

Premium strategy

Descriptive Statistics - Bootstrapping on average daily earning per 300 referrals						
		Statistic	Bootstrap ^a			
			Bias	Std. Error	99% Confidence Interval	
					Lower	Upper
Earn_300	N	25	0	0	25	25
	Minimum	1,68				
	Maximum	4,59				
	Mean	3,0737	-,0005	,1602	2,6662	3,4888
	Std. Deviation	,81782	-,02439	,10343	,50039	1,03776
Valid N (listwise)	N	25	0	0	25	25
a. Unless otherwise noted, bootstrap results are based on 10000 bootstrap samples						

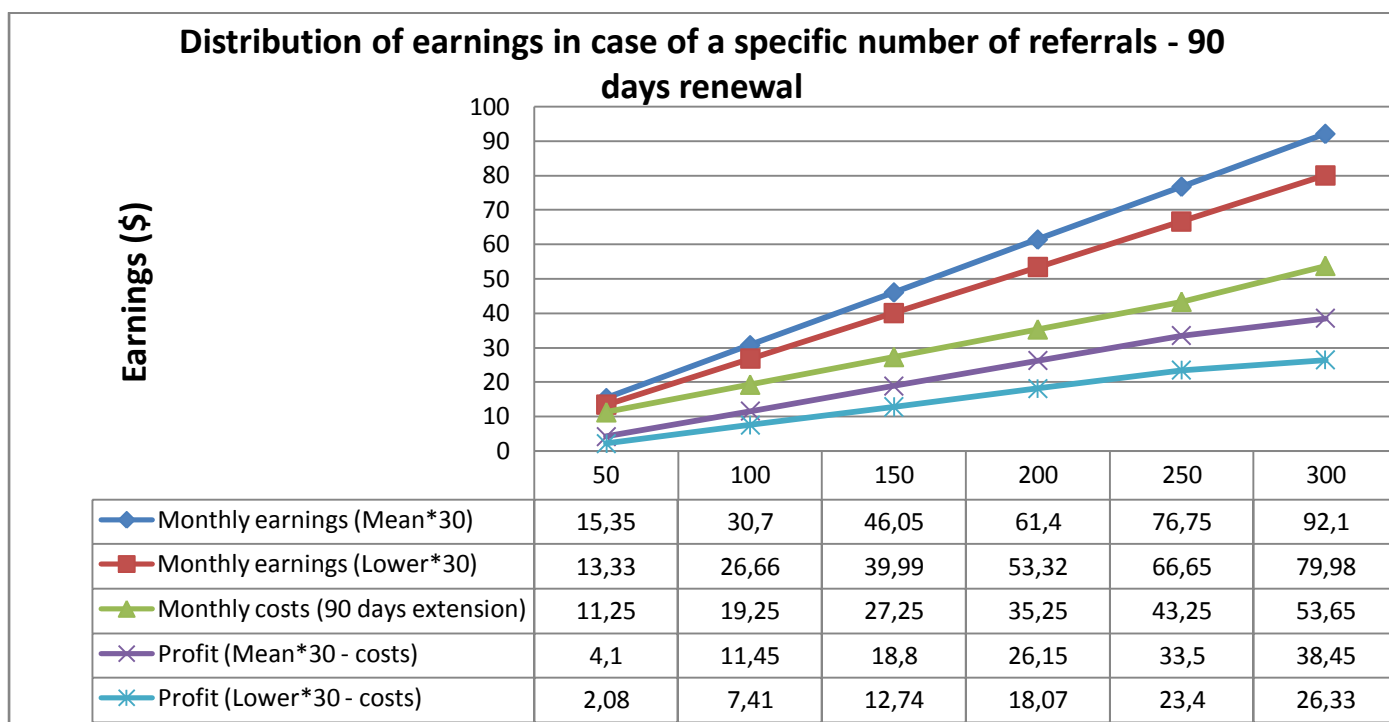
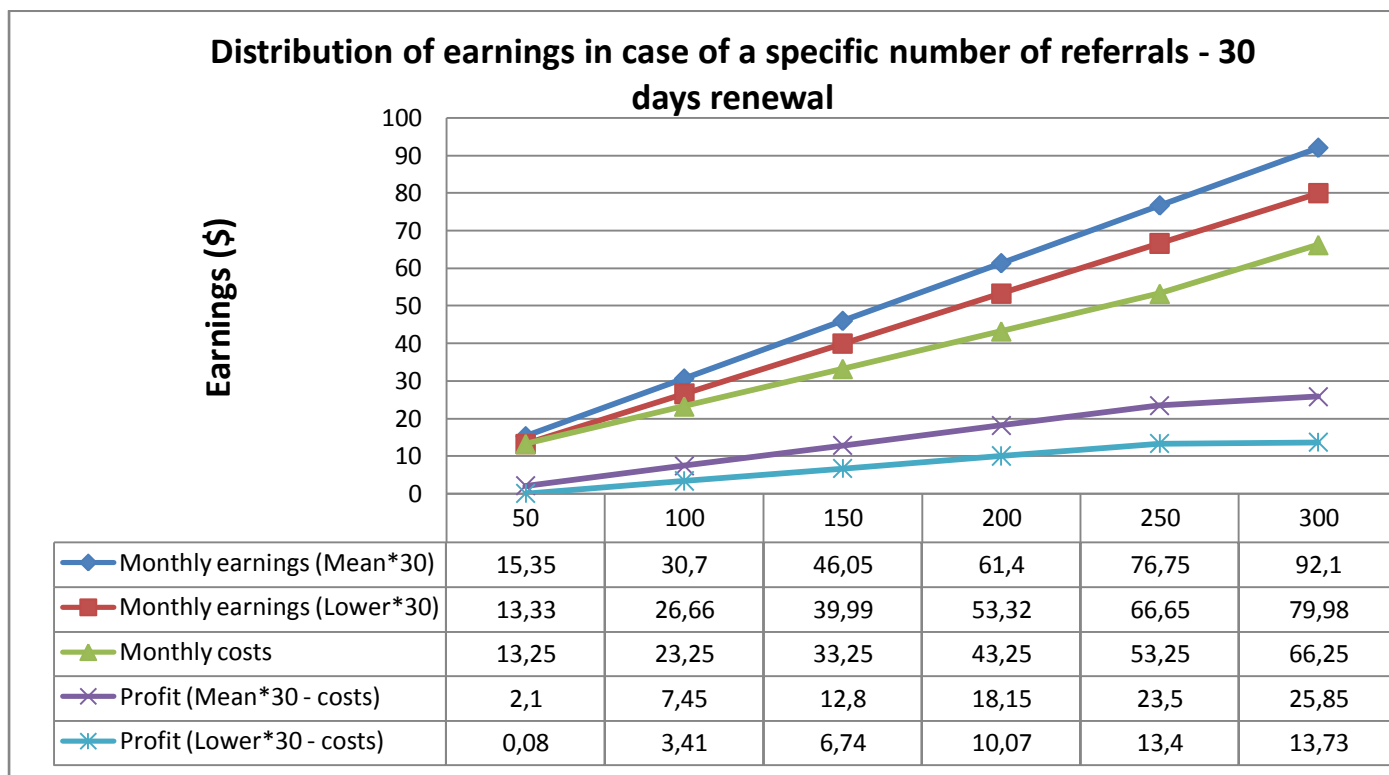
So, you should expect from your 300 referrals (and your own 30-40 clicks) \$3,07 daily, and only in 0,5% the earned amount should be lower than \$2,6662. Let's keep calculating with the lower limit, 2,6662 (in other words, minimum). If you earn (only) that much, in a month you should earn $2,6662 \times 30 = \$79,86$. However, you will have to spend \$63 to keep your referrals (less if you use AutoPay¹) and $39/12 = \$3,25$ for your yearly membership. So, you should earn at least $79,98 - 63 - 3,25 = \$13,73$ per month, or $13,73 \times 12 = \$164,76$ per year. **So, if you don't have much luck, you should earn about \$165 per year.** You can try to calculate the maximum earning by imputing the upper limit (3,4888) into the equation. I'm sure you will like what you'll see.

