



Full Funnel Worksheet

The following worksheet will help you determine your current level of awareness, or success, in leveraging your web presence to support your organization. This knowledge better enables us to provide specific recommendations for your unique situation. It also enables us to show you the steps to follow to help you maximize your impact in the world through your use of the web. Want help, or feedback? Send completed worksheet to questions@yokoco.com.

| Time Period: | | P1 | P2 |
|--------------------------------|-------------|-----|-------------|
| Web Presence | | | |
| Total Search Impressions | 758,665 | ▲ | 802,144 |
| Impression to Visit Rate | 3.21% | ▼ | 3.04% |
| Total Website Users | 24,368 | ▲ | 24,403 |
| Users to Engaged User Rate | 69.01% | ▲ | 73.30% |
| Total Engaged Users | 16,816 | ▲ | 17,887 |
| Engaged User to Contact Rate | 4.50% | ▼ | 4.49% |
| Marketing Engaged | | | |
| Total Contacts | 757 | ▲ | 804 |
| ▼ General Contact | 233 | ▲ | 256 |
| Marketing Qualified Leads | 438 | ▲ | 477 |
| ▼ Manual Follow Up | 303 | ▲ | 311 |
| Sales Engaged | | | |
| Qualification | 318 | ▲ | 343 |
| Questionnaire (Sent) | 318 | ▲ | 342 |
| Questionnaire (Received) | 297 | ▲ | 318 |
| Proposal (Sent) | 269 | ▲ | 288 |
| Proposal (Pitched) | 254 | ▲ | 282 |
| Negotiation | 252 | ▲ | 255 |
| Agreement Sent | 214 | ▲ | 231 |
| Agreement (Signed) | 202 | ▲ | 227 |
| ▼ Hold/Cold | 23 | ▲ | 25 |
| Engagements Started | 202 | ▲ | 227 |
| Impact Measured | | | |
| New Revenue Generated | \$2,538,736 | ▲ | \$2,862,924 |
| Average Revenue per Project | \$12,568 | ▲ | \$12,612 |
| Total Profit | \$634,684 | ▲ | \$715,731 |
| Avg. Profit Margin | 25% | ... | 25% |
| Total Yoko Expenses | \$125,000 | ... | \$125,000 |
| Return on Investment (Revenue) | \$20.30 : 1 | ▲ | \$22.90 : 1 |
| Return on Investment (Profit) | \$5.07 : 1 | ▲ | \$5.72 : 1 |
| Primary Impact Metric | 1,131 | ▲ | 1,271 |

Let's get started...

Platforms in use:

| Actual Metrics | Date Range: | Goal Metrics |
|----------------|---------------------------|--------------|
| | Web Presence | |
| | Other Impressions* | |
| | Search Impressions | |
| | Social Media Impressions | |
| | Website Unique Users | |
| | Website Engaged Users | |
| | Contacts** | |
| | Marketing Engaged | |
| | Marketing Qualified Leads | |
| | Nurture Pipeline | |
| | Conversion | |
| | Sales Engaged | |
| | Qualification | |
| | Needs Analysis | |
| | Proposal | |
| | Negotiation | |
| | Engaged | |
| | Impact Measured | |
| | Revenue per Opportunity | |
| | LTV of Opportunity | |
| | Total Revenue | |
| | Profit | |
| | Impact Metric | |

*Other impressions are for any other form of media, broadcast, direct mail, etc.

**Contacts include any type of contact, form, email, phone, etc.