

— eCommerce Financial Forecast —



WHEN YOU NEED TO KNOW:

- How profitable is my online channel?
- What is the size of the financial opportunity for my business?
- Do I have the right mix of digital marketing activities?

— Overview —

The It Works eCommerce Financial Forecast calculates the potential sales and profitability of your online channel, with a comprehensive assessment of the effect that digital marketing activities have on your traffic, revenue and bottom line. This product allows you to create a plan that maximises the return on your marketing investment whilst maintaining optimal operating expenditure to produce the best profit margin.

— Inclusions —

- Detailed Profit & Loss that empowers CEO's and the board to make informed decisions
- 36 month-on-month forecast with a detailed schedule of digital marketing activities and their influence on transactions, revenue and profit
- 5 x 'what if' analyses
- Interactive presentation of your e-channel Financial Forecast to Senior Management.

— Benefits —

- Easily identify the profitability and break-even point for your e-channel
- Clear understanding of the online opportunity for your categories and products for the next 36 months
- A powerful tool for maintaining performance targets for departmental and supplier KPI's
- All the information needed to forecast the appropriate amount of Capex required to develop your channel
- Visibility of the performance of digital marketing channels relative to total revenues
- A simple tool that allows you to create and maintain an accurate profit and loss statement for your eCommerce channel.

CASE STUDY

— Australian Geographic Retail —



ENDORSEMENT

“Engaging It Works to complete a three year financial forecast has allowed us to tailor digital strategy and define budgets by channel and activity. The ability to accurately model return on investment will continue to be useful for years to come.”

Dave Harker,
Head of eCommerce,
Australian Geographic
Retail

— Problem —

- The size of the opportunity that omni-channel retail could offer the business was appreciated but not understood in detail
- A need to identify the size of the potential online opportunity including profitability in order to decide whether and how much of an additional investment was required.

— Solution —

- A financial forecast that detailed Australian Geographic Retail’s online store revenue, operating costs and net profit for a 3 year period
- A detailed assessment of the digital marketing spend that would be required across all digital marketing channels
- Comprehensive ‘what if’ analysis that identified the costs and benefits of differing investment scenarios.

— Outcome —

- The Australian Geographic Retail Board were able to understand how and when their online channel would become profitable and what action needed to be taken to get there
- Enabled Australian Geographic Retail to make an informed decision to proceed with investing in a new eCommerce platform
- Aided in the eCommerce platform selection process in ensuring the new ecommerce platform would meet their needs and facilitate growth
- Provided a detailed breakdown of the distribution of digital marketing spend required across SEO, SEM, Email Direct Marketing, Display Advertising etc.