

# STRATCOM

STRATEGIC COMMUNICATIONS

BVM Report #: 3436

Report Date: 01-May-2014

Client: Cupcake  
Program: BVM\_0501\_Cupcake  
Duration: 48 seconds  
Consultant: Angela

List size: 760 records  
Call start: 2014-05-01  
Call end: 2014-05-01

## Contact Summary

Voice connect: 198  
Answering machine: 507  
% Contacted: 93%

	Count	Group %	Overall %
Voice connect	198	28.1%	26.1%
Answering machine	507	71.9%	66.7%
Undeliverable	55		7.2%
**** Total ****	760		100%