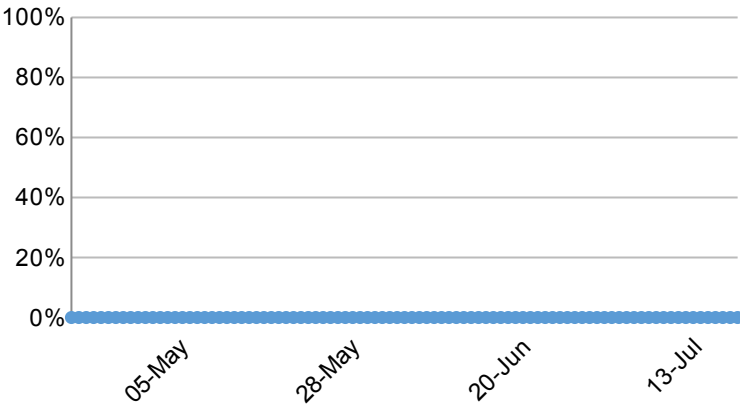


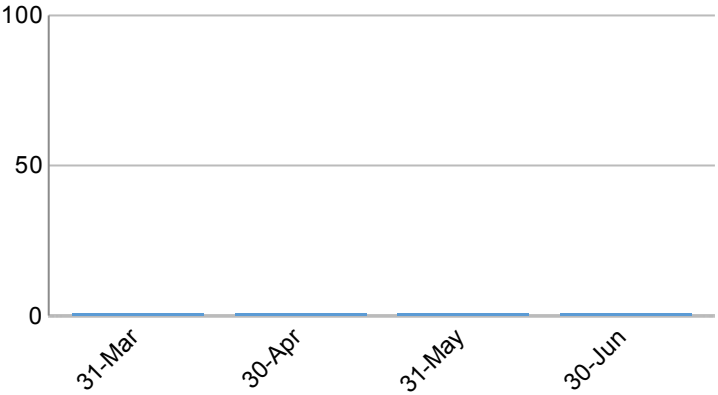
Welcome Phase

● As a %    ● As per Count

Customers in the New Segment With a Valid Email Address



# of How Invitations Sent By Month



SCHEDULE HOW EVENT



Welcome [Less Detail](#)

0  
Customers  
Contacted

N/A  
CP

N/A  
WP

N/A  
Total RO  
Revenue

N/A  
Response Count

N/A  
Response Rate

Total Communications Sent  
0 0 0  
0 0 0

Communication Type					Response Details								
	Surface	Email	Live Call	Total Sent	Customers Contacted	Solicitation Price	Response Count	Response Rate	CP	WP	Total RO Revenue	Average RO Revenue	ROI
Welcome	0	0	0	0	0	\$0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Notes

Campaign Name:	Identifies the campaign by name and associates the communications and responses. The campaign names are loaded as available filters and displayed within the report as the campaigns are sent.
Communication Summary:	Lists the counts of the customers contacted by Surface Mail, Email, and Live Calls. The Total Sent column provides a total count of communications and the Customers Contacted column provides a count of unique customers that received the communication(s) for the given campaign. For example, if a customer receives a Surface Mail and Email for the May Service Event, then the Total Customers Count would be one (1).
Response Count:	The number of repair orders generated in response to a communication sent, when the repair order is within the designated response window. The repair order(s) must be generated at the dealership that sent the campaign or communication.
Response Rate:	Response Count divided by Customers Contacted.
CP Revenue	Sum of all Customer Pay dollars for the qualifying Response Repair Orders.
WP Revenue:	Sum of all Warranty Pay dollars for the qualifying Response Repair Orders.
Total RO Revenue:	Customer Pay + Warranty dollars from qualifying Response Repair Orders.
Avg RO Revenue:	Total RO Revenue divided by Response Count.
ROI:	Total RO Revenue minus Channel Fulfillment Cost divided by Channel Fulfillment Cost.