



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 Configurator?

15%
INCREASE
IN AVERAGE
SALES PRICE

&

50%
INCREASE
IN PROFIT PER
SQUARE FOOT

For instance, if your average 10' x 12' structure sells for \$3000, 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)

+ allows salespeople to focus on qualified leads

+ increases customer loyalty over competitors

+ decreases need for large inventory stock

+ increases geographic reach

+ fewer pricing errors