

	Day	Week	Monthly	Quarterly	Semester	Yearly
Total number of products to be sold	0	0	1	2	4	8
Total revenue	0 €	2 €	8 €	25 €	50 €	100 €
Advertising expenses	0 €	0 €	1 €	3 €	6 €	12 €
Operating Expenses	0 €	0 €	1 €	3 €	6 €	12 €
Cost of products / services	0 €	0 €	1 €	3 €	6 €	12 €
Total expenses	0 €	1 €	3 €	9 €	18 €	36 €
Benefits	0 €	1 €	5 €	16 €	32 €	64 €
Qualified traffic volume to the website	0	1	6	17	35	69
Volume of web visitors that you should buy at least one product	0	0	1	2	4	8
Benefits for customers	8 €					
ROI (Return on investment)	178%					
ROI (Monetary value)	64 €					