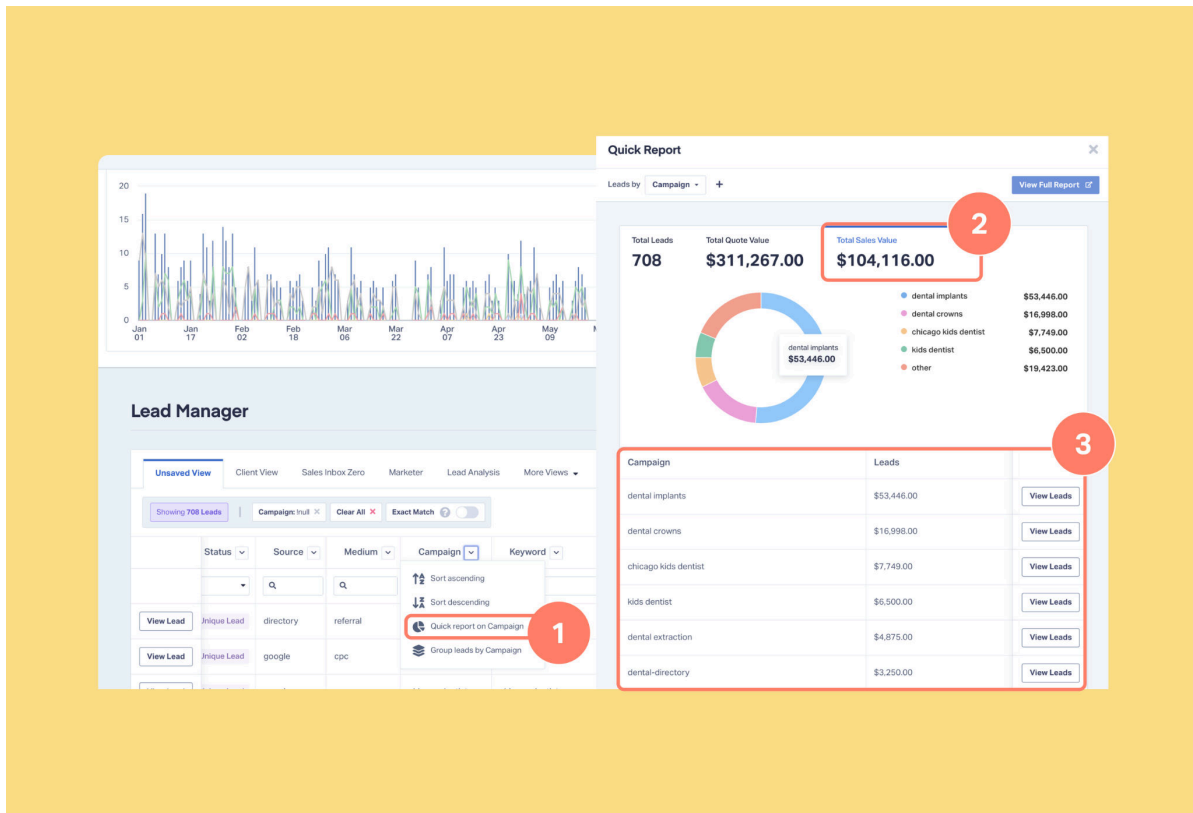


HOW-TO GUIDE

Increase Client's Budget

1 Point to Earned Results (ROI) – Example: Sales Value by Campaign

Showing campaign performance in terms of **real revenue generated** makes it easy for clients to understand **marketing ROI**.



The screenshot shows the 'Lead Manager' interface with a 'Quick Report' overlay. The 'Quick Report' displays the following data:

Category	Value
Total Leads	708
Total Quote Value	\$311,267.00
Total Sales Value	\$104,116.00

The 'Total Sales Value' is broken down by campaign in the donut chart and table below:

Campaign	Leads	Value
dental implants		\$53,446.00
dental crowns		\$16,998.00
chicago kids dentist		\$7,749.00
kids dentist		\$6,500.00
other		\$19,423.00

The 'Quick Report' table also includes a 'View Leads' button for each campaign.

1. Create a **Quick Report** from **Campaigns** in the Lead Manager
2. Switch to **Total Sales Value**

3. Determine **return on investment (ROI)** by comparing campaign sales value to its budget

You can then motivate budget increases by pointing to proven ROI for a campaign.

Example: Campaign A ROI = 9X

- \$10k budget yields \$90k
- **\$100k budget yields \$900k**