

YOUR COMPANY
Absolute Cost per Web Mktg Conversion

<u>METRIC</u>	<u>VALUE</u>	<u>NOTES</u>
NOW Web Fee	\$999.00	
AdWords Spend	\$239.42	AdWords cost-per-conversion down 7% over same quarter from last year.
Total Web Mktg. Spend	\$1,238.42	
Organic Web Leads	14	
AdWords Web Leads	11	
Phone Leads	19	See attached call tracking log.
Total Leads	44	
Cost per Lead	\$28.15	