

“Plan 1”

							Month																															
			CPC	CTR	Impressions	Clicks	Budget	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Facebook Ads		Posts	0.09 €	2.0%	112706	2254	202.87 €																															
		Ads	0.15 €	3.0%	139244	4177	626.60 €																															
		Leads/sponsored messages	0.65 €	1.0%	16651	167	108.23 €																															
Push Notifications		Notifications	0.09 €	4.0%	39686	1587	142.87 €		B2B	B2C							B2B	B2C							B2B	B2C							B2B	B2C				
Mailchimp		Newsletters	0.19 €	1.5%	35982	540	102.55 €	B2B	B2C								B2B	B2C							B2B	B2C							B2B	B2C				
Google Ads		Search	0.09 €	29.0%	7821	2268	204.12 €																															
		Google Display Ads	0.17 €	0.4%	924223	3604	612.76 €																															
		TOTAL					2,000 €																															

“Plan 2”

								Month																																
			CPC	CTR	Impressions	Clicks	Budget	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
Facebook Ads			Posts	0.09 €	2.0%	224239	4485	403.63 €																																
			Ads	0.15 €	3.0%	288227	8647	1,297.02 €																																
			Leads/sponsored messages	0.65 €	1.0%	32545	325	211.54 €																																
Push Notifications			Notifications	0.09 €	4.0%	79372	3175	285.74 €		B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C	
Mailchimp			Newsletters	0.19 €	1.5%	71965	1079	205.10 €	B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C			B2B	B2C		
Google Ads			Search	0.09 €	29.0%	15625	4531	407.81 €																																
			Google Display Ads	0.17 €	0.4%	1793605	6995	1,189.16 €																																
TOTAL							4,000 €																																	

“Plan 3”

								Month																																		
			CPC	CTR	Impressions	Clicks	Budget	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
Facebook Ads			Posts	0.09 €	2.0%	401239	8025	722.23 €																																		
			Ads	0.15 €	3.0%	431729	12952	1,942.78 €																																		
			Leads/sponsored messages	0.65 €	1.0%	44872	449	291.67 €																																		
Push Notifications			Notifications	0.09 €	4.0%	99215	3969	357.18 €		B2B	B2C			B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C			
Mailchimp			Newsletters	0.19 €	1.5%	89956	1349	256.38 €	B2B	B2C			B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C		B2B	B2C	
Google Ads			Search	0.09 €	29.0%	23670	6864	617.79 €																																		
			Google Display Ads	0.17 €	0.4%	2733002	10659	1,811.98 €																																		
TOTAL							6,000 €																																			