

Product A/B/C Potential Retuns Monetization Model

BASIS STAT. ACCORDING TO HISTORIC DATA

Avergae Incremental Visits Per Month Per Story Point:				8.235	Full Time Writers Available Effective Feb 2014:				10
Average Visit to Lead:				6.35%	Average Story Points Per Full Time Writer Per Week:				200
Average Lead to Order:		P(A) 2.41%	P(B) 3.86%	P(C) 0.94%	Average Refresh Time Span by Site Optimization (Month):				2
Value of Purchase for NTV----		P(A) \$420	P(B) \$180	P(C) \$265	Average Release Delaying Time Span by Teams(Month):				1
Value of Purchase for LTV-----		P(A) \$1,006	P(B) \$210	P(C) \$850					

Impact Of Annual Incremental Value To The End Of 2014

Month Launch	Story Points Done														
		Visits	Leads	P(A) Orders	P(B) Orders	P(C) Orders	Total Orders	P(A) NTV	P(B) NTV	P(C) NTV	Total NTV	P(A) LTV	P(B) LTV	P(C) LTV	Total LTV
Jan	2,000	131,760	8,367	202	323	79	603	\$84,688	\$58,132	\$20,842	\$163,662	\$202,849	\$67,821	\$66,850	\$337,520
Feb	2,000	115,290	7,321	176	283	69	528	\$74,102	\$50,866	\$18,236	\$143,204	\$177,493	\$59,343	\$58,494	\$295,330
Mar	2,000	98,820	6,275	151	242	59	452	\$63,516	\$43,599	\$15,631	\$122,747	\$152,137	\$50,866	\$50,138	\$253,140
Apr	2,000	82,350	5,229	126	202	49	377	\$52,930	\$36,333	\$13,026	\$102,289	\$126,780	\$42,388	\$41,782	\$210,950
May	2,000	65,880	4,183	101	161	39	302	\$42,344	\$29,066	\$10,421	\$81,831	\$101,424	\$33,910	\$33,425	\$168,760
Jun	2,000	49,410	3,138	76	121	29	226	\$31,758	\$21,800	\$7,816	\$61,373	\$76,068	\$25,433	\$25,069	\$126,570
Jul	2,000	32,940	2,092	50	81	20	151	\$21,172	\$14,533	\$5,210	\$40,916	\$50,712	\$16,955	\$16,713	\$84,380
Aug	2,000	16,470	1,046	25	40	10	75	\$10,586	\$7,267	\$2,605	\$20,458	\$25,356	\$8,478	\$8,356	\$42,190
Sep	2,000	0	0	0	0	0	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Oct	2,000	0	0	0	0	0	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Nov	2,000	0	0	0	0	0	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dec	2,000	0	0	0	0	0	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	24,000	592,920	37,650	907	1,453	354	2,715	\$381,098	\$261,595	\$93,787	\$736,480	\$912,819	\$305,194	\$300,827	\$1,518,841
Average	2,000	49,410	3,138	76	121	29	226	\$31,758	\$21,800	\$7,816	\$61,373	\$76,068	\$25,433	\$25,069	\$126,570