

# Conducting a Multi-Platform Audit

## Green Gardens Network

# Mequoda Strategy Model

Mequoda Strategy Model Green Gardens Network		Year 1	Year 2	Year 3	Year 4	Year 5
ATTRACT →	Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
	Visibility Index	10%	10%	10%	10%	10%
	Search Impressions	38,470,890	38,470,890	38,470,890	38,470,890	38,470,890
	Click Thru Rate	10%	10%	10%	10%	10%
	Search Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
	Other Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
	Total Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
RETAIN →	Net Email Capture Rate	5%	5%	5%	5%	5%
	New Email Subscribers	384,709	384,709	384,709	384,709	384,709
	Beginning Email Subscribers	0	230,825	369,321	452,418	502,276
	Total Email Subscribers	384,709	615,534	754,029	837,127	886,985
	Retention Rate	60%	60%	60%	60%	60%
	Ending Email Subscribers	230,825	369,321	452,418	502,276	532,191
	Average Email Subscribers	115,413	300,073	410,869	477,347	517,233
	Contact Frequency	365	365	365	365	365
MONETIZE →	Emails Sent	42,125,625	109,526,624	149,967,223	174,231,583	188,790,199
	Order per M	1	1	1	1	1
	Orders	42,126	109,527	149,967	174,232	188,790
	Average Order Price	\$30	\$30	\$30	\$30	\$30
	Revenue	\$1,263,769	\$3,285,799	\$4,499,017	\$5,226,947	\$5,663,706
	Revenue per Email Subscriber	\$11	\$11	\$11	\$11	\$11

# What happens if you...

## Double Google Visibility Index (GVI)

Mequoda Strategy Model Green Gardens Network	Year 1	Year 2	Year 3	Year 4	Year 5
Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
<b>Visibility Index</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>
Search Impressions	76,941,780	76,941,780	76,941,780	76,941,780	76,941,780
Click Thru Rate	10%	10%	10%	10%	10%
Search Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
Other Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
Total Visits	15,388,356	15,388,356	15,388,356	15,388,356	15,388,356
<b>Net Email Capture Rate</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
New Email Subscribers	769,418	769,418	769,418	769,418	769,418
Beginning Email Subscribers	0	461,651	738,641	904,835	1,004,552
Total Email Subscribers	769,418	1,231,068	1,508,059	1,674,253	1,773,970
Retention Rate	60%	60%	60%	60%	60%
Ending Email Subscribers	461,651	738,641	904,835	1,004,552	1,064,382
Average Email Subscribers	230,825	600,146	821,738	954,694	1,034,467
Contact Frequency	365	365	365	365	365
Emails Sent	84,251,249	219,053,248	299,934,447	348,463,166	377,580,398
<b>Order per M</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Orders	84,251	219,053	299,934	348,463	377,580
Average Order Price	\$30	\$30	\$30	\$30	\$30
Revenue	\$2,527,537	\$6,571,597	\$8,998,033	\$10,453,895	\$11,327,412
Revenue per Email Subscriber	\$11	\$11	\$11	\$11	\$11

# What happens if you...

## Double Email Capture Rate (ECR)

Mequoda Strategy Model Green Gardens Network	Year 1	Year 2	Year 3	Year 4	Year 5
Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
<b>Visibility Index</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>
Search Impressions	38,470,890	38,470,890	38,470,890	38,470,890	38,470,890
Click Thru Rate	10%	10%	10%	10%	10%
Search Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Other Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Total Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
<b>Net Email Capture Rate</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>
New Email Subscribers	769,418	769,418	769,418	769,418	769,418
Beginning Email Subscribers	0	461,651	738,641	904,835	1,004,552
Total Email Subscribers	769,418	1,231,068	1,508,059	1,674,253	1,773,970
Retention Rate	60%	60%	60%	60%	60%
Ending Email Subscribers	461,651	738,641	904,835	1,004,552	1,064,382
Average Email Subscribers	230,825	600,146	821,738	954,694	1,034,467
Contact Frequency	365	365	365	365	365
Emails Sent	84,251,249	219,053,248	299,934,447	348,463,166	377,580,398
<b>Order per M</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Orders	84,251	219,053	299,934	348,463	377,580
Average Order Price	\$30	\$30	\$30	\$30	\$30
Revenue	\$2,527,537	\$6,571,597	\$8,998,033	\$10,453,895	\$11,327,412
Revenue per Email Subscriber	\$11	\$11	\$11	\$11	\$11

# What happens if you...

## Double Orders per 1000 (OPM)

Mequoda Strategy Model Green Gardens Network	Year 1	Year 2	Year 3	Year 4	Year 5
Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
<b>Visibility Index</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>
Search Impressions	38,470,890	38,470,890	38,470,890	38,470,890	38,470,890
Click Thru Rate	10%	10%	10%	10%	10%
Search Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Other Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Total Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
<b>Net Email Capture Rate</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
New Email Subscribers	384,709	384,709	384,709	384,709	384,709
Beginning Email Subscribers	0	230,825	369,321	452,418	502,276
Total Email Subscribers	384,709	615,534	754,029	837,127	886,985
Retention Rate	60%	60%	60%	60%	60%
Ending Email Subscribers	230,825	369,321	452,418	502,276	532,191
Average Email Subscribers	115,413	300,073	410,869	477,347	517,233
Contact Frequency	365	365	365	365	365
Emails Sent	42,125,625	109,526,624	149,967,223	174,231,583	188,790,199
<b>Order per M</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
Orders	84,251	219,053	299,934	348,463	377,580
Average Order Price	\$30	\$30	\$30	\$30	\$30
Revenue	\$2,527,537	\$6,571,597	\$8,998,033	\$10,453,895	\$11,327,412
Revenue per Email Subscriber	\$22	\$22	\$22	\$22	\$22



# Thank You