

Example

LEADGENERATION MARKET REPORT

elektrischefietsen.com

Sendt Online Marketing B.V.
Tramplein 8
1441 GP, Purmerend

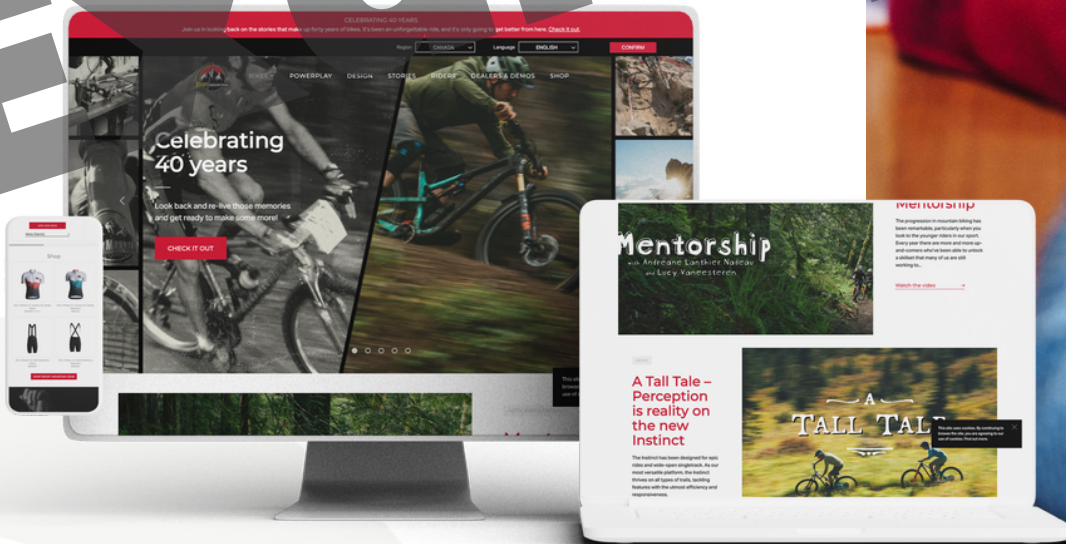
T: +31 (088) 770 4570
E: sales@sendt.nl

Dear Sophie,

Thanks for requesting the Lead Generation Market Report. Based on the information you submitted to us, we have been able to create this customized report for you. We believe that the information contained in this report will provide your organization with valuable marketing information and new insights.

Marc Don
Managing Partner

Example



Starting points

We used the information you provided us with the questionnaire as the basis for creating this report.

CHANNELS

- Social
- Display
- E-mail
- Owned media

LOCATION

- The Netherlands
- All provinces

SEGMENT

- (Electric) bicycles

TYPE LEAD

- Sales qualified leads (SQL)

TARGET GROUP

- Men + women from 45 years



The data

Below we have set out the figures for each element of a lead campaign, which are based on historical data from our campaign management system. The figures we have used for this report have been filtered from the data we have stored from the same or similar industries in which your organization operates. All the output from our system has been compiled and split into an average figure for each element in this report and divided into the different online channels.

REACH

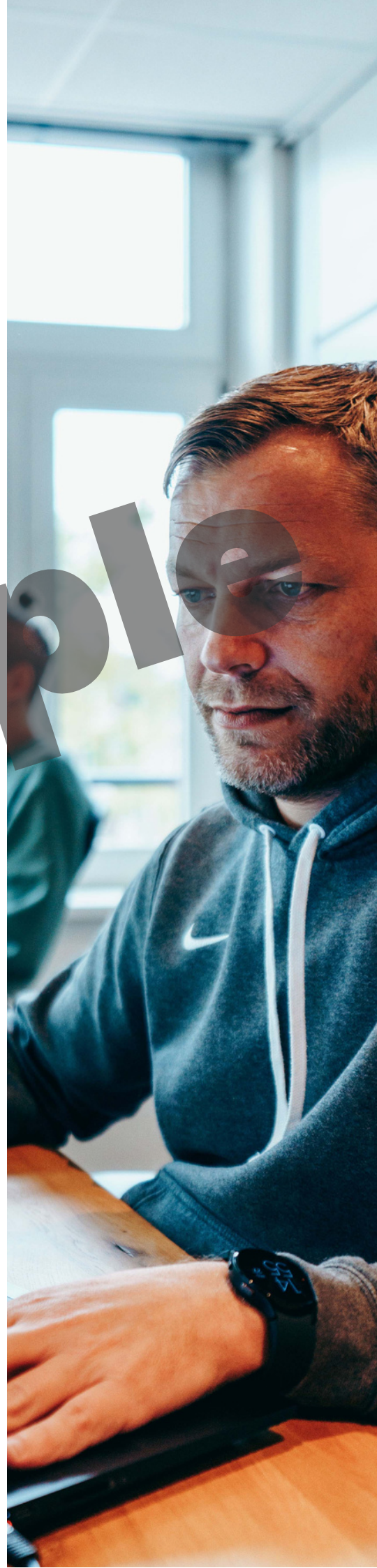
Based on your target group, we looked at the total reach in the Netherlands and how many people can be reached within the target group via the following online channels.

Social	—●	6.313.451
Display	—●	5.453.247
E-mail	—●	4.541.893
Owned media	—●	1.457.332

CPM (COST PER MILE)

Based on the ad costs versus the number of ad impressions within your industry or similar industries, we have generated the average cost per thousand ad impressions below.

Social	—●	€4,73
Display	—●	€2,13
E-mail	—●	€3,59
Owned media	—●	€1,75



CTR (CLICK THROUGH RATIO)

For ad campaigns we have run in the past for similar products and/or services on the various online channels, we calculate the average click-through rate (CTR). This is based on the number of unique clicks per thousand ad impressions and the total number of clicks per thousand ad impressions, translated into a percentage.

Average CTR unique clicks

Social	—●	1,7%
Display	—●	0,34%
E-mail	—●	8,6%
Owned media	—●	12,4%

Average CTR unique clicks

Social	—●	2,5%
Display	—●	0,41%
E-mail	—●	9,7%
Owned media	—●	13,5%

CPC (COST PER CLICK)

Based on the advertising costs / the number of clicks generated within your industry or similar industries, we have determined the CPC (cost per click) below. Also here we have made a difference between the number of unique clicks and the total number of clicks per thousand

Average CPC unique clicks

Social	—●	€0,27
Display	—●	€0,19
E-mail	—●	€0,08
Owned media	—●	€0,06

Average CPC total clicks

Social	—●	€0,24
Display	—●	€0,16
E-mail	—●	€0,06
Owned media	—●	€0,05

CR (CONVERSIE RATIO)

Based on the figures above, we come to the average CPL. The calculations are based on the total number of unique leads we have generated in your industry or similar sector divided by the total costs of buying traffic in the same period.

Social	—●	8,4%
Display	—●	4,7%
E-mail	—●	12,4%
Owned media	—●	17,8%

CPL (COST PER LEAD)

Finally: Based on the figures above, we calculate the average price per lead. The calculation that we have done is dividing the number of unique leads that we have generated in your industry or similar industries by the total number of costs for buying traffic in the same period.

Social	—●	€22,-
Display	—●	€18,-
E-mail	—●	€16,-
Owned media	—●	€11,-



Interested in more details about the figures above?
Curious what we can do for your organization in terms of targeted reach, more relevant clicks, higher conversions and optimization? Feel free to contact us. We will gladly tell you what we can do for you and how we approach this.

Example