Descriptive Statistics - Bootstrapping on average number of clicks per day per referral						
		Statistic	Bootstrap ^a			
			Bias	Std. Error	99% Confidence Interval	
					Lower	Upper
avg_cN	N	58	0	0	58	58
	Minimum	,75				
	Maximum	2,15				
	Mean	1,4235	,0007	,0403	1,3224	1,5254
	Std. Deviation	,32314	-,00570	,02897	,23840	,39733
Valid N (listwise)	N	58	0	0	58	58
a. Unless otherwise noted, bootstrap results are based on 10000 bootstrap samples						

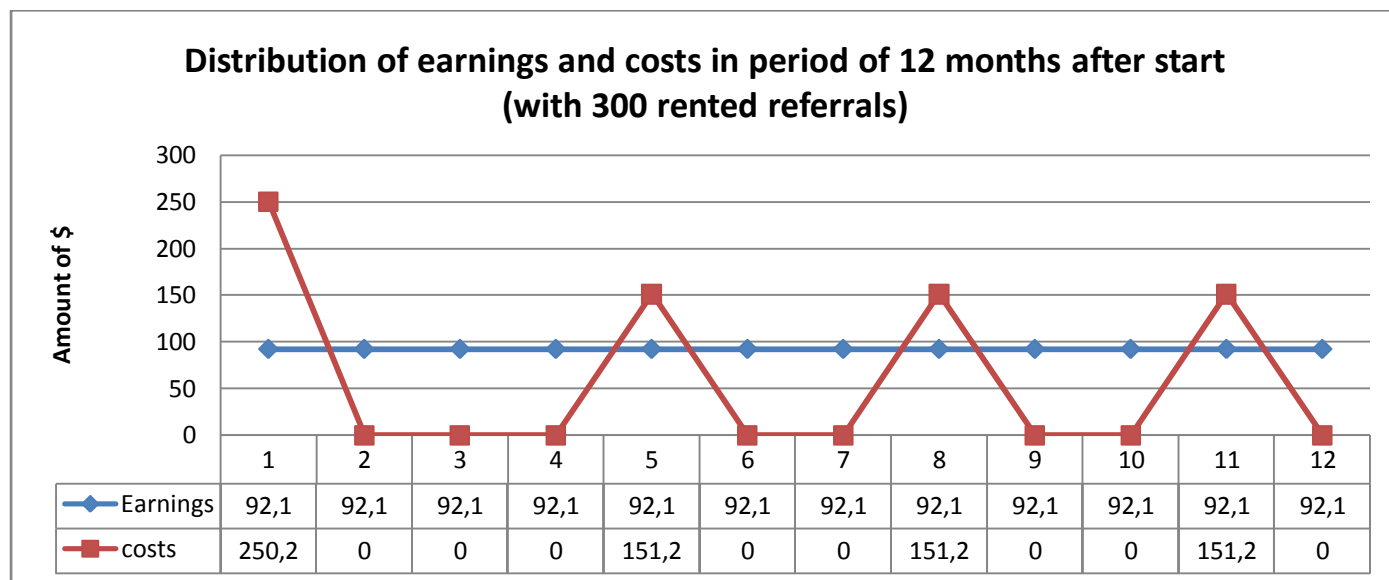
¹ Option that allows you to automatically renew your referrals with a 15% discount.

Here you can see how many clicks you should expect from your referrals. With around 1,4235 clicks per each referral, you should expect around $1,4325 \times 300 = 430$ clicks per day, but there is no need to worry as long as they are higher than $1,3224 \times 300 = 400$.

Is there a way to earn more with the Premium membership? Yes, there is! Extending your rented referrals for 90 days will get you a 20% discount. Look on the graph below to see how it changes the situation.



You can notice how the earnings changed according to your strategy of renewing referrals. This is discussed in greater detail in the Premium+ strategy. What you should know is that if you renew your referrals for 90 days, you won't have to pay for their renewal in the next two months, which implies that the cost of 90-day-renewal is higher than regular 30-day-renewal, so your starting investment should be higher. For instance, if you want to buy the yearly membership, 300 referrals and extend them, you should invest $39+60+126=\$225$. Let's have a look at the graph that shows us how should costs and "Lower" earnings fluctuate during 12 months:

