



Your online Lead Consultant!

Build a Financial Model to Track the ROI of your Leads

What was the return on Investment of the last leads you purchased? Tracking the cost of the leads and the commissions earned is very important to determine the effectiveness of the leads you purchased.

Don't gauge success of failure on a lead by lead basis. Instead, view purchasing leads as in investment and the commissions earned is your return on that investment.

This is a basic financial model to track the success of your leads.

Lead Source	Lead Count	Total Lead Cost	Avg. CPL	Sales	Commissions	Fixed Costs	Net Profit
ABC Lead Co	60	\$2100	\$35	9	\$6750		\$4650
XYZ Lead Co	40	\$1000	\$25	4	\$3200		\$2200
Totals	100	\$3200	\$30	13	\$9950	\$1000	\$5750

In this example, the agent spent \$3,200.00 to earn a net profit of \$5,750.00