



# SurePost Performance & ROI Report

## Prepared For:

Address:

City:

State:

Zip Code:

Total Inventory:

Amount to Post:

Gross Profit F&B:

SurePost Program/mo:

Ad Fees/mo:

## Monthly Performance Breakdown

Total Phone Calls:

Productive Calls:

Emails:

VDP Clickthroughs:

VDP Leads:

Texts/SMS:

## Return on Investment

Total Costs:

Total Touchpoints:

Cost per Touchpoint:

**VALID LEADS:**

**Cost per Lead:**

**TOTAL SALES:**

**Cost per Sale:**

**GROSS PROFIT:**

**ROI:**

### Key Performance Metrics

Based on performance results of 900+ dealers, 60k vehicle postings p/mo and industry averages.

Cost per Ad:

Closing rate:

Call to ad ratio:

Productive calls %:

Click to ad ratio:

VDP lead conversion %:

Text to ad ratio:

VDP lead to sales %:

Email to ad ratio: