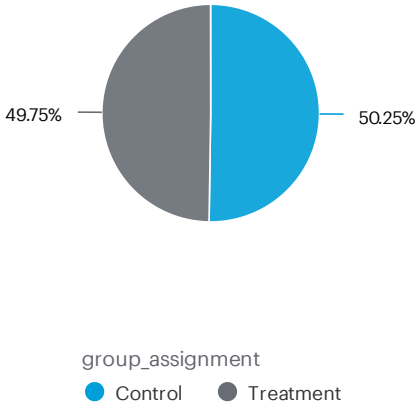
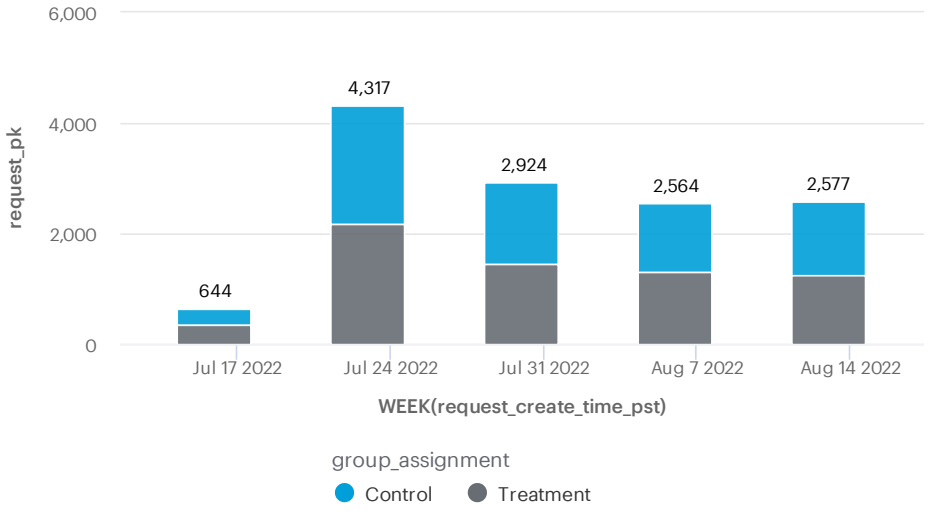
CX Ops Moving Customer Cross Sell

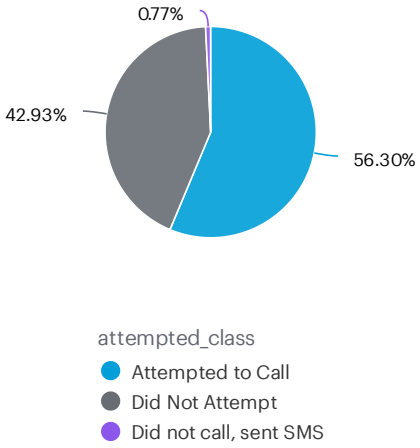
Assignment Breakdown - Over...



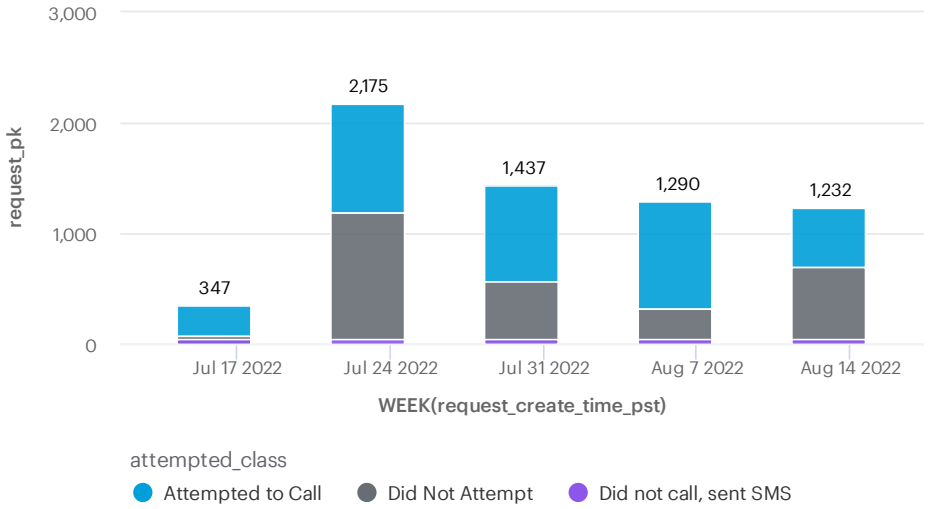
Number of Assignments by Week



Attempted Rate - Overall

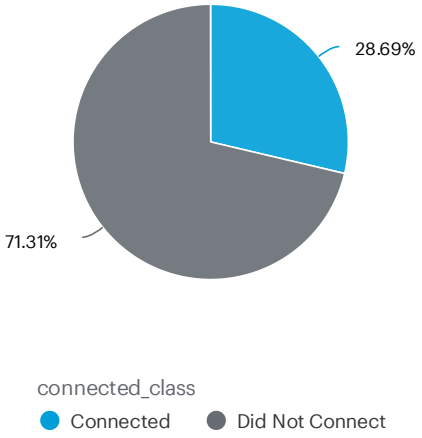


Weekly Attempted Leads

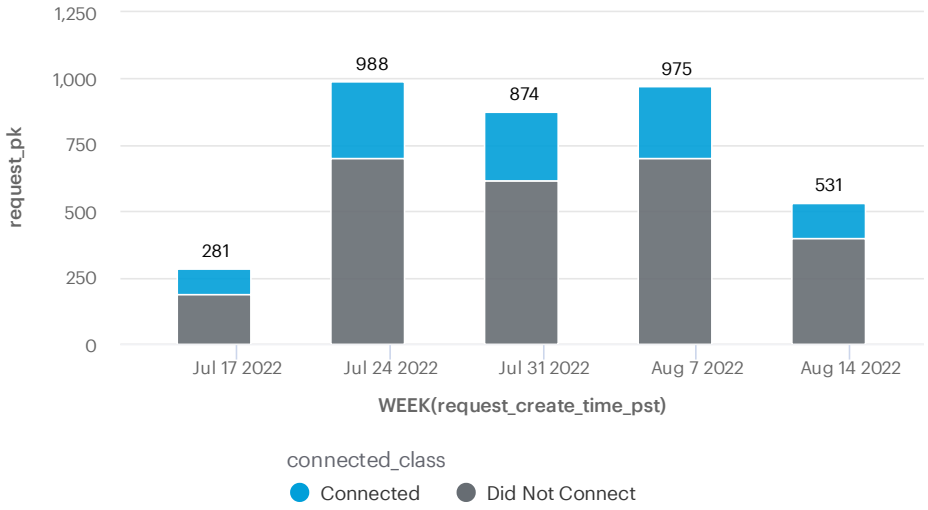


CX Ops Moving Customer Cross Sell

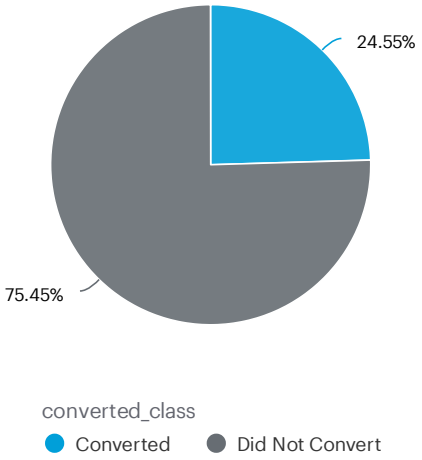
Connection Rate - Overall



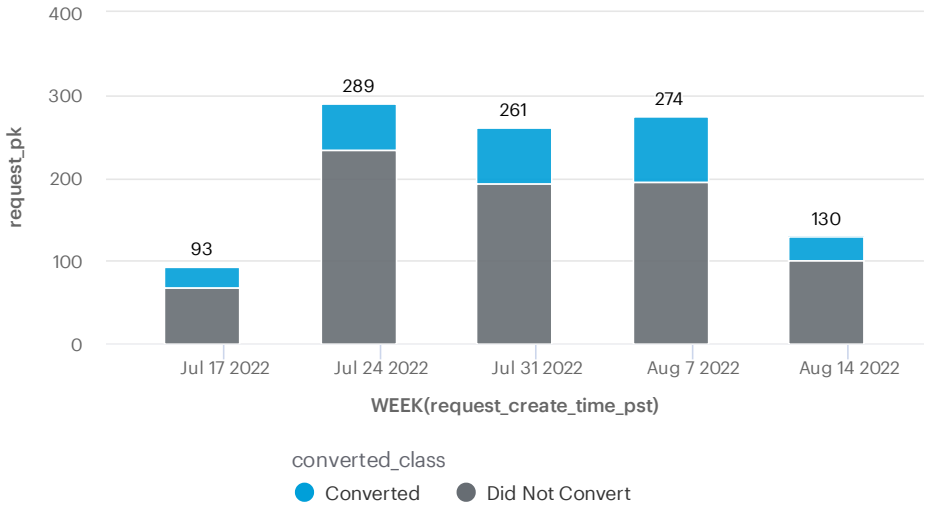
Weekly Connection Rate (% of Attempted to Call)



Conversion Rate - Overall (Bas...



