

LEAD MARKETING REPORT

Program or Product:

Price:

Customer Sales Goal: (# of sales)

Revenue Sales Goal: (# of sales X Price)

Lifetime Value of Customer:

Marketing Investment Amount:
(Budget for Marketing from Cash Report)

Break Even Point:
(When Revenue = Market Investment)

Cost per Acquisition Goal:
(Total Invested/#of Sales)

Cost per
Acquisition Actual:

Profit per Sale Goal:
(Price - Cost per Acquisition)

Profit per
Sale Actual: