

# GoConvert

Pipeline Stage	Number of People	GoConvert Rate	GoConvert Advantage	GoConvert Cost	GoConvert Advantage
Awareness	$(BUM / ((AdSpend / Reach) * 1000)) * 1000$			$(Spend / Impressions) * 1000$ (CPM)	vs. \$25 Agency CPM Benchmark
Interest	$(Awareness * CTR) / 100$	$(Clicks / Reach) * 100$ (CTR)	vs. CTR Benchmark	$BUM / Interest$ (CPC)	vs. CPC Benchmark
Engagement	$(Interest * RCR) / 100$	$(Leads / Clicks) * 100$ (RCR)	vs. Lead Conversion Rate Benchmark	$BUM / Engagement$ (CPR)	vs. CPL Benchmark
Conversion	$(Engagement * IGRCR) / 100$	$(Customers / Leads) * 100$ (IGRCR)		$BUM / Conversion$ (CPIGR)	

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