California *TAM Analysis* in Excel

Outbound Pipeline Generated & Closed Comparison
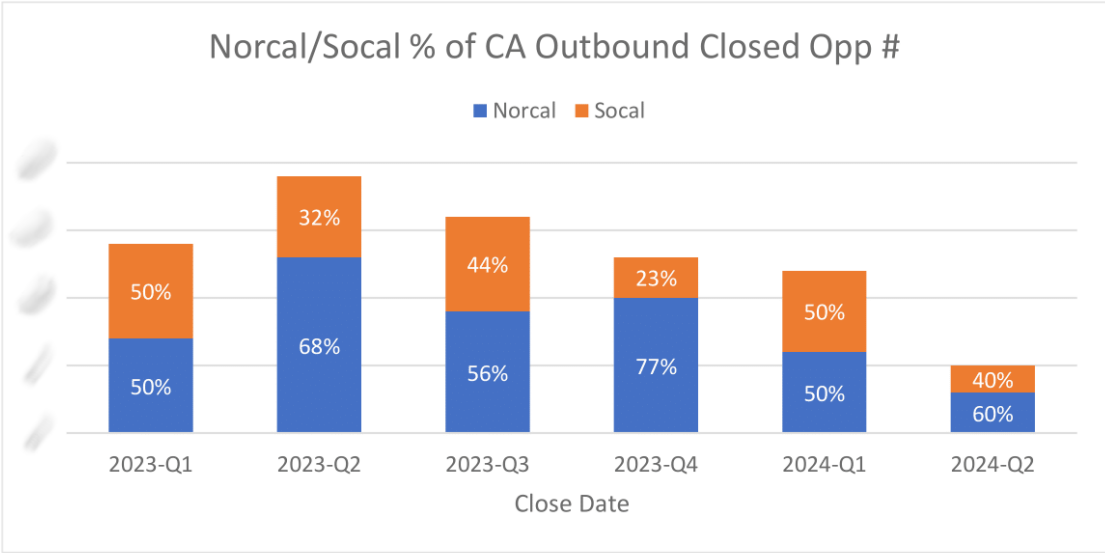