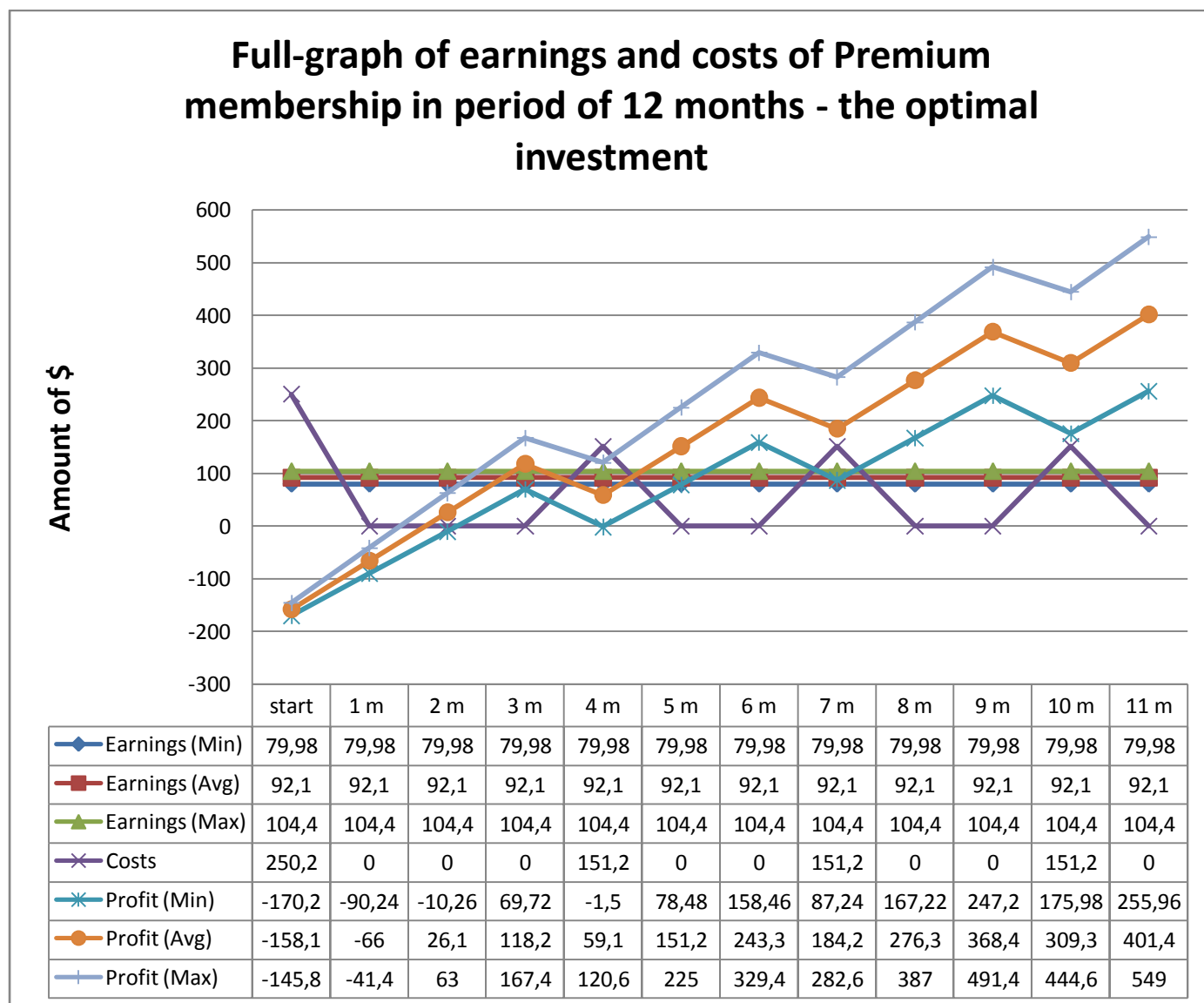


ROI (return of investment) would be around 136% per year (or \$255,96, if you transform it into currency). If we used „Mean“ values, it would be around 157% (\$401,4).

P. S. Note that these calculations were made after the first autorecycle (4 days or longer). First days of your new referrals should be less successful, but that's normal.

