

# LaneDriver

SERVICE DRIVE ACQUISITION & REACTIVATION PROGRAM

**\$5,000**

MONTHLY BUDGET

**72**

MONTHS ON PROGRAM

**\$38,556**

ESTIMATED REVENUE PER MONTH

**6.7x**

RETURN ON INVESTMENT

## GOOGLE ANALYTICS PERFORMANCE

3 Avg. Monthly Ranks  
3,089 Total Program Traffic  
2.67 Avg. Pages/Sessions  
2:57 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

582 Goal Completions  
1,889 2+ Page Avg. Depth  
6.2 Pages/Session  
5:34 Avg. Session Duration

## TARGETED ACROSS



Display Ads



Social Media



Email



Mobile Targeting



SecureSEM

# LaneDriver

SERVICE DRIVE ACQUISITION & REACTIVATION PROGRAM

**\$5,000**

MONTHLY BUDGET

**43**

MONTHS ON PROGRAM

**\$55,180**

ESTIMATED REVENUE PER MONTH

**10x**

RETURN ON INVESTMENT

## GOOGLE ANALYTICS PERFORMANCE

2 Avg. Monthly Ranks  
2,547 Total Program Traffic  
1.89 Avg. Pages/Sessions  
1:53 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

1,590 Goal Completions  
1,821 2+ Page Avg. Depth  
4.31 Pages/Session  
5:24 Avg. Session Duration

## TARGETED ACROSS



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SecureSEM

# LaneDriver

SERVICE DRIVE ACQUISITION & REACTIVATION PROGRAM

**\$6,000**

MONTHLY BUDGET

**68**

MONTHS ON PROGRAM

**\$75,180**

ESTIMATED REVENUE PER MONTH

**11.5x**

RETURN ON INVESTMENT

## GOOGLE ANALYTICS PERFORMANCE

3 Avg. Monthly Ranks  
3,479 Total Program Traffic  
1.72 Avg. Pages/Sessions  
1:43 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

2,390 Goal Completions  
2,821 2+ Page Avg. Depth  
4.66 Avg. Pages/Session  
5:04 Avg. Session Duration

## TARGETED ACROSS



Display Ads



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Mobile Targeting



SecureSEM