Weekly Conversion Rate (% of Connected - Based on Form Respons...

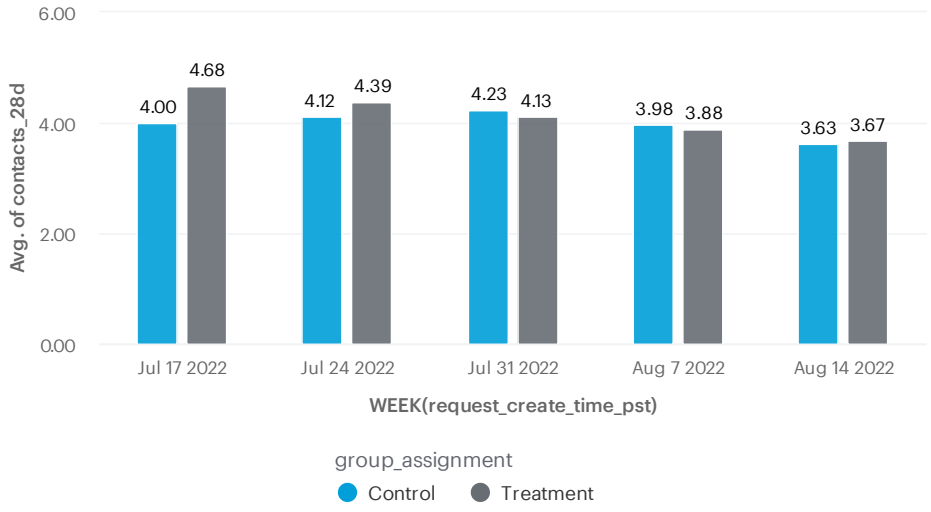


Contacts (28d) Per Customer

```
Metric: contacts_28d
Treatment Group: 3.959
Control Group: 3.864

Treatment vs. Control
Difference: 0.095
Relative Difference: 2.447%
T-Stat: 1.624
P-Value: 0.104

Sample Size:
Treatment Group: 8044
Control Group: 8084
```

CX Ops Moving Customer Cross Sell

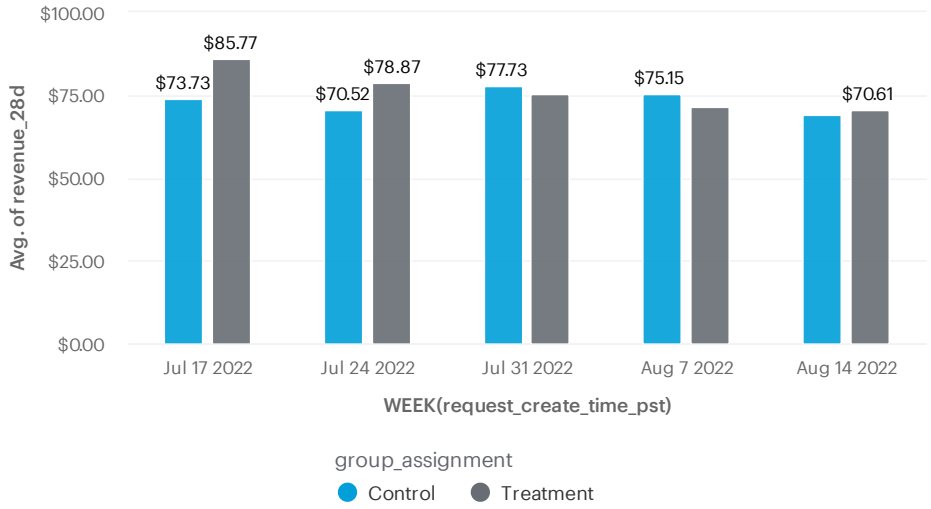
Contacts (28d) Per Customer by Weekly Cohort



