

## Chapter 1 : A RUNAWAY REEF

Benodigde values:

-Cost Per Click

-CTR

-Conv

$(\text{prijs}) \text{Volume} * (\text{percentage}) \text{CTR} * \text{Cost per Click} * (\text{percentage}) \text{Conv} = \text{uitkomst van advertentie (uva)} ; D$

$\text{uva} - \text{cpc} = \text{winst}$

voorbeeld nike schoen

$\text{cpc} = 0.22$

$\text{ctr} = 2.5\%$

$\text{conv} = \text{tussen } 2 \text{ en } 4\%$

$100 * 0.025 * 0.22 = 0.55$

neem conv als 3%

$0.55 * 0.03 = 0.0165$

$0.0165 - 0.22 = -0.2035$

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$\text{ctr} = 0.025$

$\text{conv} = 0.03$

$\text{productwaarde} = 100$

$\text{omzet per click} = 0.025 * 0.03 * 100 = 0.075\$$

$\text{Cost per click (CPC)} = 0.22$

$\text{winst marge} = 0.075 - 0.22 = -0.145\$$

formule =

$\text{CTR} * \text{CONVERSION RATIO} * \text{PRODUCTWAARDE} = \text{OMZET PER CLICK (OMP)}$

$\text{WINST MARGE} = \text{OMP} - \text{CPC}$

*(end of excerpt)*