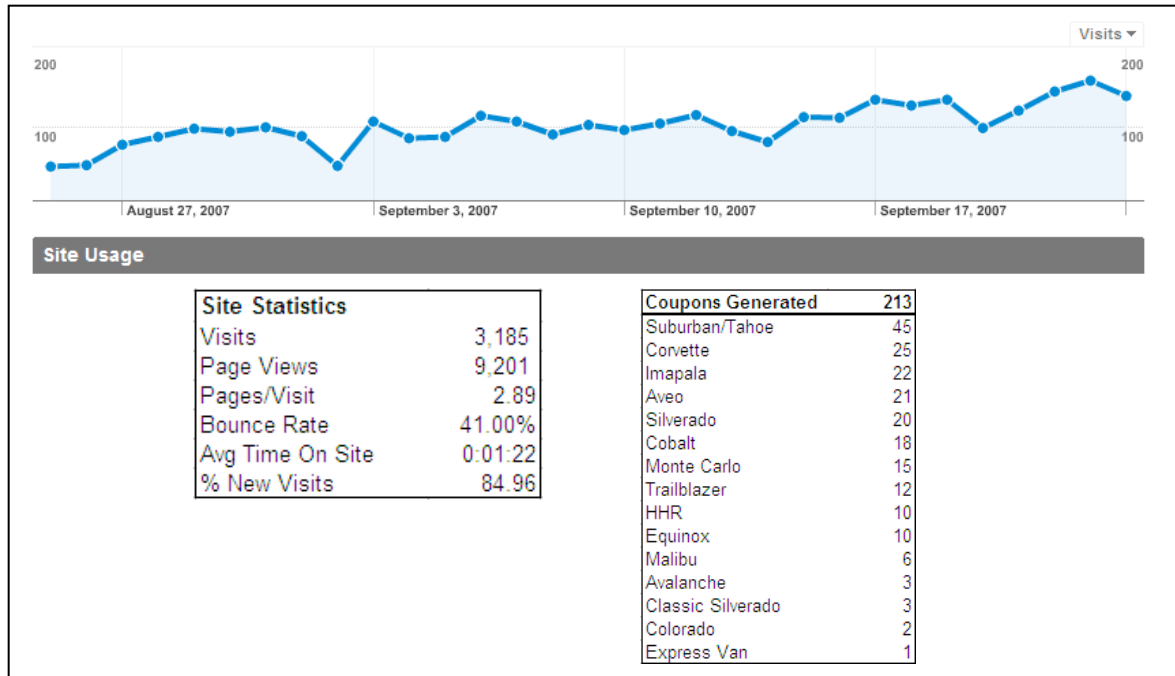


# Dealer Case Study

## Web Statistics for Dealer Banner Ad



## Calculating PVR

- Dealer spent \$4000/month for the ad
- Site generated 200 coupons
- Coupons led to 40 sales
- \$100 PVR compared to national average of \$590