|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | NEW PATIENTS | | | | | | | | INCOME | | | | MARKETING COST | | | | ROI | |
| MONTH | FB | FGC | RF | GOOGLE | PP | WI | OTHER | TOTAL | PPV | CARE  PLANS | MC | TOTAL | FB | GOOGLE | OTHER | TOTAL |  |
| JAN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| FEB |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| MAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| APR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| MAY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| JUN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| JUL |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| AUG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| SEPT |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| OCT |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NOV |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DEC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

MARKETING ROI