

With just a 10% increase...

Number of Leads	4,000	4,400
x	x	x
Conversion Rate	25%	27.5%
=	=	=
No. of Customers	1,000	1,210
x	x	x
No. of Transactions	2	2.2
x	x	x
Avg. \$\$\$ Sale	\$100	\$110
=	=	=
Revenues	\$200,00	\$292,820
x	x	x
Margin	25%	27.5%
=	=	=
Profits	\$50,000	\$80,525.50