



UPLIFT PAYBACK MODEL

Based upon uplifts reported to us by clients this model shows payback times.

	Sales	GP	GP Increase	Event Code Cost	Net GP Increase
Standard Week	£2,000	£1,200	£0	£0	£0
Week 1	£2,200	£1,320	£120	£45.83	£75
Week 2	£2,400	£1,440	£240	£45.83	£195
Week 3	£2,600	£1,560	£360	£45.83	£315
Week 4	£2,800	£1,680	£480	£45.83	£435
Week 5	£2,800	£1,680	£480	£45.83	£435
Week 6	£2,800	£1,680	£480	£45.83	£435
Week 7	£2,800	£1,680	£480	£45.83	£435
Week 8	£2,800	£1,680	£480	£45.83	£435
Week 9	£2,800	£1,680	£480	£45.83	£435
Week 10	£2,800	£1,680	£480	£45.83	£435
Week 11	£2,800	£1,680	£480	£45.83	£435
Week 12	£2,800	£1,680	£480	£45.83	£435
Totals	£34,400	£20,640	£5,040	£550	£4,500

- Sales: Show 10% uplift each week reaching 40%. Refer to Case Studies for figures.
- GP: Based on 60%
- GP increase: On average GP will not be affected. Refer to Case Study 2 for evidence.
- Event Code: The cost of a Bundle of 12 Activation Codes is £550 plus VAT.

So by increasing sales from £2,000 by 40% as reported by venues the ROI is just 4 weeks.