

Full Service lead gen verticals (LMM)

High-end Typical Deal breakdown (\$5000)	Low-end * Typical Deal breakdown (\$3500)
<ul style="list-style-type: none"> • LMM Ad Ops: \$700 • InMarket Data: \$625 • Ad Spend: \$2175 • Agency Profit: \$1500 	<ul style="list-style-type: none"> • LMM Ad Ops: \$700 • InMarket Data: \$425 • Ad Spend: \$1250 • Agency Profit: \$1125

Vertical	Agency Campaign				Client Conversion	
	Lead Gen Package	Avg. CPL	Avg # of Leads	Avg. CPA	Avg. Client Conversion Rate	Avg. Profit Per Deal
Personal Injury	\$5000	\$85 - \$200	25-60	\$850 - \$2000	10%	\$25k
Roofing	\$5000	\$50 - \$100	55-100	\$250 - \$500	20%	\$7.5k
Mortgage	\$5000	\$25 - \$50	100-200	\$150 - \$325	15%	\$5k
Family Law	\$5000	In Beta				\$10k
Financial Advisors	\$5000	\$50 - \$100	55-100	\$250 - \$500	20%	\$10k
Real Estate	\$5000	\$40 - \$65	75-140	\$400 - \$650	10%	\$5k
Non-invasive Procedures (Coolsculpting)	\$5000	\$60 - \$125	45-85	\$400 - \$800	15%	\$3.5k
Medicare Supplement	\$5000	In Beta				

Medicare Advantage	\$5000	In Beta				
HVAC (per call)	\$5000	\$100 - \$165	35-55	\$200 - \$350	50%	\$2k
Dental *	\$3500	\$40 - \$65	50-85	\$250 - \$450	5% - 15%	\$600
Chiro *	\$3500	\$40 - \$100	35-80	\$250 - \$675	5% - 15%	\$600
Gyms *	\$3500	\$40 - \$65	50-85	\$130 - \$210	20% - 30%	\$350