

Internet Marketing Return-On-Investment Analysis

This Excel® spreadsheet was designed to assist the Automotive Dealer in determining the effectiveness of utilizing an in-house CPC (Cost-per-Click) advertising campaign within their dealership to market online their main Website, Micro-Sites, and monitor the cost-effectiveness of Third-Party Flat Rate Lead providers.

It is not intended to meet all the dealership online reporting requirements to manage a cost-effective, successful online marketing campaign. It is intended to be an easy to use spreadsheet which will assist an automotive dealer that needs to quickly calculate a dealership's Return-on-Investment when implementing a CPC program.

With the data generated by this spreadsheet a dealership will be able to determine the cost-effectiveness of an online campaign and upon expanding on these raw calculated sales numbers be capable of projecting the potential gross profit generated by effectively running and managing an online CPC marketing campaign.

This Useful Spreadsheet will also;

- Calculate the required closing percentages need to obtain a Break-Even point
- Allow you to alter your projects based on Units Sold or CPC Closing Percentages
- Provide the added flexibility of entering a desired Average Advertising Cost Per Sold Unit

This workbook may also be utilized for determining the actual units sales required simply to cover the cost of additional Web site service provider add-on's.

General Spreadsheet Usage Instructions

Color Coding is utilized to simplify usage of this spreadsheet. The only field that a user may input data is **YELLOW** in color. There are **Help-Comment** boxes on this spreadsheet, look for the **RED** triangle and place your arrow over them for instructions.

- 1) Take one minute and read all the available Help-Comment boxes.
- 2) Enter a description that best describes your worksheet such as; Domain Address, Website Name or a Third-Party Lead source description within the worksheet lead source analysis title.
- 3) Enter the Current Month & Year, format (mm/yyyy) within the Date Cell/Box.
You will see that the Activity Dates will self-populate.
- 4) Begin entering your data; Sample data is currently entered within the Yellow boxes, simply enter a replacement value.
- 4) **Enjoy and obtain a real return on your marketing investments.**

Last but not least, as time progresses you'll establish **dealership benchmarks** by monitoring and collecting the data made available with this analysis reports and learn how to utilize it to manage individual marketing campaigns.

Last and most importantly, if you have any questions as to how to use this spreadsheet;

E-mail or Call, IntactAuto Support: ExcelHelp@IntactAuto.com or visit the Website: www.IntactAuto.com

Internet Marketing Return-On-Investment Analysis

Current Monthly Website Cost	\$ 1,000.00
Average Total CPC per Unit Sold	\$ 250.00
Average Cost / Bid per Click	\$ 3.00
* Average Vehicle Gross Profit	\$ 1,400.00

Dealership Web Site Name

January-09

Number of Units Sold Online

Values generated by entering the Number of Units Sold

Number of Units Sold	Internet Marketing Expense		
	Monthly Site Cost	Total CPC Expense	Avg Cost Per Unit Sold
0	\$ 1,000.00	\$ -	\$ -
1	\$ 1,000.00	\$ 250.00	\$ 1,250.00
2	\$ 1,000.00	\$ 500.00	\$ 750.00
3	\$ 1,000.00	\$ 750.00	\$ 583.33
4	\$ 1,000.00	\$ 1,000.00	\$ 500.00
5	\$ 1,000.00	\$ 1,250.00	\$ 450.00
6	\$ 1,000.00	\$ 1,500.00	\$ 416.67
7	\$ 1,000.00	\$ 1,750.00	\$ 392.86
8	\$ 1,000.00	\$ 2,000.00	\$ 375.00
9	\$ 1,000.00	\$ 2,250.00	\$ 361.11
10	\$ 1,000.00	\$ 2,500.00	\$ 350.00

Gross Profit Values	
Total Vehicle Gross Profit	Net Vehicle Gross Profit
\$ -	\$ (1,000.00)
\$ 1,400.00	\$ 150.00
\$ 2,800.00	\$ 1,300.00
\$ 4,200.00	\$ 2,450.00
\$ 5,600.00	\$ 3,600.00
\$ 7,000.00	\$ 4,750.00
\$ 8,400.00	\$ 5,900.00
\$ 9,800.00	\$ 7,050.00
\$ 11,200.00	\$ 8,200.00
\$ 12,600.00	\$ 9,350.00
\$ 14,000.00	\$ 10,500.00

Return-on-Investment & Break-Even		
# of CPC Clicks	CPC Closing Percentages	Return on Investment %
0.0	0.000%	-100.00%
83.3	1.200%	12.00%
166.7	1.200%	86.67%
250.0	1.200%	140.00%
333.3	1.200%	180.00%
416.7	1.200%	211.11%
500.0	1.200%	236.00%
583.3	1.200%	256.36%
666.7	1.200%	273.33%
750.0	1.200%	287.69%
833.3	1.200%	300.00%

<< Profit Point

Average Advertising Cost Per Unit Sold: Calculation based on Total Advertising cost including Web site cost divided by Number of Units Sold.

Cost-per-Click Closing Percentage: Required Unit Sales-CPC Closing % to maintain the desired Average Total CPC per Unit Sold.

Return on Investment % : Calculation based on Website & CPC Expense, # of Units Sold, Avg. Gross Profit, Avg. Total CPC per Unit Sold, and the CPC Closing %.

Cost Per Click - Sales Closing Percentage

Values generated by entering CPC Closing Percentages

Number of Units Sold	Internet Marketing Expense		
	Monthly Site Cost	Total CPC Expense	Avg Cost Per Unit Sold
0.0	\$ 1,000.00	\$ -	\$ -
0.1	\$ 1,000.00	\$ 250.00	\$ 15,000.00
0.3	\$ 1,000.00	\$ 500.00	\$ 4,500.00
0.8	\$ 1,000.00	\$ 750.00	\$ 2,333.33
1.3	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00
2.1	\$ 1,000.00	\$ 1,250.00	\$ 1,080.00
3.0	\$ 1,000.00	\$ 1,500.00	\$ 833.33
4.1	\$ 1,000.00	\$ 1,750.00	\$ 673.47
5.3	\$ 1,000.00	\$ 2,000.00	\$ 562.50
6.8	\$ 1,000.00	\$ 2,250.00	\$ 481.48
8.3	\$ 1,000.00	\$ 2,500.00	\$ 420.00

Gross Profit Values	
Total Vehicle Gross Profit	Net Vehicle Gross Profit
\$ -	\$ (1,000.00)
\$ 116.67	\$ (1,133.33)
\$ 466.67	\$ (1,033.33)
\$ 1,050.00	\$ (700.00)
\$ 1,866.67	\$ (133.33)
\$ 2,916.67	\$ 666.67
\$ 4,200.00	\$ 1,700.00
\$ 5,716.67	\$ 2,966.67
\$ 7,466.67	\$ 4,466.67
\$ 9,450.00	\$ 6,200.00
\$ 11,666.67	\$ 8,166.67

Return-on-Investment & Break-Even		
# of CPC Clicks	CPC Closing Percentages	Return on Investment %
0.0	0.000%	-100.00%
83.3	0.100%	-90.67%
166.7	0.200%	-68.89%
250.0	0.300%	-40.00%
333.3	0.400%	-6.67%
416.7	0.500%	29.63%
500.0	0.600%	68.00%
583.3	0.700%	107.88%
666.7	0.800%	148.89%
750.0	0.900%	190.77%
833.3	1.000%	233.33%

<< Profit Point

Number of Units Sold: All calculation are the same as above except that the CPC Closing Percentages determine the Number of Units Sold.

* Average Vehicle Gross Profit is without Finance & Insurance and Service Department Income Potential