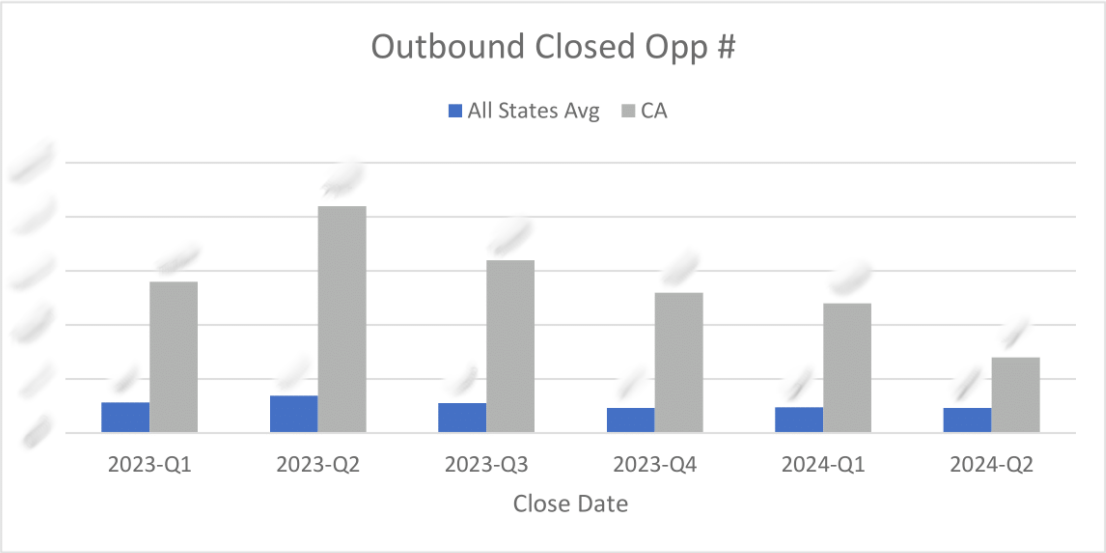
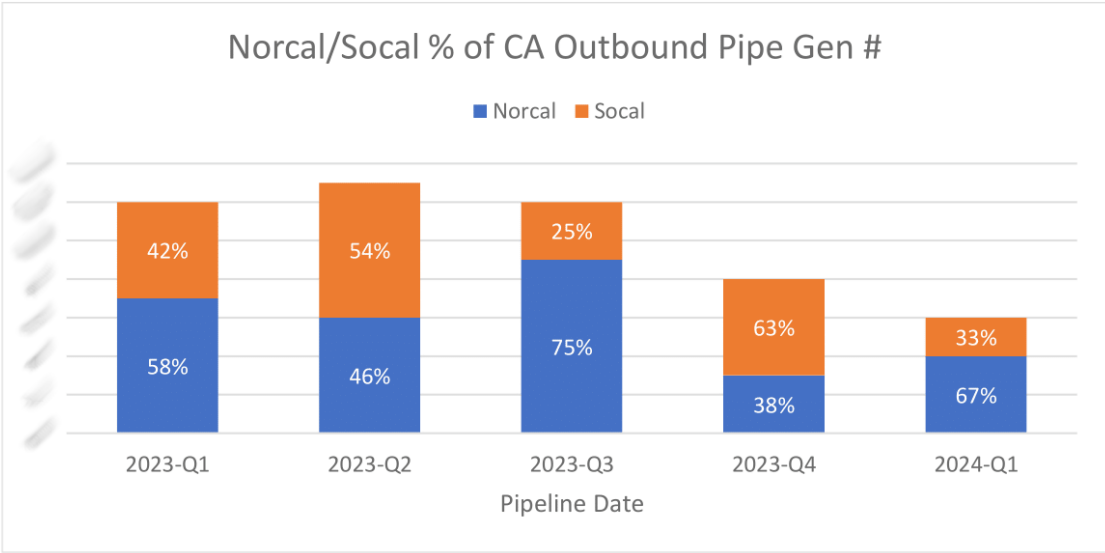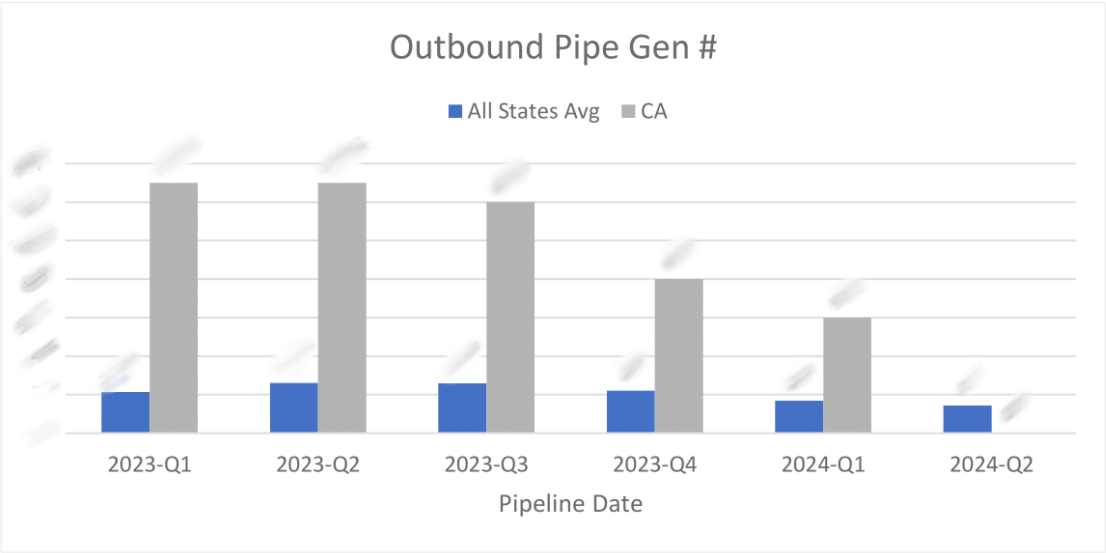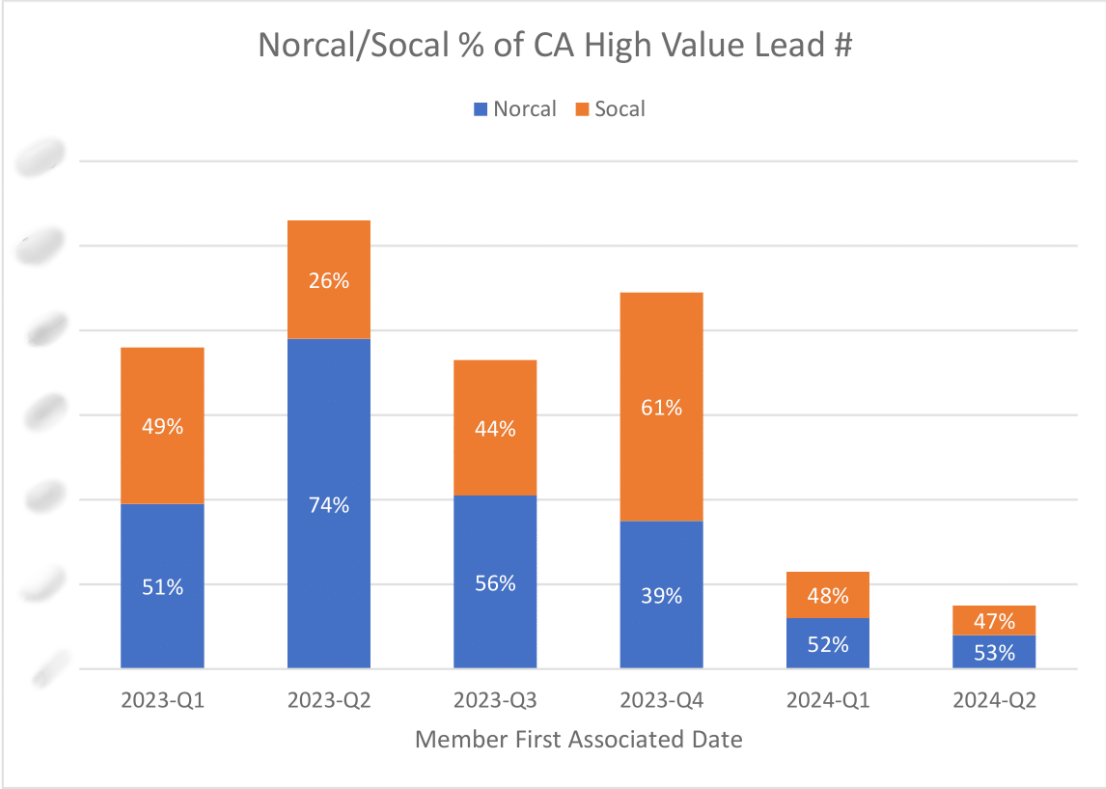