Revenue (28d) Per Customer

```
Metric: revenue_28d
Treatment Group: 73.528
Control Group: 70.857

Treatment vs. Control
Difference: 2.671
Relative Difference: 3.770%
T-Stat: 2.002
P-Value: 0.045

Sample Size:
Treatment Group: 8044
Control Group: 8084
```

Revenue (28d) Per Customer by Weekly Cohort

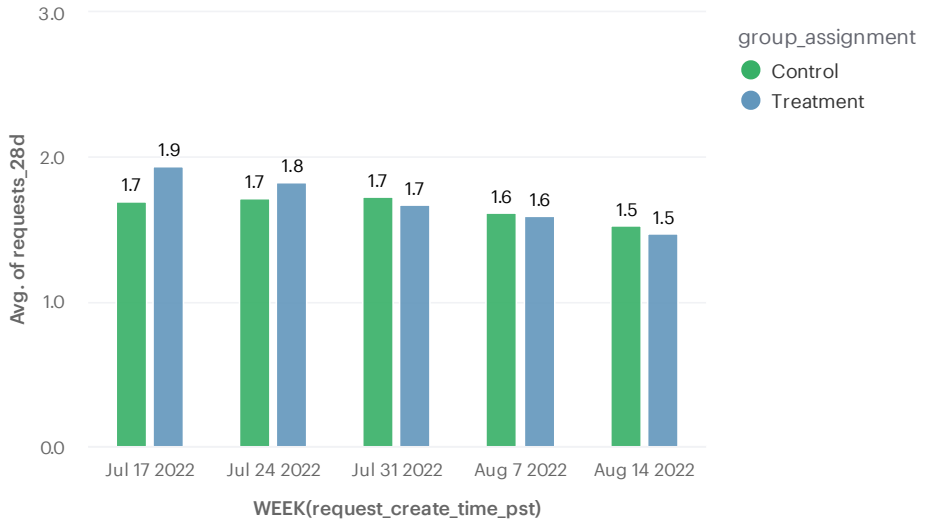


Requests (28d) Per Customer

```
Metric: requests_28d
Treatment Group: 1.617
Control Group: 1.596

Treatment vs. Control
Difference: 0.020
Relative Difference: 1.268%
T-Stat: 0.978
P-Value: 0.328

Sample Size:
Treatment Group: 8044
Control Group: 8084
```

