

SALES FUNNEL ROI ANALYTICS						Sales Funnel Needed							
						Sales Funnel Completed							
Clients	TMHNC	Lilly	SST	Midco	Totalmh.com								
Home page	0	90			100								
Forklift	0				100								
Service	0		100	0	0								
Electric forklift	100	100	100										
pallet racking	100	100											
loading dock	100		0										
warehouse automation	50												
high speed doors	100												
industrial cleaning	100			100									
industrial utility vehicles	100												
Power Solutions				10	50								
4/18/2023													
	SST SERVICE	TMHNC Automation	TMHNC PALLET	TMHNC Dock	TMHNC Door	TMHNC Electric	TMHNC Clean	TMHNC Utility Vehicle	SST Electric	Lilly Electric	Total MH	Midco Industrial Cleaning	
1	Visits/Session	2063	10581	16939	8489	3209	563	4575					1
2	Leads/New Contacts	12	10	70	41	12	3	15					
3	Closed Deals Influenced		38	45	29	16							
4	Blogs	15	6	10	11	7	12	16	4				12
4	Blog Visits	3146	11325	4078	14011	3845	463	21461					2263
5	Email	6	8	8	10	6	4						11
6	Emails sent	81	30612	36425	31977	10687	31737	11231					5
7	LP Visits	3091	1256	4111	1401	499	346	3369					
8	LP Submissions	53	41	89	162	38	11	163					
9	Social Posts	39	71	52	73	38	27						
	Investment	\$8,000.00	\$7,760.00	\$11,600.00	\$7,750.00	\$5,200.00	\$4,950.00	\$12,500.00	\$12,501.00	\$4,950.00	\$4,950.00	17500	17500
	2020 Revenue		\$1.00	\$450,000.00	\$300,000.00	\$180,000.00							
	2021 Revenue		\$650,000.00	\$2,255,611.64	\$162,607.00	\$489,841.88	\$25,921,424.55	\$1,248,167.00	\$5,608,135.84				
	2022 Revenue		\$709,286.33	\$3,579,108.49	\$964,223.66	\$440,537.56	\$43,521,573.01	\$1,100,238.00	\$6,250,887.48				
	Growth 2020 to 2021		64999900.00%	401.25%	-45.80%	172.13%							
	Growth 2021 to 2022		9.12%	58.68%	492.98%	-10.07%	67.90%	-11.85%	11.46%				
	ROI		9140.27%	15565.62%	-1772.81%	5958.50%	523665.14%	9985.34%	44861.50%	0.00%	0.00%		
	10x		\$77,600.00	\$116,000.00	\$77,500.00	\$52,000.00	\$49,500.00	\$125,000.00	\$125,010.00	\$49,500.00	\$49,500.00		
	Amount earned in 2022 vs. 2021		\$59,286.33	\$1,323,496.85	\$801,616.66	-\$49,304.32	\$17,600,148.46	-\$147,929.00	\$642,751.64				