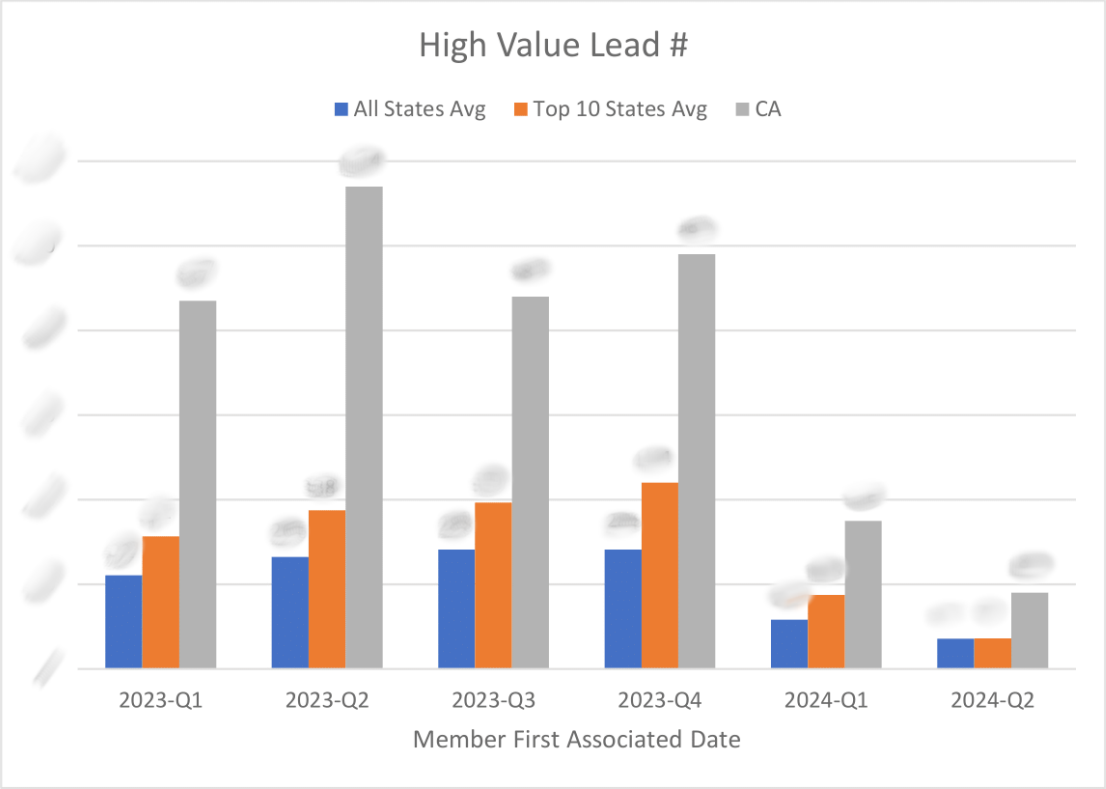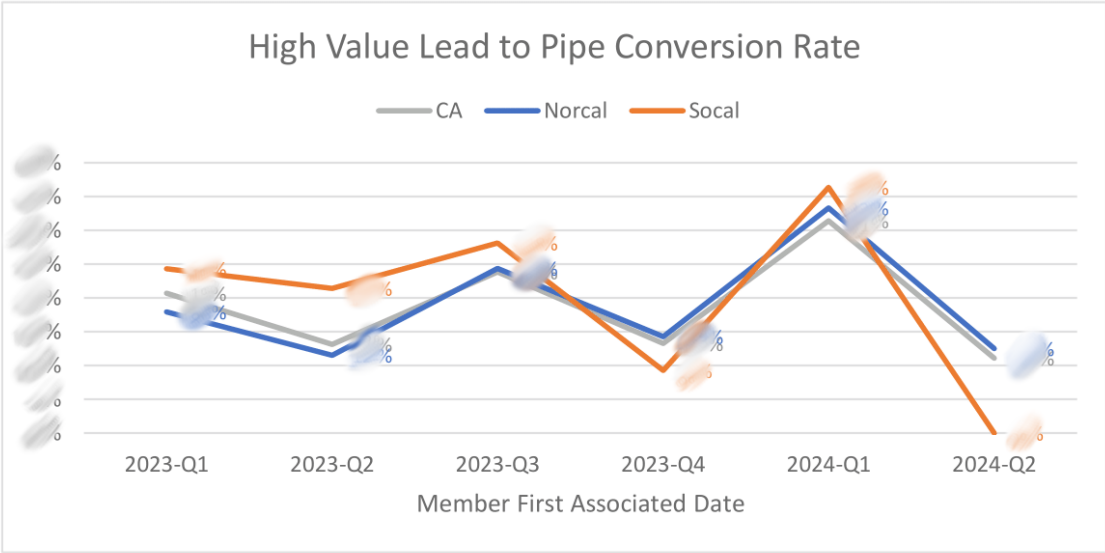*Data is blurred or altered for confidentiality

