



The Internet Educator

The BECAC Math

CAC = Customer Acquisition Cost

Simple Traffic Analysis is Key

COR = Customer Order Rate

Traffic / Number of Orders = COR

AOP = Average Order Profit

100 Orders for a total profit of \$12,500 = \$125 AOP

Life of the Customer, Values that can't be calculated

The Break Even Customer Acquisition Cost (BECAC) Formula
Visits/COR = # of Orders X AOP = Profit / Visits

Example: A 50 Room Hotel

visits=24,000 COR=1.1% AOP=\$61

visits / COR = # of orders X AOP = profit / visitors = BECAC
24,000 / 1.1% = 264 X \$61 = \$16,104 / 24,000 = \$0.67



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