

Return on Marketing Investment

	from Marketing Efforts	Baseline	Total
Customers - Start of Year		3,818,020	3,818,020
New Customers	341,204	267,261	608,465
Exiting Customers (-) ?	(54,979)	190,901	135,922
Customers - End of year	396,183	3,894,380	4,290,564
Revenue - New Customer	\$10,236,109	\$8,017,842	\$18,253,951
Revenue - Recurring	\$19,809,156	\$194,719,024	\$214,528,180
Revenue - Total	\$30,045,264	\$202,736,866	\$232,782,130
Cost of Goods Sold	\$85,301	\$66,815	\$152,116
Service Costs	\$39,618	\$389,438	\$429,056
Variable Costs	\$124,919	\$456,253	\$581,173
Gross Margin	\$29,920,345		
Marketing Spending	\$10,000,000		
Return on Marketing Investment (ROMI)	1.99		