High Value Lead Count Comparison

High Value Lead #

Legend: ■ All States Avg ■ Top 10 States Avg ■ CA

X-axis: 2023-Q1, 2023-Q2, 2023-Q3, 2023-Q4, 2024-Q1, 2024-Q2

Member First Associated Date

Norcal/Socal % of CA High Value Lead #

Legend: ■ Norcal ■ Socal

	2023-Q1	2023-Q2	2023-Q3	2023-Q4	2024-Q1	2024-Q2
Socal	49%	26%	44%	61%	48%	47%
Norcal	51%	74%	56%	39%	52%	53%

Member First Associated Date

*Data is blurred or altered for confidentiality

High Value Leads to SQL & Pipe Conversion Rates

High Value Lead to SQL Conversion Rates

High Value Lead to SQL Conversion Rates

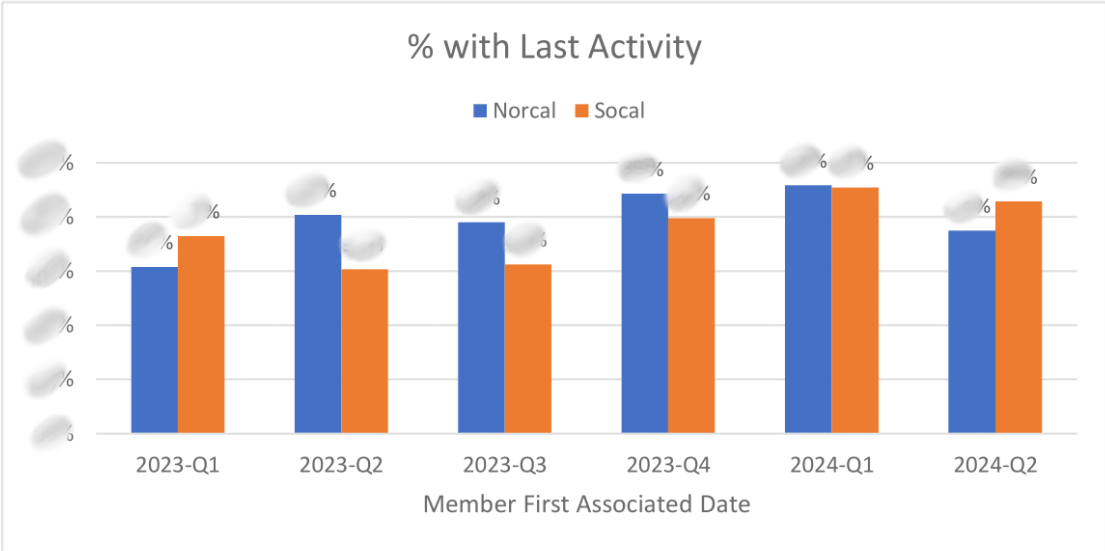High Value Lead to Pipe Conversion Rate

High Value Lead to Pipe Conversion Rate
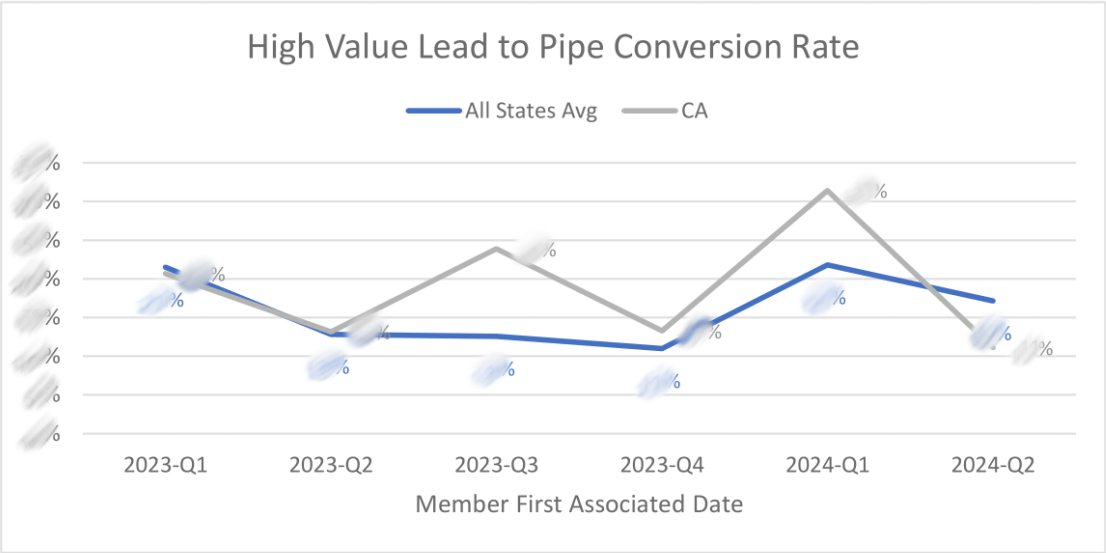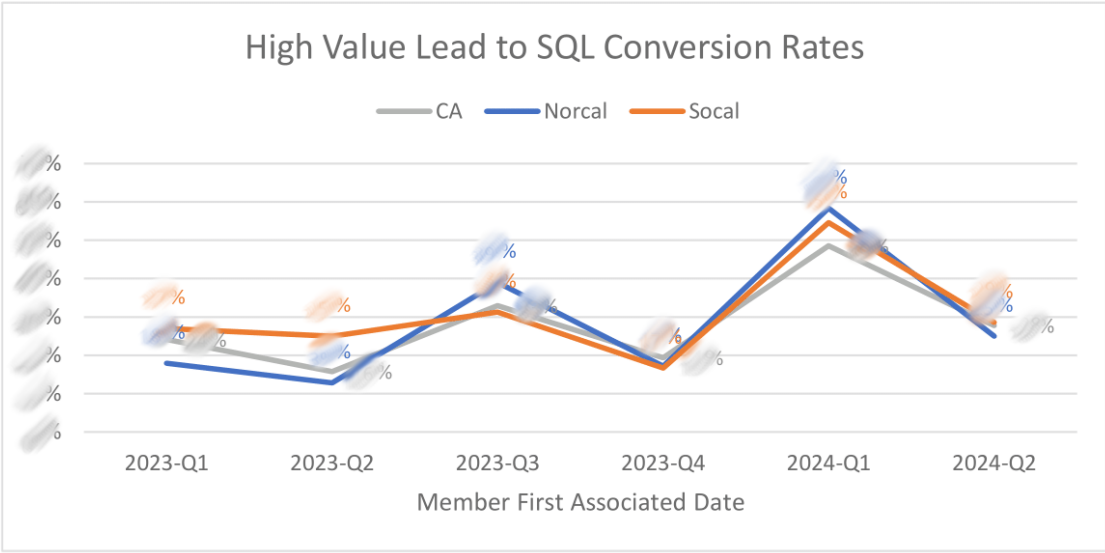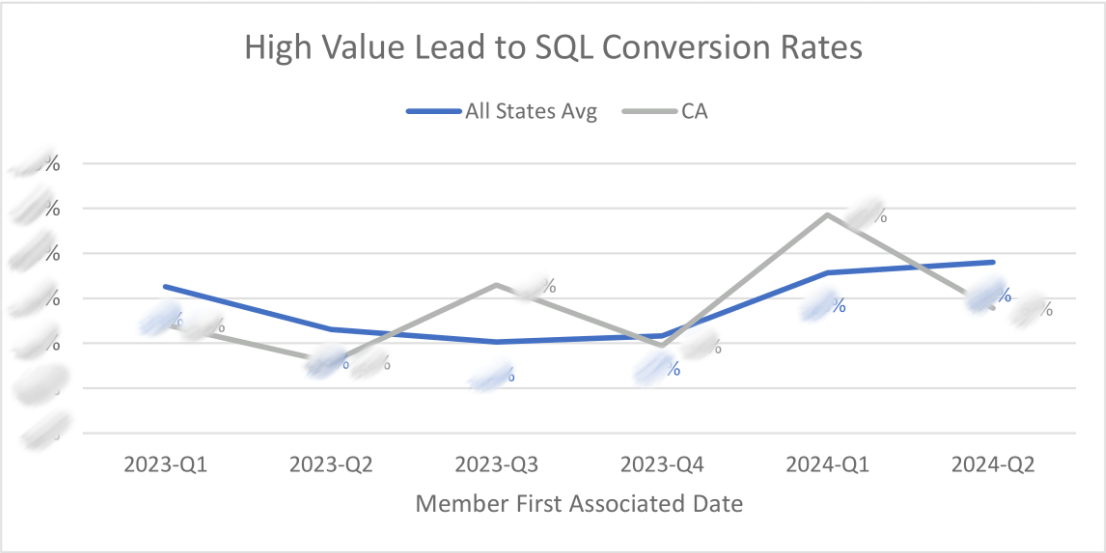
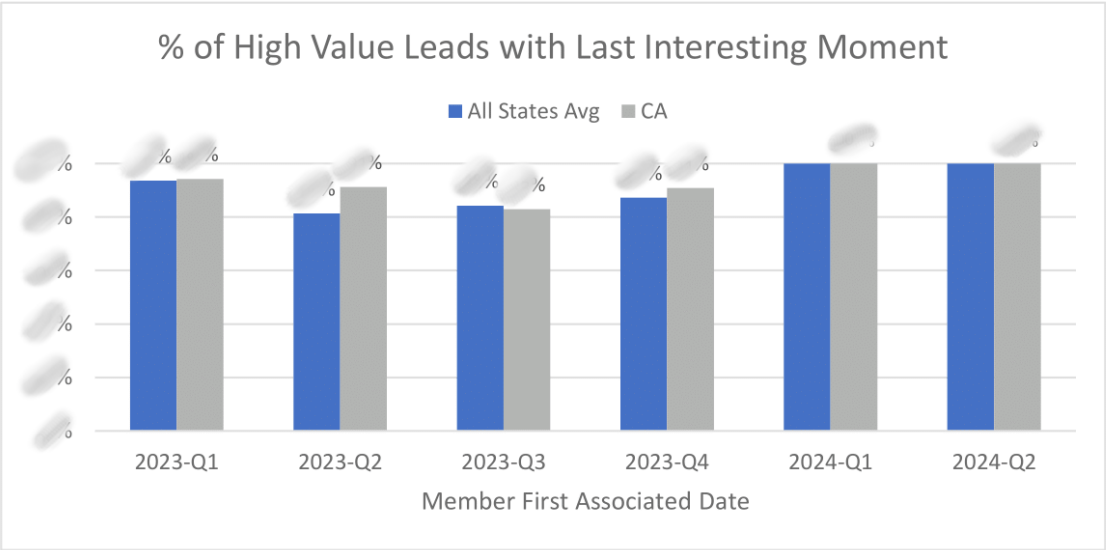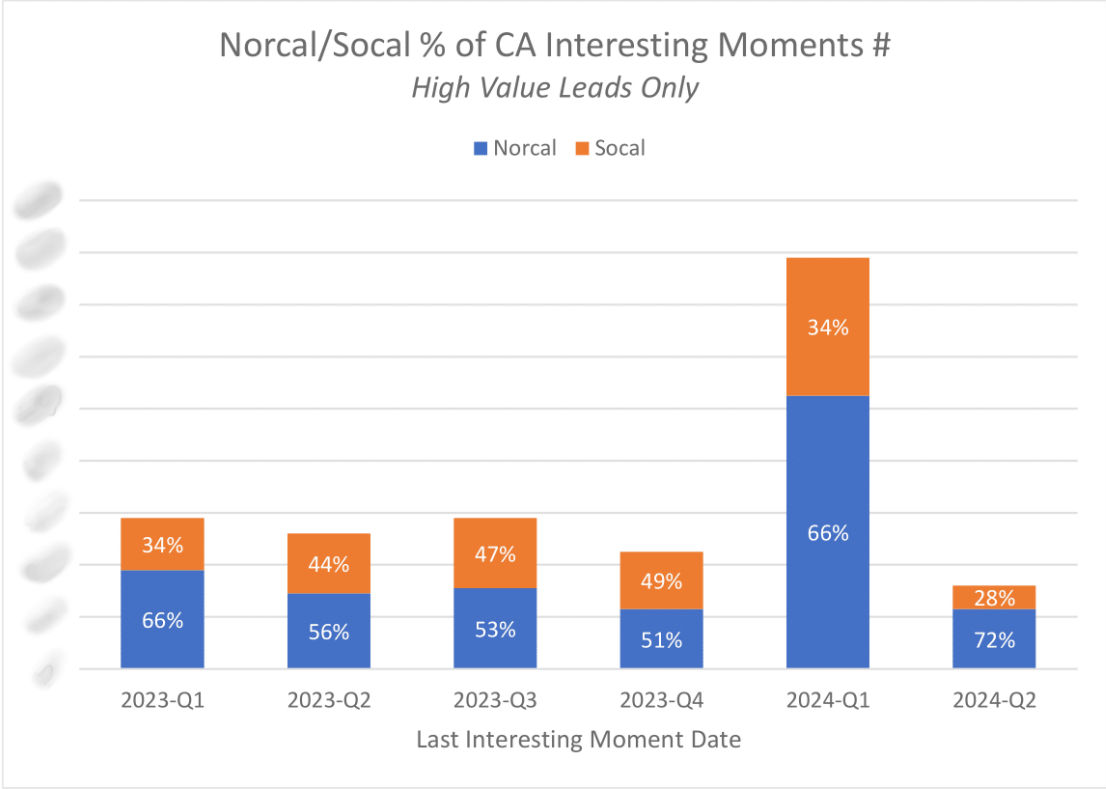*Data is blurred or altered for confidentiality*

