

eBusiness Overview

Taking your business to the Web is no simple task. And, developing an online presence can be costly if you don't make strategic decisions that focus on return on investment and other important financial analyses.

ROI Direct.com can provide you with financials on your Web site through an e-return on investment analysis. By using data to make high-level strategy and marketing decisions, you will be completing a critical component in your effort to quickly and affordably transform your online business from a minor presence to a market leader.

e-Return on Investment Analysis – Understanding the Financials Behind Your eBusiness

It is important to know how much revenue your ebusiness dollars are producing. By measuring and evaluating your online cost and revenue components – more specifically marketing expenditures – our ROI experts can identify your most profitable customers and campaigns, thus allowing you to improve your acquisition efforts and your return on investment over time.

The results of our e-return on investment analysis are presented in an *ROI Analysis* report. This report identifies:

- The cost and revenue components associated with online marketing campaigns
- The profitability and lifetime value (LTV) of your customers and/or customer segments
- Industry standards and typical online campaign performance
- Benchmarks (actual results against your anticipated results)

In this document, we also make recommendations on how to allocate your marketing budget for the best financial results possible. By understanding these variables, we can provide you with ROI information that will play a critical role in your ability to:

- Measure the “success” of online campaigns
- More accurately allocate your marketing budget based on ROI valuations
- Identify the “value” of customer segments based upon response and profitability

In addition to realizing these important benefits, understanding your ROI will improve your ability to establish a competitive edge and improve your positioning over time.

The Next Step

If you are looking to get a better understanding of the cost and revenue components associated with your online customer and ebusiness, then ROI Direct.com's e-Return on Investment Analysis is for you.

Contact us today to learn how our professional services can help you build a strong ebusiness foundation that will increase your online sales and support you as you scale. Discover how quickly and affordably we can help you can maximize your online storefront while enhancing and personalizing the relationship you have with your customers. We're here to help your ebusiness boom.

<callout>

ROI Direct.com Professional Services

The Professional Services team at ROI Direct.com can offer you invaluable insight into conducting business on the Internet, helping you quickly transform your online presence into a profit center. Our online marketing, commerce, and customer care consultants have helped mid-size businesses gain a competitive edge using our applications and professional services. Our clients benefit from the experience that we've gained in building, promoting, and supporting a variety of online businesses. By combining this practical experience with our hosted applications, our consultants are best suited to provide tailored ebusiness solutions that meet online imperatives while addressing both your objectives and expectations.