost per click)\$ 1,000,000

Additional Earnings Monthly (1st Mo)\$ 1,000,000

eCPM\$ 1,000,000

Next Month with Compounding\$ 1,000,000

Monthly Revenue from Advertising (After 12mo)\$ 1,000,000

Monthly Revenue from Advertising (After 12mo)

\$ 1,000,000