% of High Value Leads with 'Last Interesting Moment' & 'Last Activity'
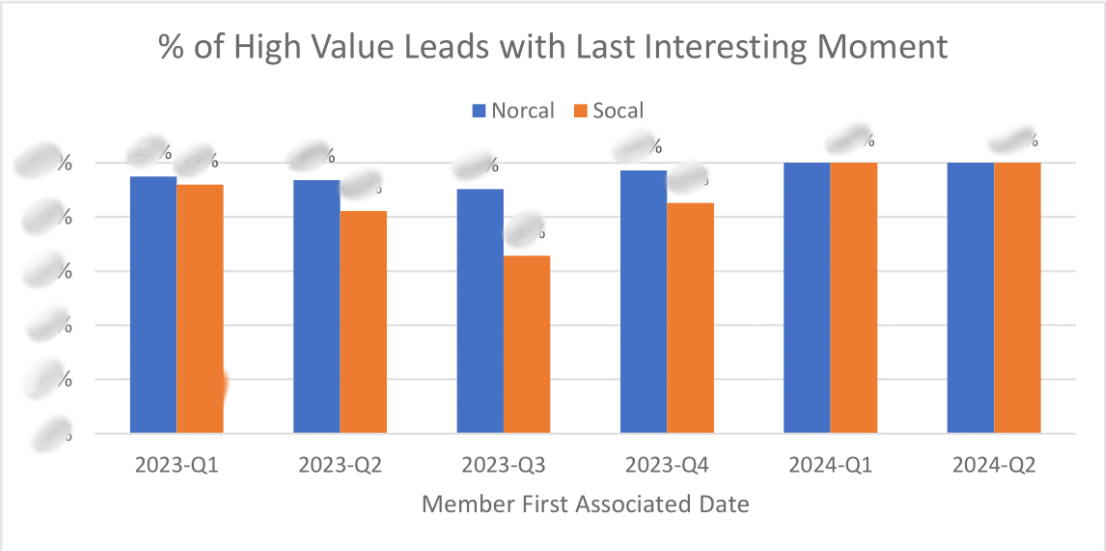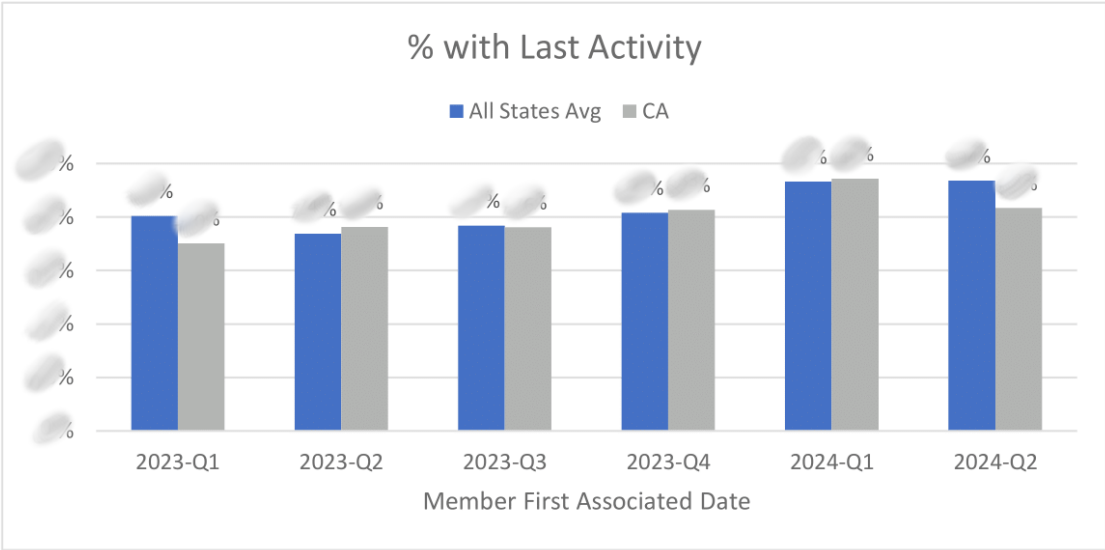
*Data is blurred or altered for confidentiality

