

KEY PERFORMANCE INDICATORS DASHBOARD

- REVENUE BY AGENT All
- REVENUE BY MONTH All

TOTAL REVENUE

\$10,453,983

TOTAL LEADS

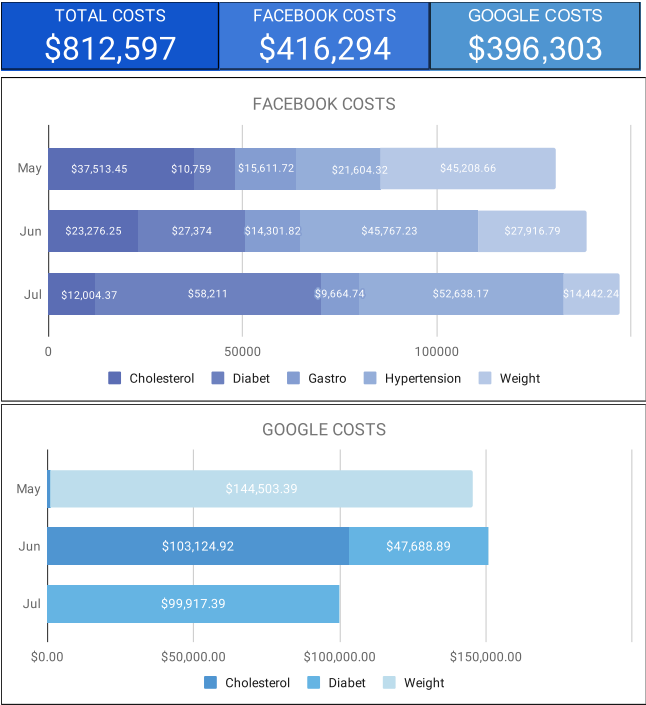
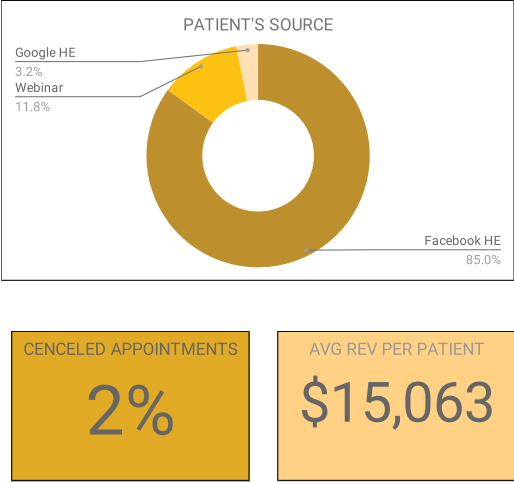
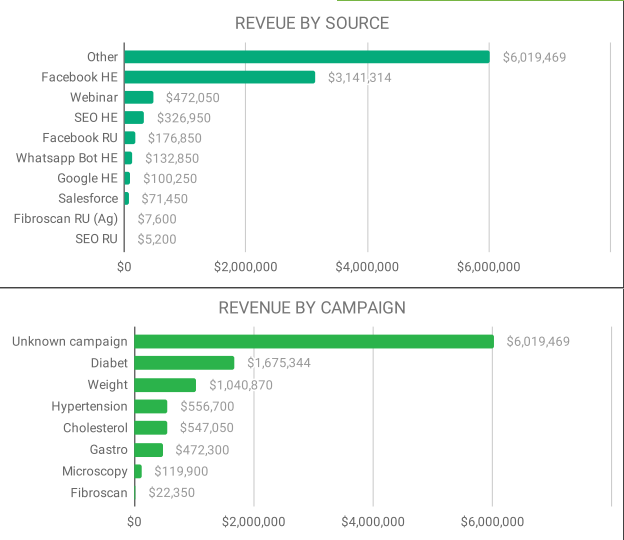
15,133

Leads by agentAll

Leads by sourceAll

Leads by campaignAll

Leads by monthAll



OVERALL	CONVERSION RATE		RETURN ON INVESTMENT		COST PER LEAD		CUSTOMER ACQUISITION COST		
	LEAD TO APPOINTMET	APPOINTMET TO PATIENT	ROI	CPL FACEBOOK HE	CPL WEBINAR	CPL GOOGLE HE	CAC FACEBOOK HE	CAC WEBINAR	CAC GOOGLE HE
	3.5%	87%	446%	\$32	\$31	\$1,638	\$1,236	\$380	\$33,025