

Industry Benchmark Report

2018 AdSim Advertising - Demo World - Period 2019

| | Your Firm | Winsome Pix Inc | Gizmo Camera Co | Life Works | Beyond the Lens |
|--|---------------------|---------------------|---------------------|---------------------|---------------------|
| Sales | | | | | |
| Retail Sales Revenue | \$127,520,484 | \$125,217,978 | \$154,332,891 | \$167,350,645 | \$103,932,700 |
| Less: Retailer Margin | \$44,632,169 | \$43,826,292 | \$54,016,512 | \$58,572,726 | \$36,376,445 |
| Sales Revenue (Wholesale) | \$82,888,314 | \$81,391,686 | \$100,316,379 | \$108,777,919 | \$67,556,255 |
| Less: Cost of Goods Sold | \$50,752,300 | \$50,336,795 | \$61,524,598 | \$66,266,363 | \$41,364,519 |
| Gross Margin | \$32,136,015 | \$31,054,891 | \$38,791,781 | \$42,511,556 | \$26,191,736 |
| Product Marketing | | | | | |
| Evaluation Research | \$0 | \$0 | \$0 | \$0 | \$0 |
| Advertising Agency Fee | \$250,000 | \$350,000 | \$350,000 | \$0 | \$0 |
| Media Advertising | \$5,350,000 | \$4,250,000 | \$4,500,000 | \$5,000,000 | \$5,000,000 |
| Customer Relationship | \$220,000 | \$220,000 | \$220,000 | \$220,000 | \$220,000 |
| Marketing Communication | \$400,000 | \$400,000 | \$400,000 | \$400,000 | \$400,000 |
| | \$6,220,000 | \$5,220,000 | \$5,470,000 | \$5,620,000 | \$5,620,000 |
| NET MARKETING CONTRIBUTION | \$25,916,015 | \$25,834,891 | \$33,321,781 | \$36,891,556 | \$20,571,736 |
| CUMULATIVE NET MARKETING CONTRIBUTION | \$25,916,015 | \$25,834,891 | \$33,321,781 | \$36,891,556 | \$20,571,736 |

HINTS AND TIPS

1. Your goal is try to increase your **Net Marketing Contribution** so that it is higher than your competitor(s).

2. Note that Retailers keep approximately 35% of the retail price as their margin for selling your product. In AdSim, Sales Revenue refers to your Wholesale Sales Revenue.