Interesting Moments Continued

Interesting Moments #
High Value Leads Only

■ All States Avg ■ Top 10 States Avg ■ CA

2023-Q1 2023-Q2 2023-Q3 2023-Q4 2024-Q1 2024-Q2
Last Interesting Moment Date

Norcal/Socal % of CA Interesting Moments #
High Value Leads Only

■ Norcal ■ Socal

	2023-Q1	2023-Q2	2023-Q3	2023-Q4	2024-Q1	2024-Q2
Socal	34%	44%	47%	49%	34%	28%
Norcal	66%	56%	53%	51%	66%	72%

Last Interesting Moment Date
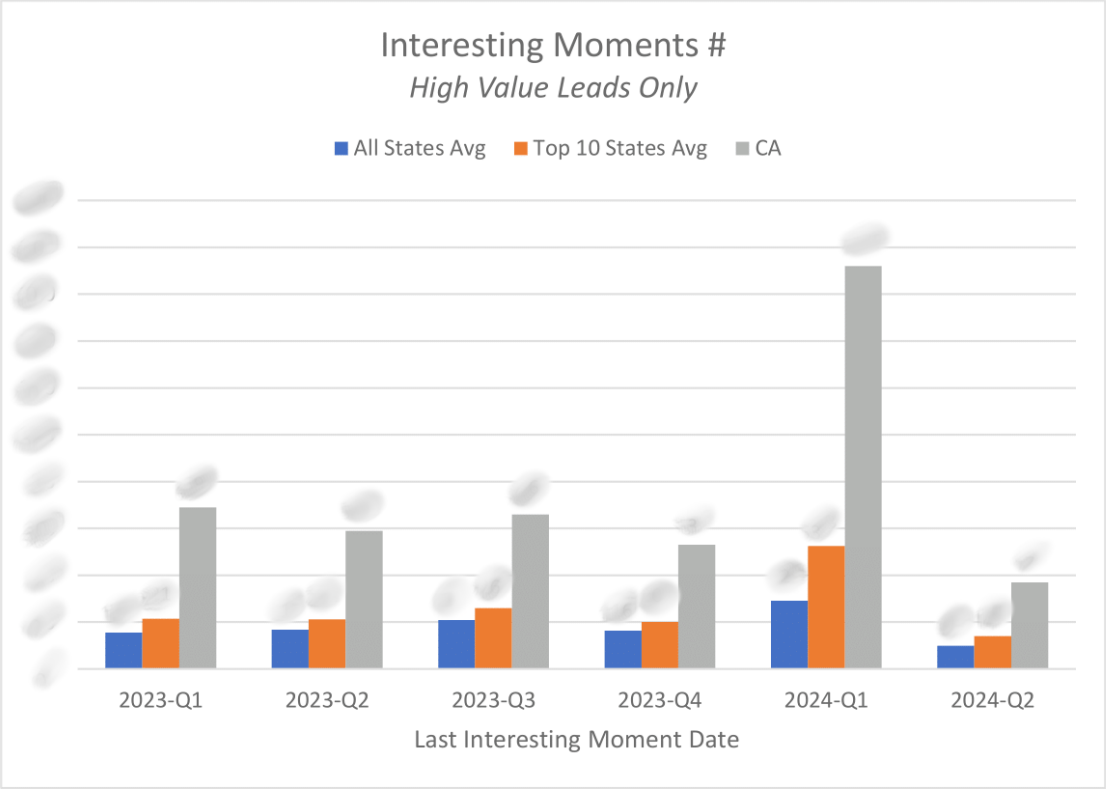
*Data is blurred or altered for confidentiality