CX Ops Moving Customer Cross Sell

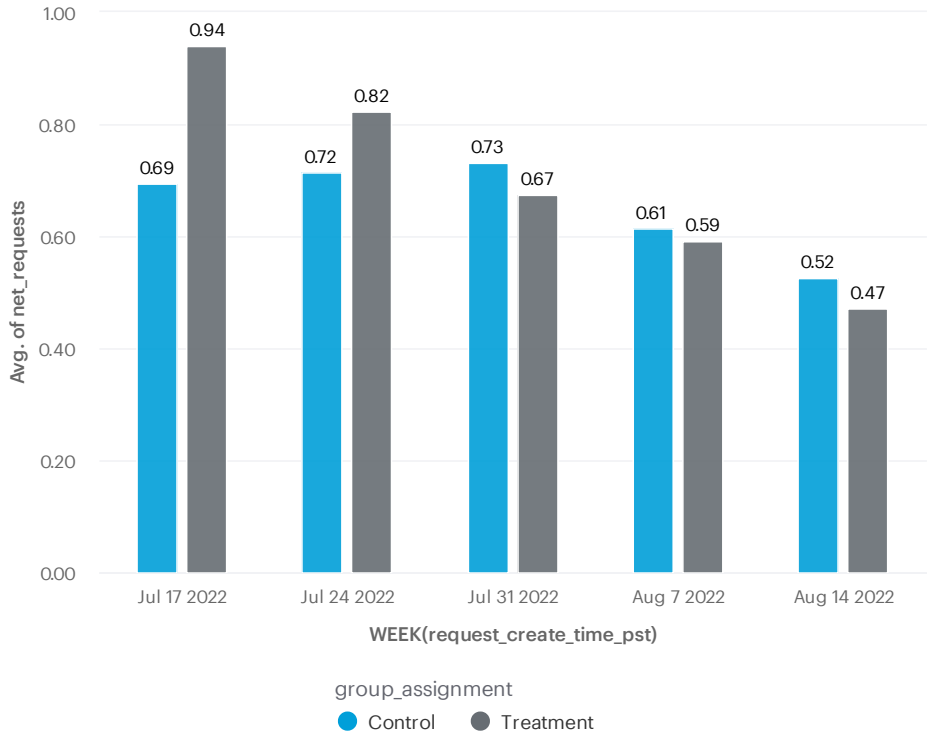
Requests (28d) Per Customer



Net Projects (28d) Per Customer

```
Metric: requests_28d-1
Treatment Group: 0.617
Control Group: 0.596

Treatment vs. Control
Difference: 0.020
Relative Difference: 3.395%
T-Stat: 0.978
P-Value: 0.328

Sample Size:
Treatment Group: 8044
Control Group: 8084
```

Net Projects (28d) Per Customer by Weekly Cohort



Non_Moving Projects (28d) Per...

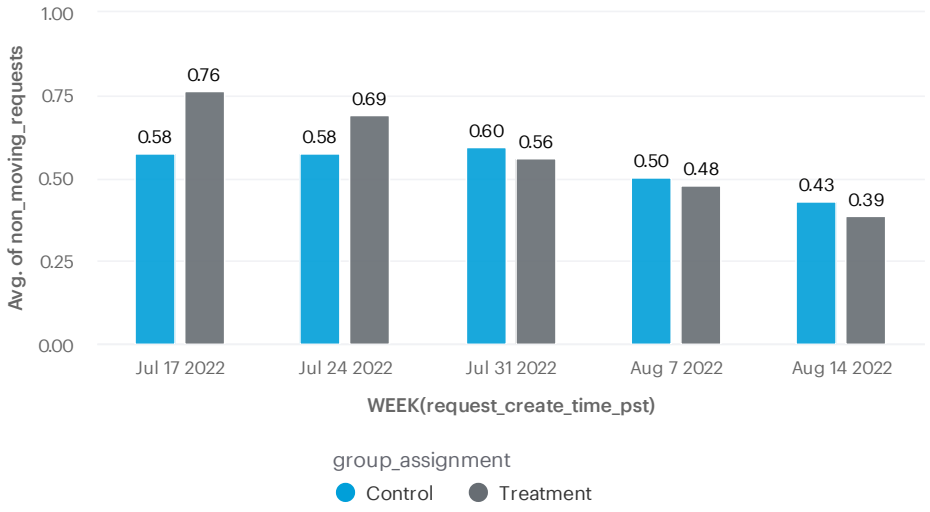
```
Metric: non_moving_requests
Treatment Group: 0.507
Control Group: 0.484

Treatment vs. Control
Difference: 0.023
Relative Difference: 4.813%
T-Stat: 1.217
```

CX Ops Moving Customer Cross Sell

P-Value: 0.223

Sample Size:
Treatment Group: 8044
Control Group: 8084

Non_Moving Projects (28d) Per Customer by Weekly Cohort



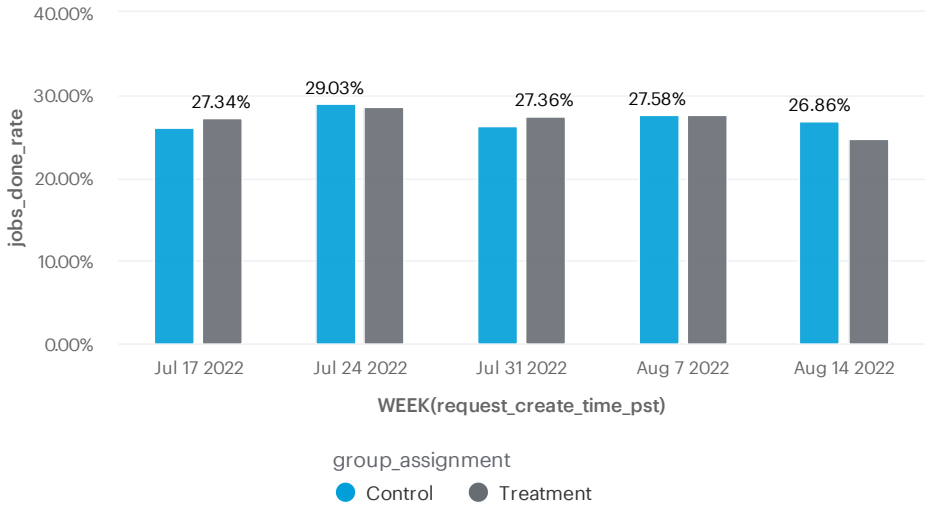
Jobs Done Proxy Rate

Metric: Jobs Done Per Project (%)
Treatment Group: 26.284%
Control Group: 26.075%

