

Funnel conversion rate assumptions			41.66666667	
Lead --> Qualified lead	15%		6.25	
Qualified lead --> Sales Opportunity (Opp)	20%		1.25	
Close rate (Opp --> Closed Won)	20%		0.25	
Conference funnel				
Marketing & Sales funnel		Max costs		
Leads	167	CP(Lead)	\$12	
Qualified leads	25	CP(Qualified Lead)	\$80	
Sales Opportunities	5	CP(Opp)	\$400	
New customers	1	CAC	\$2,000	<i>assumption</i>
Ad campaign funnel				
Additional funnel assumptions				
Clickthrough rate (CTR), Impression --> Click	0.20%	<i>assumption</i>		
Click --> Lead	20%	<i>assumption</i>		
Marketing & Sales funnel		Max costs		
Impressions	416,667	CPM (Cost per 1000 impressions)	\$4.8	
Clicks	833	CPC (Cost per Click)	\$2.4	
Leads	167	CP(Lead)	\$12	
Qualified leads	25	CP(Qualified Lead)	\$80	
Sales Opportunities	5	CP(Opp)	\$400	
New customers	1	CAC	\$2,000	<i>assumption</i>