

Campaign Performance

Campaigns Run in Year 6

Total Cost:

Sign up a friend

\$8,000,000



It's easy to get started

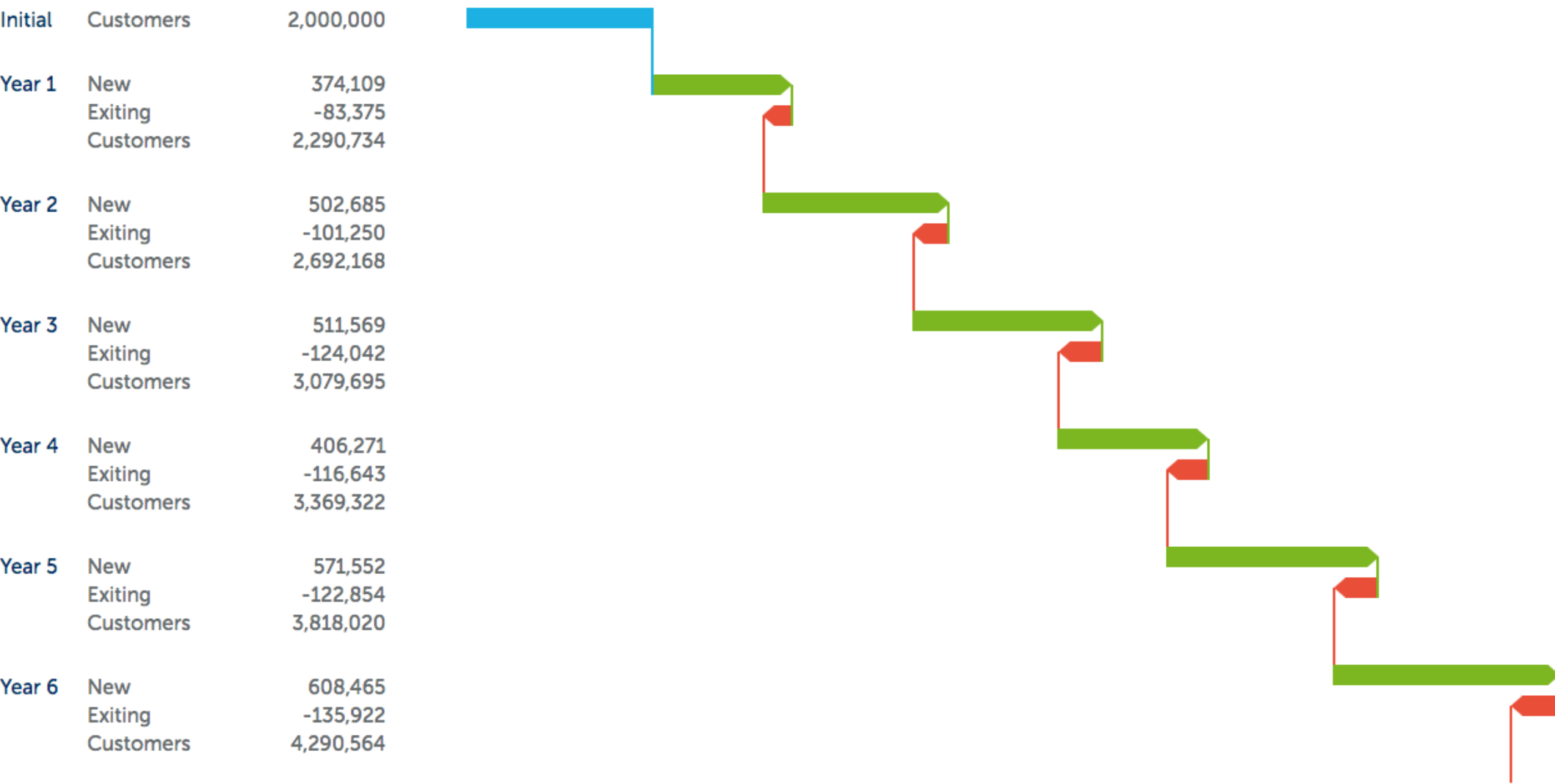
\$2,000,000



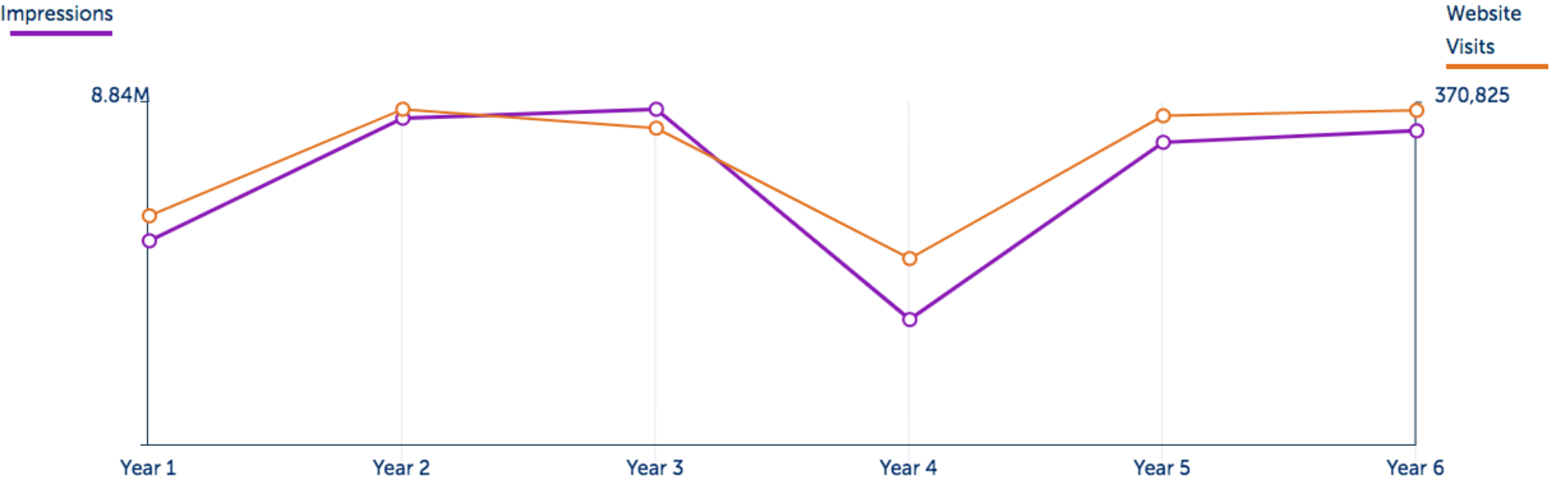
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Customer Acquisition



Campaign Engagement

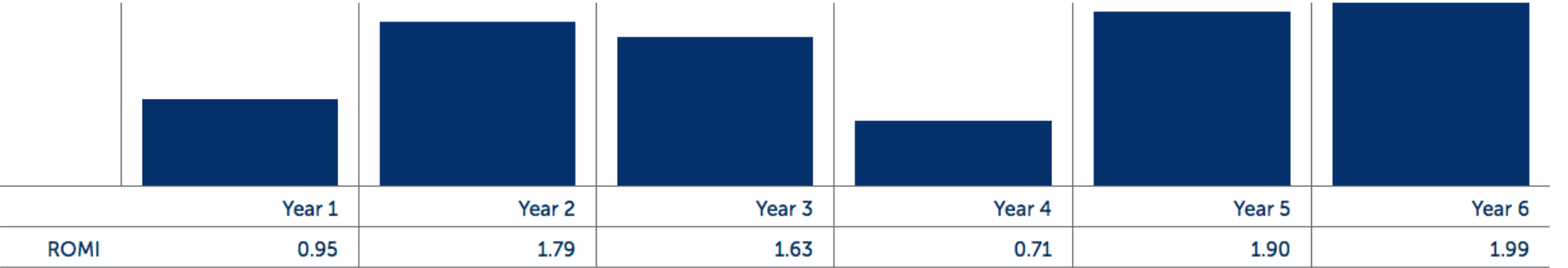


Impressions (thousands)		Website Visits		CTR
?	Email	4,038,460	Email	174,163 (4.31%)
?	Facebook	3,727,612	Facebook	166,971 (4.48%)
