

MARKETING	Year 1												Year 2												Year 3												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36	
FTDs from affiliates	200	500	600	700	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
FTDs from PPC	40	40	40	60	60	80	80	80	80	80	80	200	220	240	260	280	300	300	340	360	380	400	400	440	460	480	500	520	540	560	580	600	620	640	660	680	700
FTD organic	16	64	80	80	80	80	80	80	80	80	80	200	240	260	280	300	300	340	360	380	400	400	440	460	480	500	520	540	560	580	600	620	640	660	680	700	
Affiliate CPA spend	\$25,000	\$50,000	\$75,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	
PPC spend	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	
TTL Marketing	\$35,000	\$60,000	\$85,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	
TTL new players	305	304	309	4,172	4,198	4,393	4,384	4,388	4,392	4,407	4,407	4,484	4,488	4,504	4,508	4,524	4,528	4,544	4,548	4,564	4,568	4,584	4,588	4,604	4,608	4,624	4,628	4,644	4,648	4,664	4,668	4,684	4,688	4,704	4,708	4,724	
Affiliate Rev (Share 50% of Net Rev)	\$1,697	\$4,008	\$7,193	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	\$18,164	
Key Metrics																																					
Affiliate CPA (Net)	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	
PPC CPA	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	
Planned Affiliate acquisition	\$20	\$20	\$20	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	
Planned PPC spend	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	
Organic acquisition %	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	

Figures in green entered manually

The level of marketing spend is determined ahead of each month, and depends on results and available opportunities.

FTD = First Time Depositor
CPA = Cost per Acquired Depositor
PPC = Pay Per Click