

Title Welcome, Robert Brown Aston Martin Dealer Marketing Select Period: 2015 Home > Dashboard Dashboard Activities Quarterly Targeted Sales Reports Target Q2 My Account Q1 154 Jan Feb Mar Apr May Jun 12 | 12 11 10 20 New Car Sales Revenue (Gross) \$ 901,124 Marketing Spend @ 1.5% \$ 22,233 Q3 Q4 Jul Aug Sep OCt Nov Dec 12 12 20 \$ 2,124 12 12 Marketing Spend

 Title	



## Aston Martin Dealer Marketing

Welcome, Robert Brown
Select Period: 2015

Dashboard

**Activities** 

Reports

My Account

Home > Activities

## **Activities Overview**

New Activity

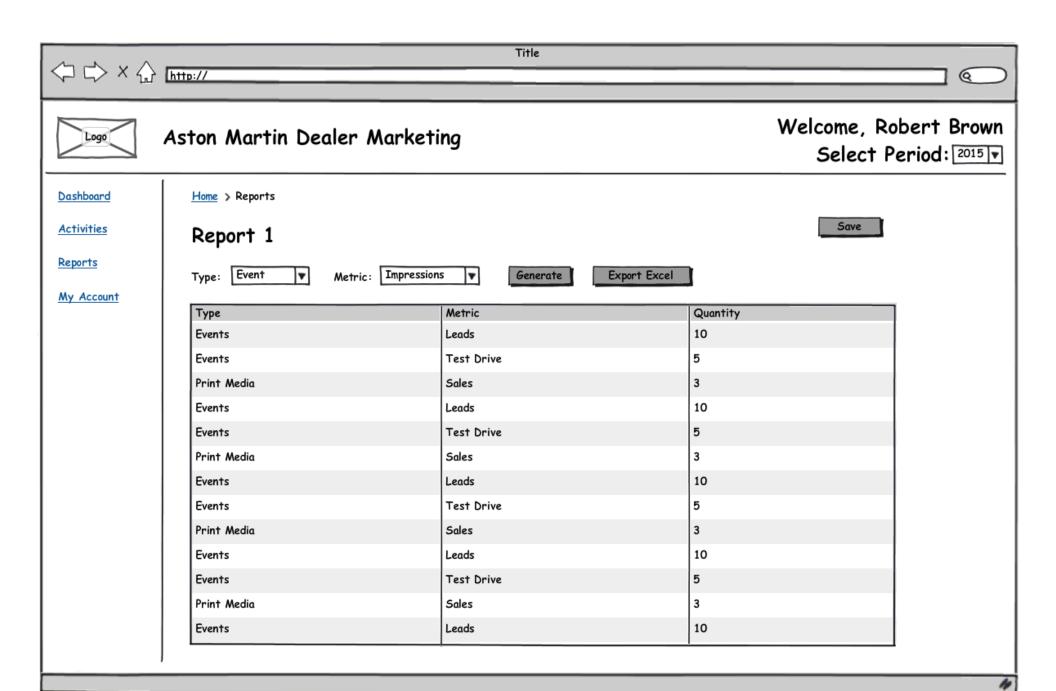
Activity	Audience	Frequency	Expense	Description	Edit
Events	Customer	Month	\$ 2000.00		×
Print Advertising	Prospect	Week	\$ 800.00		×
Digital Marketing	Customer	Week	\$ 2500.00		×

Page: <u>Prev</u> ... <u>3</u> <u>4</u> <u>5</u> ... <u>Next</u>

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Logo	Aston Martin	Dealer Marketing		Welcome, Robert Brown Select Period: 2015
<u>Dashboard</u>	Home > Add Activ	ity		
<u>Activities</u>	New Activ	vity		Save
<u>Reports</u>	Select Activity	y: Event ▼	Audience: 🗆 Customer 🗖 Prospect	
My Account		1	Model Focus:  Option 1 Option 2 Option 3	
		F	Frequency 🗌 Quarter 🗌 Month 🔲 Week	
	Expense:			
	Description:			
	Add Metric:	Type: Event ▼ Metr	ric: Outreach/impressions 🔻 Quantity:	5 Add
		Туре	Metric	Quantity
		Events	·	10
		Events	Test Drive 5	
		Print Media	Sales 3	3
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Logo	Aston Martin	Dealer Marketing		Welcome, Robert Brown Select Period: 2015
<u>Dashboard</u>	Home > Edit Activ	ity		
<u>Activities</u>	Edit Activ	ity		Save
<u>Reports</u>	Select Activity	y: Event ▼	Audience: 🗆 Customer 🗖 Prospect	
My Account		,	Model Focus:  Option 1 Option 2 Option 3	
		F	Frequency 🗌 Quarter 🗌 Month 🔲 Week	
	Expense:			
	Description:			
	Add Metric:			
		Type: Event ▼ Metr	ic: Outreach/impressions ▼ Quantity:	5 Add
		Туре		Quantity
		Events	·	
		Events	Test Drive 5	
		Print Media	Sales 3	
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Title			
Aston Martin Dealer Marketing		Welcome, Robert Brown Select Period: 2015▼	
Dashboard  Activities  Reports  My Account	Change Account  Name: Email: Cellphone:  Save		
		*	



## Project description:

Web app development, using PHP 5.4 and MySQL 5.x hosted on an Apache 2.x server.

Details:

Framework PHP Codeigniter for backend

HTML5

CSS3