Treatment vs. Control
Difference: 0.209
Relative Difference: 0.802%
T-Stat: 0.383
P-Value: 0.702

Sample Size:
Treatment Group: 13004
Control Group: 12905

Jobs Done Proxy Rate by Week (% of 28d Projects) by Weekly Cohort



Conversation Rate

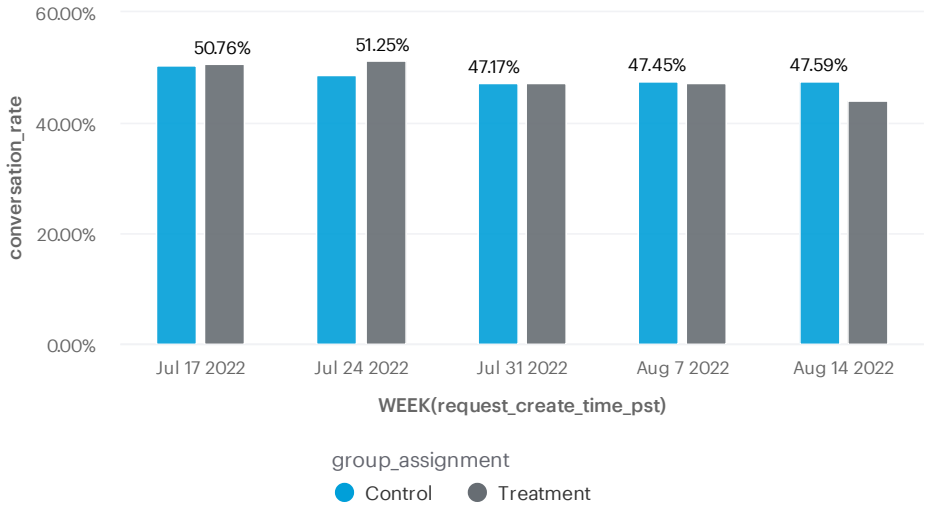
Metric: Contact Conversation Rate (%)
Treatment Group: 42.181%
Control Group: 42.115%

Treatment vs. Control
Difference: 0.065
Relative Difference: 0.155%
T-Stat: 0.166
P-Value: 0.868

Sample Size:
Treatment Group: 31844
Control Group: 31238

CX Ops Moving Customer Cross Sell

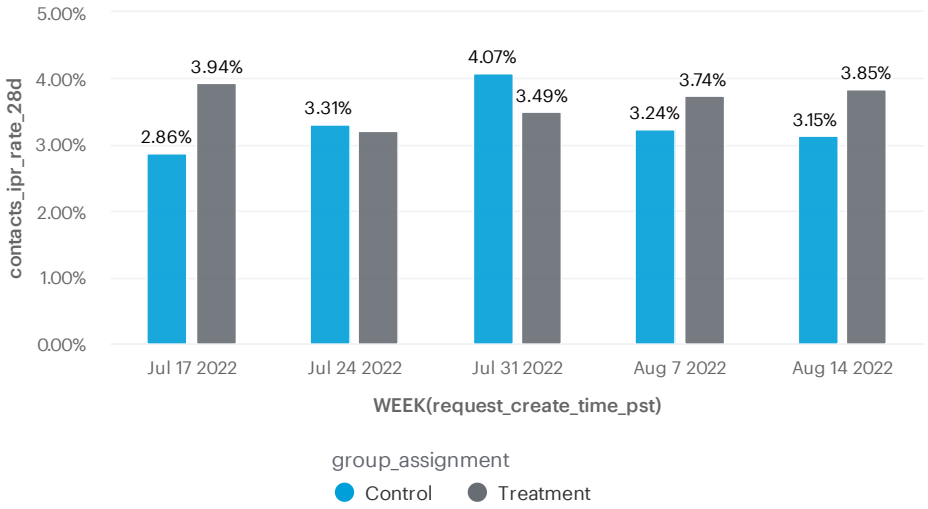
Conversation Rate (% of Contact) by Weekly Cohort



% Contacts With Refund Requ...

