

FICTIONAL DEMONSTRATION. NO ACTUAL CLIENT RESULTS OR PRICING.

Costs and revenue use normalized units. Actual client reports use agreed currency and records.

TOTAL INVESTMENT

100 units

INQUIRIES

50

RECORDED SALES

8

ILLUSTRATIVE ROI

44%

1 / THE INVESTMENT

Advertising	60 units
Management	35 units
Software	5 units
Total	100 units

2 / RECORDED PIPELINE

Inquiries	50
Qualified	30
Appointments	20
Sales recorded	8

3 / SOURCES AND RECORDED OUTCOMES

Source	Inquiries	Sales	Revenue units
Google Ads	28	5	200
Meta Ads	14	2	80
Referral	8	1	40
Total	50	8	320

4 / RETURN, ASSUMPTIONS, AND DATA QUALITY

Recorded revenue: 320 units. Illustrative contribution margin before marketing: 45%.

Contribution profit: $320 \times 45\% = 144$ units. Less total marketing investment: 100 units.

Profit after marketing: 44 units. ROI: $(144 - 100) / 100 = 44\%$.

Blended revenue / marketing investment: 3.2x. This is a revenue multiple, not profit-based ROI.

Cost per recorded sale: 12.5 units. Cost per inquiry: 2 units, using total marketing investment.

Confidence note: four example opportunities are missing an updated outcome. Calculations use recorded wins only. Attribution does not establish that marketing caused every sale.

5 / THE NEXT DECISION

Maintain the approved budget while open-estimate outcomes are updated. Review inquiry quality and the follow-up handoff before recommending more spend. Next review: agreed during the monthly conversation. This example demonstrates a decision, not a forecast.