

METRIC CALCULATION TEMPLATE

Time period analyzed = from: _____ to: _____

$$\text{CPL (Cost Per Lead)} = \frac{\text{Total Cost of Marketing and Advertising}}{\text{Number of Leads Generated}} = \$ \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}} \text{ per lead}$$

$$\text{CPP (Cost Per Prospect)} = \frac{(\text{Total Cost of Marketing, Ads, Sales Calls, and Quotes})}{\text{Number of Prospects Generated}} = \$ \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}} \text{ per prospect}$$

$$\text{CR (Close Rate)} = \frac{\text{Number of Sales}}{\text{Number of Prospects}} = \underline{\hspace{2cm}} = 0.\underline{\hspace{2cm}}$$

$$\text{CAC (Customer Acquisition Cost)} = \frac{\text{CPP}}{\text{CR}} = \$ \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}} \text{ per customer}$$

$$\text{ATV (Average Transaction Value)} = \frac{\text{Total Job Revenue}}{\text{Number of Jobs Sold}} = \$ \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}} \text{ per sale}$$

$$\text{AM (Average Margin)} = \frac{\text{Total Margin}}{\text{Total Revenue}} = \frac{\$ \underline{\hspace{2cm}}}{\$ \underline{\hspace{2cm}}} = \underline{\hspace{2cm}}$$

$$\text{QTT (Quote Turnaround Time)} = \frac{T_1 + T_2 + \dots + T_n}{n} = \underline{\hspace{2cm}} = \underline{\hspace{2cm}} \text{ days per quote}$$

Footnotes:

1. Lead - Someone who contacted you.
2. Prospect - Someone who received a quote.
3. Customer - Someone who gave you money.
4. In QTT calculation, T is the time it takes to prepare each quote, and n is the number of quotes prepared.