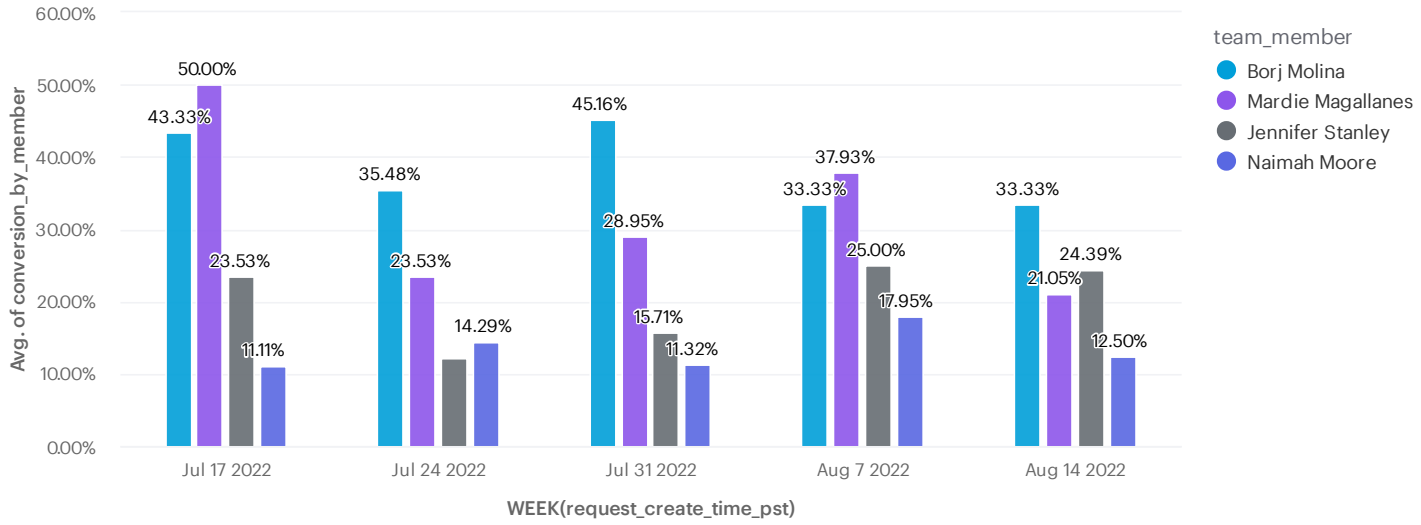
```
Metric: Contacts with Refund Requests
Treatment Group: 3.310%
Control Group: 3.252%

Treatment vs. Control
Difference: 0.057
Relative Difference: 1.766%
T-Stat: 0.405
P-Value: 0.686

Sample Size:
Treatment Group: 31844
Control Group: 31238
```

% Contacts With Refund Request (28d) by Weekly Cohort

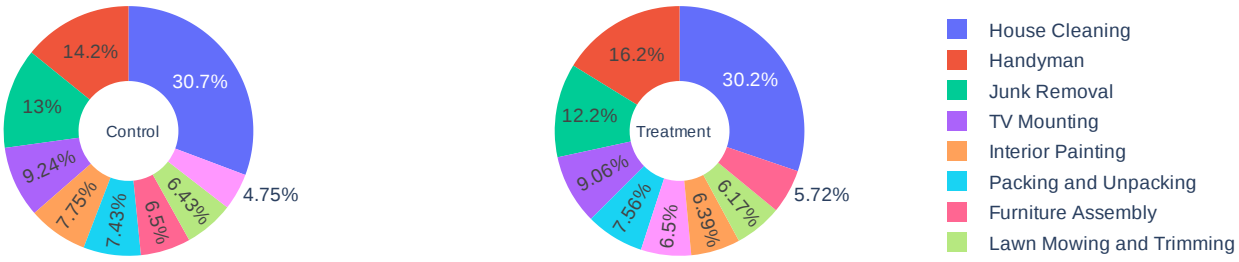


CX Ops Moving Customer Cross Sell

Weekly Conversion Rate by Member (% of Connected)

