

PV-I

No. Of Monthly Sales from Free Adv.©

This data represents sales from all free advertising, from all marketing sources. Free advertising is always preferred over paid advertising, as it carries no costs that must be subtracted from revenue. In other words, when advertising is free, gross profit and net profit are the same.

It, however, takes a long time to generate a significant amount of traffic from free advertising, but once generated, it tends to be reliable and can (when developed properly), grow significantly over time. Ultimately, it can far outperform PPC advertising.