

# ROI Work Sheet

## 2018 Lowcountry Phone Directory

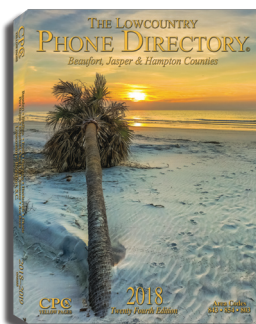
### Gene W. Grace DDS

(Tracking Results from March 1, 2018 – March 1, 2019)

- Total Calls ..... 482
  - Number of Annual Sales ..... 193
  - Total Annual Sales Revenue ..... \$238,590
  - Return On Investment.....\$99.42/\$1
  - Number of calls to break even on ad ..... 4.85
- 
- 482 calls @ \$495 per call = \$238,590
  - Cost of ad was \$2,400
  - \$238,590 divided by cost of ad (\$2400) = \$99.42/\$1 ROI
  - Number of calls to break even on ad:  
Cost of Ad (\$2400) divided by revenue per call (\$495) = 4.85

(Call tracking provided by Media Measurement Solutions)

STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES



**CPC**  
YELLOW PAGES  
**WORK!**

22 Professional Village Circle  
Beaufort, South Carolina  
**843-986-0872**  
E. Brent Cooper Owner-Publisher  
www.cpcyellowpages.com  
cpcyellowp@islc.net