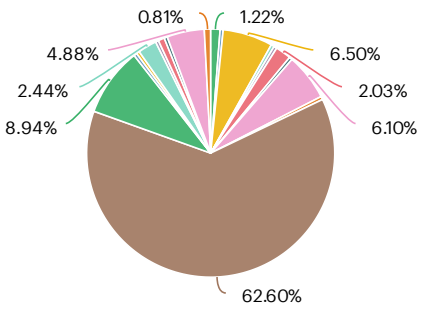


Treatment vs. Control: Non-Moving Categories

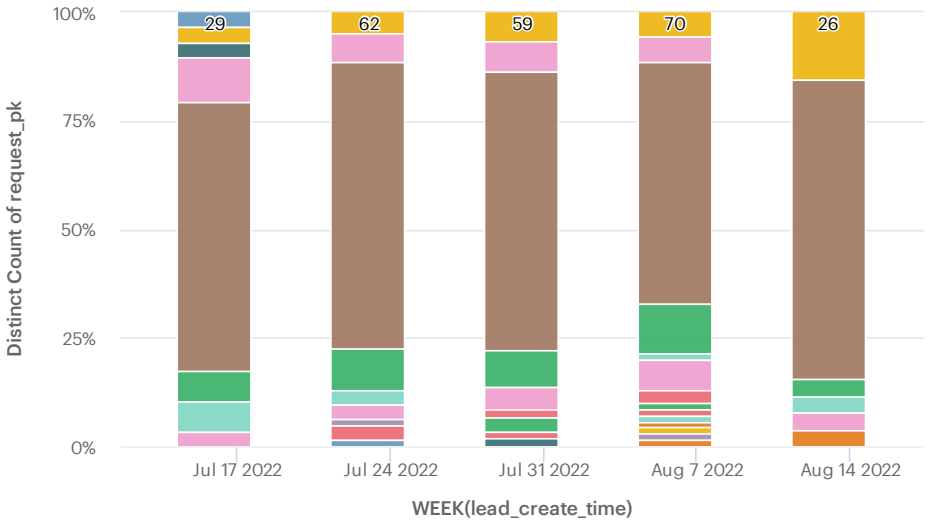
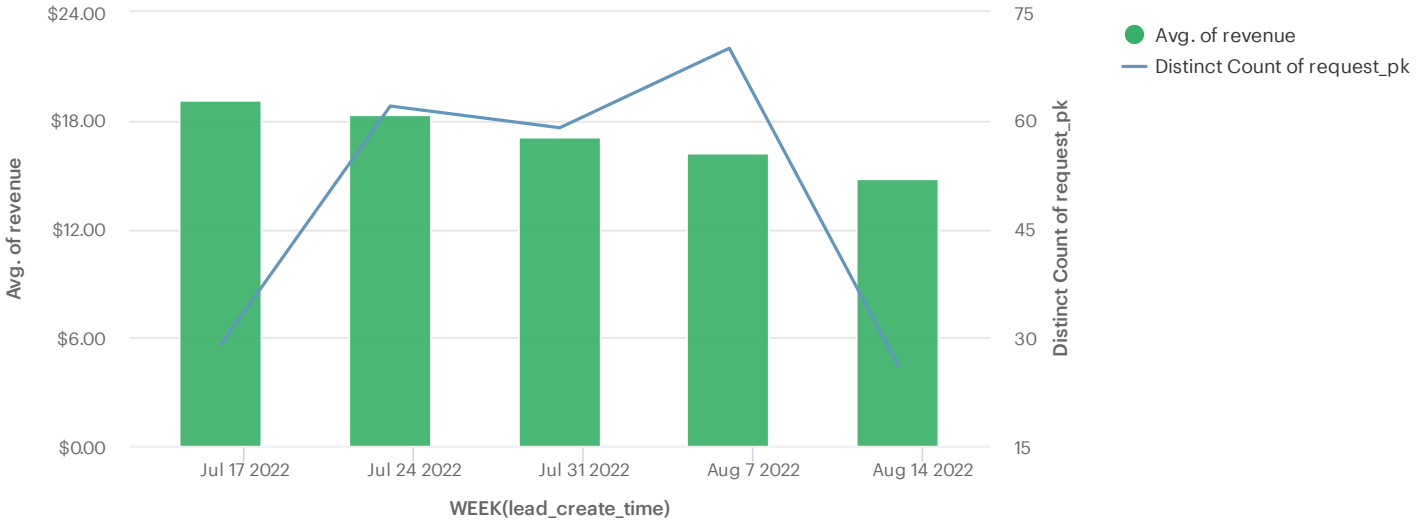


CX Ops Moving Customer Cross Sell

Overall Impersonated Contact...



Impersonated Request Categories Weekly



Revenue per Impersonated Contact