?	Television	0	Television	-0 (0.00%)
?	Branded Search	502,356	Branded Search	28,468 (5.67%)
?	Unbranded Search	0	Unbranded Search	-0 (0.00%)
Total		8,268,428	Total	369,602

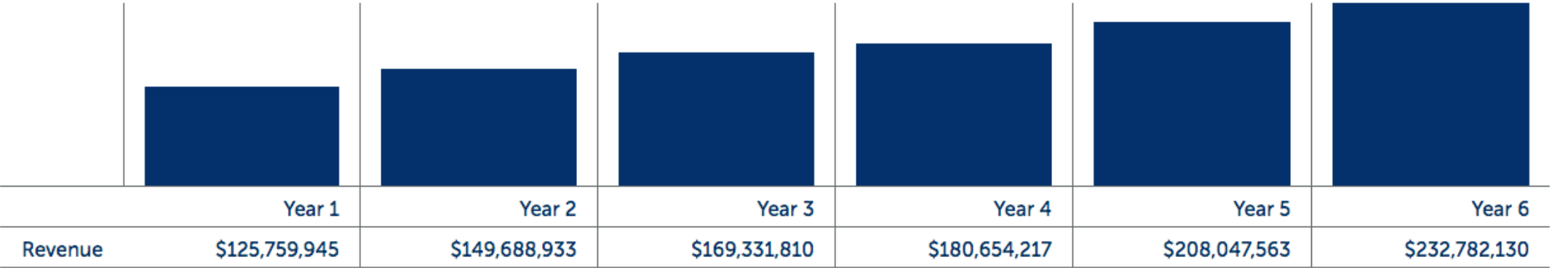
Return on Marketing Investment

	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		

Return on Marketing Investment (ROMI)



Revenue



Final Game Results

Total Revenue

\$1,066,264,598

Average ROI

1.5:1

Total Customers

4,290,564