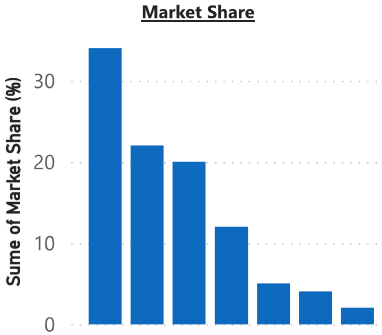
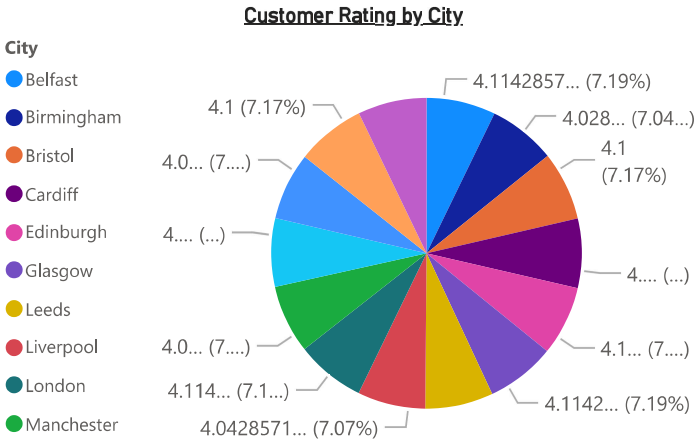
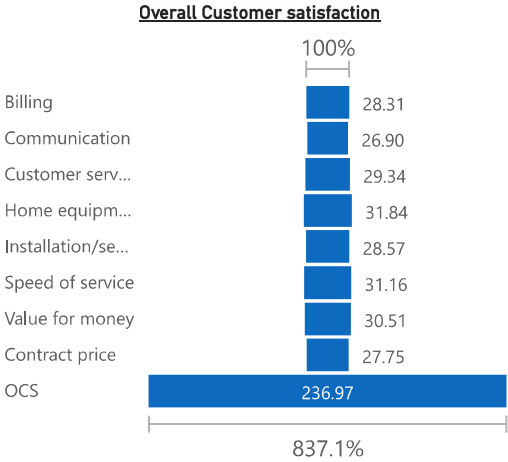


BT	Plusnet	Sky	TalkTalk	Vodafone	Zen		
East	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East



Campaign Performance Metrics				
Campaign Name	Leads Generated	Conversion Rate (%)	Revenue Generated (£)	Budget (£)
Affordable Fibre	5000	10	500000	250000
Fibre is Here	7000	15	1050000	300000
Fibre Plus	3000	22	660000	150000
Lightning Speed	12000	25	3000000	600000
Premium Fibre	2000	30	600000	100000
Reliable Service	4000	12	480000	200000
Superfast Broadband	10000	20	2000000	500000
Vodafone Fibre	8000	18	1440000	350000
Total	51000	152	9730000	2450000



BT
1200000
Q1 Sales (£)
1300000
Q2 Sales (£)
1250000
Q3 Sales (£)
1350000
Q4 Sales (£)

Pricing and Packages							
Broadband Superfast...	Fast Broadband, Fast...	Fibre 1, Fibre 2, Full F...	Fibre Broadband, Fib...	Full Fibre 100, 500, 900	M50, M100, M200, M...	Superfast 1, Superfas...	Unlimited Fibre, Fibre...
From £25/m	From £23/m	From £29.99/m	From £28/m	From £28/m	From £28/m	From £21/m	From £22/m

Historical Data (2022)

