

PV6

Product Unit Sales Price©

Generally, the higher the unit sales price of the product you represent, the more you will make on each sale. It also means that your PPC break-even point will be higher.

In other words, you can afford to pay more per click for each potential customer that clicks through to your landing page. In addition, it can also mean you could live with a smaller conversion ratio on either your landing page or your seller's sales page.

Using some hypothetical numbers, you can create a case scenario on you AMP table to test just how much of a conversion ratio reduction it would take to reach your PPC and monthly profit break-even point.