Interesting Moment Response Time Comparison

Avg # of Days Interesting Moment Response Time
High value leads only

■ All States ■ CA

Days

2023-Q1 2023-Q2 2023-Q3 2023-Q4 2024-Q1 2024-Q2

Interesting Moment Date

Avg # of Days Interesting Moment Response Time
High value leads only

■ Norcal ■ Socal

Days

2023-Q1 2023-Q2 2023-Q3 2023-Q4 2024-Q1 2024-Q2

Interesting Moment Date
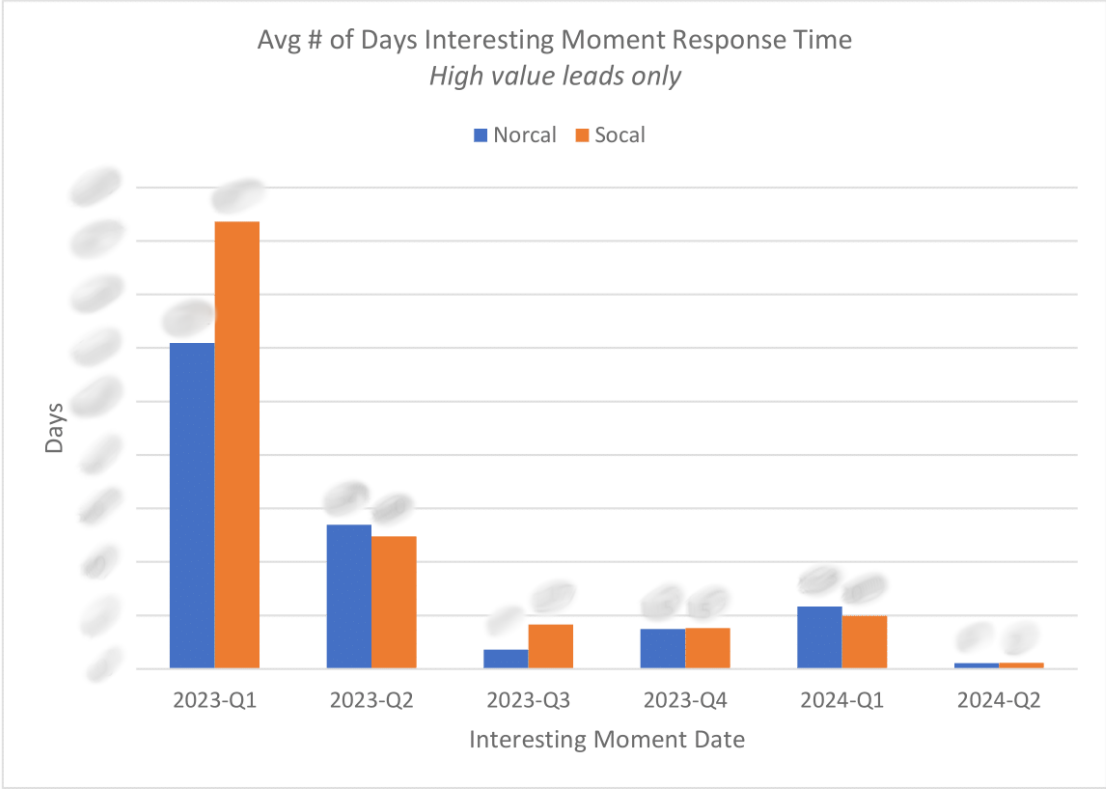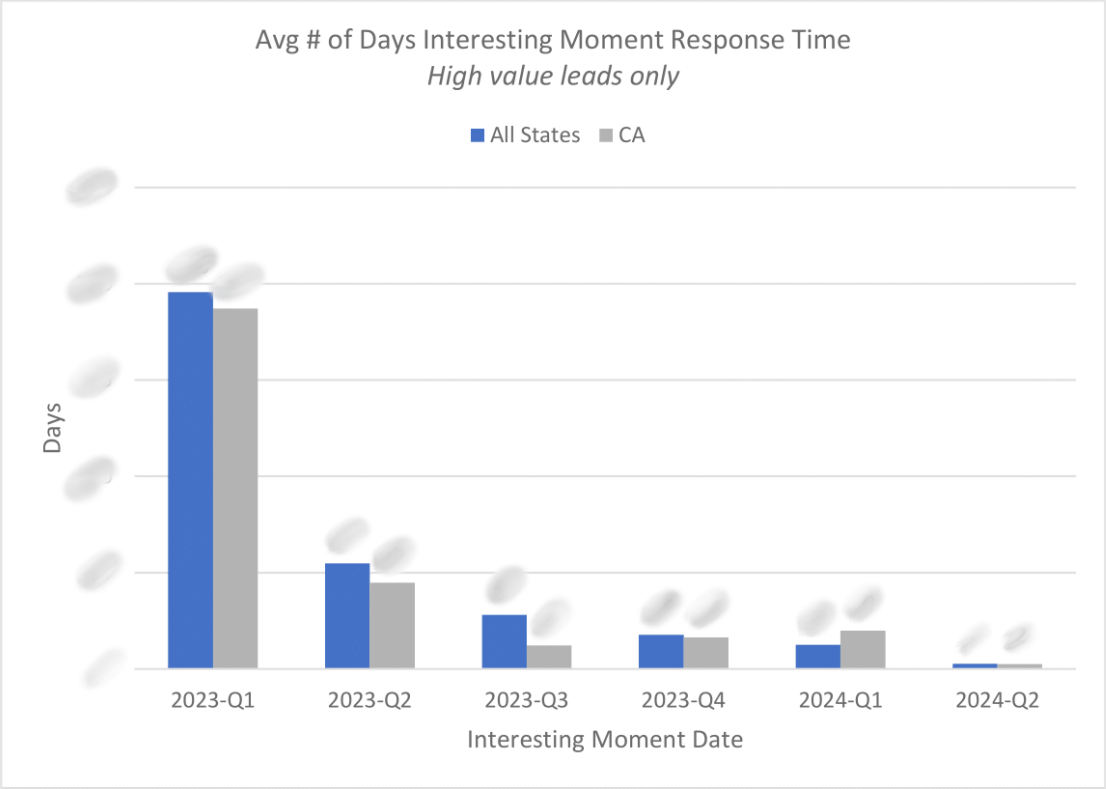
Avg # of Days between 'First Interesting Moment Date' and earliest 'Contact Activity Date' after Interesting Moment

*Data is blurred or altered for confidentiality