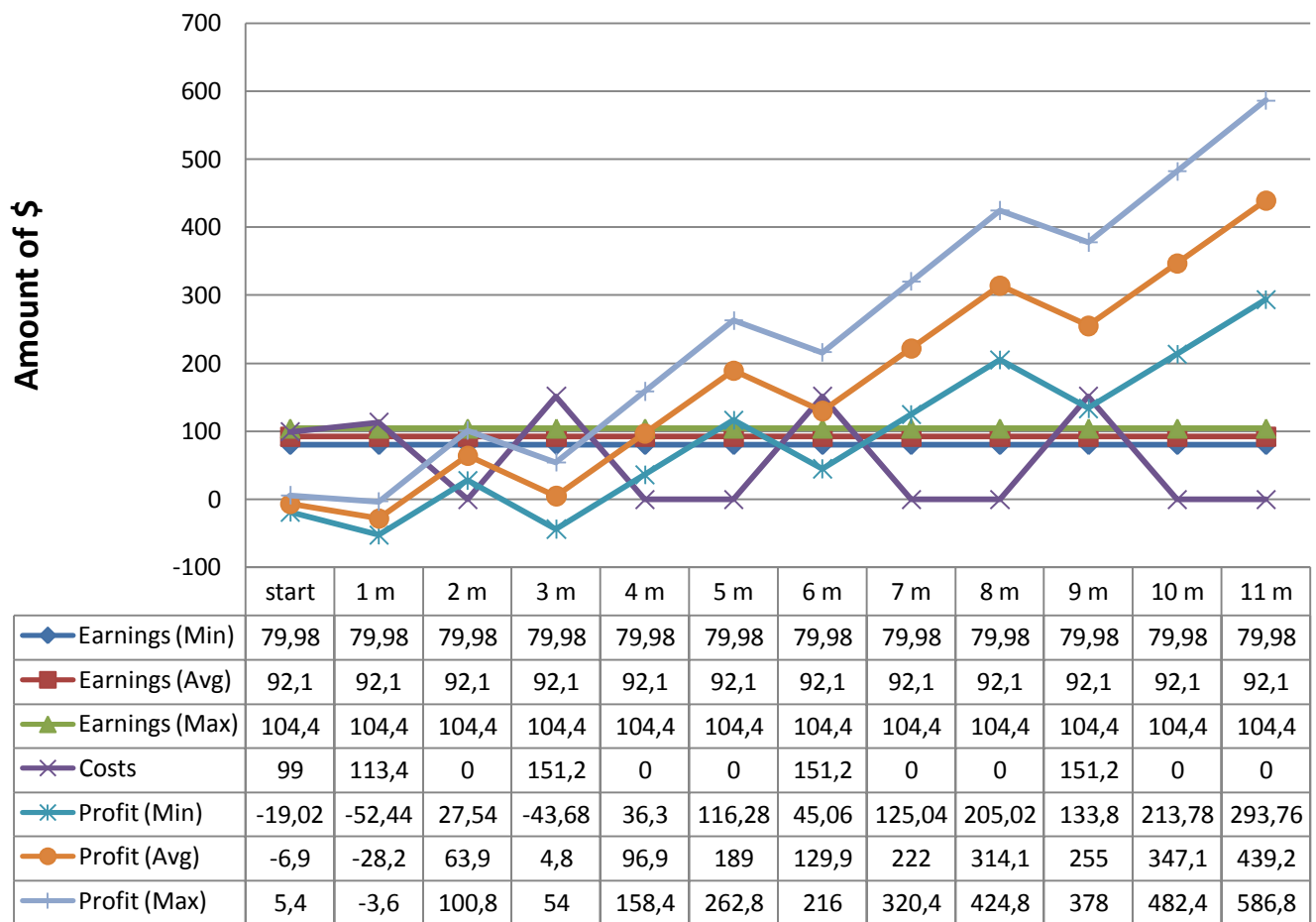
How to split the costs of a Premium membership and develop your account faster?

This paper is an attempt to split the costs of Premium membership and make the profit come faster. Firstly, let's take a look at a full-graph of costs and earnings, which includes minimum, average and maximum expected earnings as well as costs.



According to this graph, we can be 99% sure ($\alpha=0,01$) that the curve of our earnings should be somewhere between [this](#) and [this](#) colour, but it is most likely that it would look similar to [this](#) line. Is there a way we could lower the starting costs? We could split them into two parts: in the first month you buy membership and referrals, and in the second one you extend them for 60 days (10% discount; 90 is better -20%, but we are trying here to invest less, but enough for a successful start). In that case, the graph would look like this:

Full-graph of earnings and costs of Premium membership in period of 12 months - the economic investment



As you can notice by looking at the „Profits“, the minuses in the beginning are quite lower. Let's calculate how it should go step-by-step. In the first month you buy membership and referrals for \$99 you invested. They earn you \$79,98-\$104,4 (we'll calculate with the Mean, \$92,1). In the next month you'll have to extend them (or lose them, which I wouldn't recommend). In order to do so, you will have to use your \$92,1 and invest \$21,3 more. Again, until the end of the 30-day period they will earn around \$92,1. So, you are still in a minus. Because you extended your referrals for two months, in the next month you won't have to pay anything! That's when you will see the first results of your investment. However, don't cashout immediately, because your referrals will have to be extended in the next month, and they should be extended for 90 days in order to maximize your profit. If you don't have much luck, you could be put into position to invest some more if your profit is close to minimal, but as you can see in the rest of the graph, there isn't a statistically probable chance that the costs will be higher than your profit. To conclude - after the „fourth month“, there

shouldn't be a statistically significant chance of you not earning on Ojooo. And to calculate the real ROI (for

Mean=Avg)= $439,2/(99+21,3)=365\%!!!$

Also, it is advisable to use AutoPay in the first phase. It gives you a discount of 15%, so it's a good option until you extend your referrals for 90 days. It will add a few percent to those 365% above.

The final conclusion would be that, if you want to spare some money, yet start a stabile income on Ojooo, it's enough to invest \$99 in the very beginning and \$23 one month after. **THAT'S ALL THE INVESTMENT YOU'LL NEED!** And, as you can see, it really does pay off.