



# ROI FACT SHEET

## What is ROI?

ROI (Return On Investment) is a performance measure for evaluating the efficiency of an investment.

## What can I expect from an IdeaRoom 3D designer?

**15%  
INCREASE**  
IN AVERAGE  
SALES PRICE

&

**5%  
INCREASE**  
IN PROFIT PER  
SQUARE FOOT

&

**50%  
INCREASE**  
IN DEALS CLOSED  
ONLINE

*For instance, if your average 10' x 12' structure sells for \$3,000, implementing an IdeaRoom configurator could help you make an extra \$450 per sale.*

## Scale your business by enhancing efficiency.

- + increases engagement time (4+ minutes per visitor)
- + increases customer loyalty over competitors
- + increases geographic reach
- + allows salespeople to focus on qualified leads
- + decreases need for large inventory stock
- + fewer pricing errors