

Date

1/1/2014



12/31/2014



# Executive Ops Overview

Total Contacts (Monthly)

11K

Conversions (Monthly)

5K

Conversion Rate % (Monthly)

47.38%

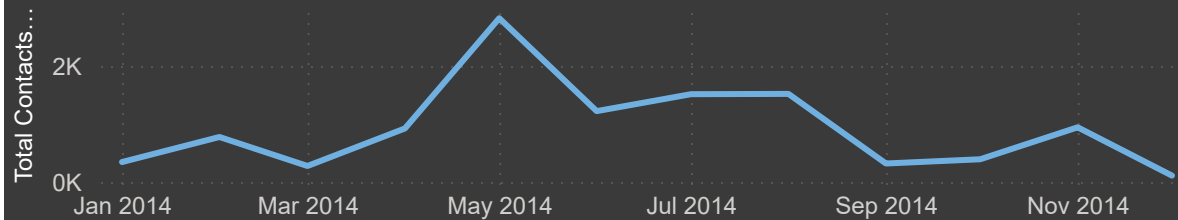
Avg Call Seconds (Monthly)

363

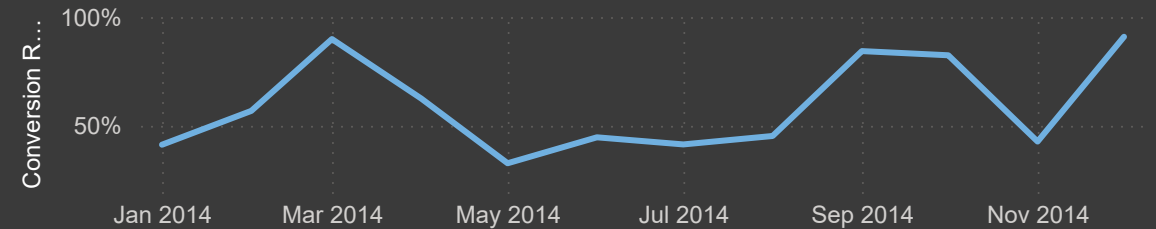
Repeat Contact Rate %...

0.53%

Contacts Rrend



Conversion Rate Trend



YM Date	Total Contacts (Monthly)	Conversions (Monthly)	Avg Call Seconds (Monthly)	Repeat Contact Rate % (Monthly)	Followup Rate % (Monthly)	Sum of prior_contact_share_pct
1/1/2014	344	142	350	0.46%	0.35%	35.47
2/1/2014	776	441	343	0.52%	0.39%	38.66
3/1/2014	276	248	291	0.48%	0.36%	36.23
4/1/2014	923	577	399	0.46%	0.35%	35.10
5/1/2014	2824	925	378	0.55%	0.22%	21.92
6/1/2014	1222	546	365	0.60%	0.14%	14.48
7/1/2014	1514	627	419	0.69%	0.10%	10.11
8/1/2014	1519	688	352	0.76%	0.18%	18.43
9/1/2014	319	269	351	0.41%	0.60%	59.56
10/1/2014	392	323	347	0.34%	0.50%	50.26
11/1/2014	943	403	363	0.45%	0.33%	33.19
12/1/2014	110	100	397	0.59%	0.57%	57.27
Total	11162	5289	363	0.53%	0.34%	410.68

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# Channel Performance

Total Contacts (Channel)

11K

Conversions (Channel)

5K

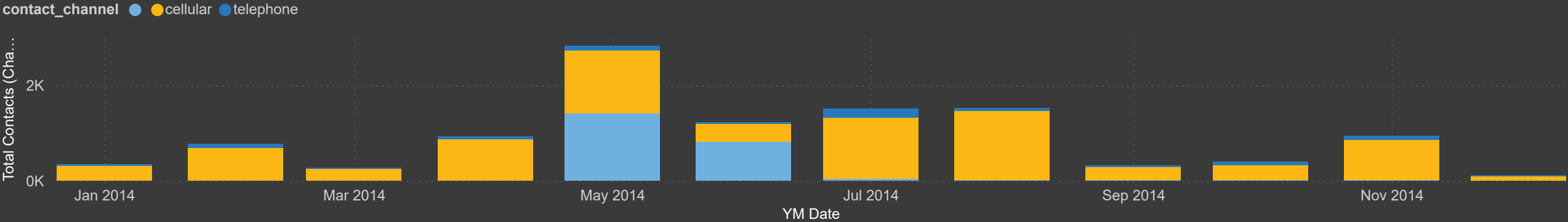
Conversion Rate % (Channel)

0.47

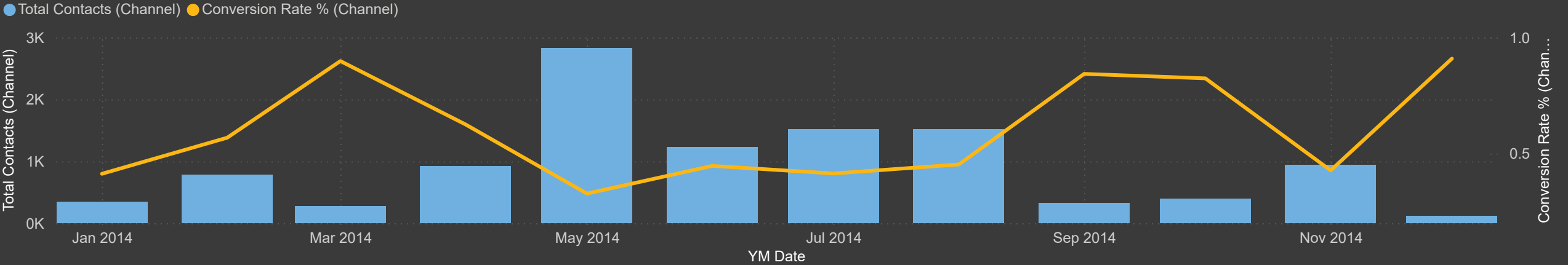
Avg Call Seconds (Channel)

327.15

Contacts by channel



Volume vs. Conversion Rate



Date

1/1/2014

12/31/2014

# Age Band Analysis

Total Contacts (AgeBand)

11K

Conversions (AgeBand)

5K

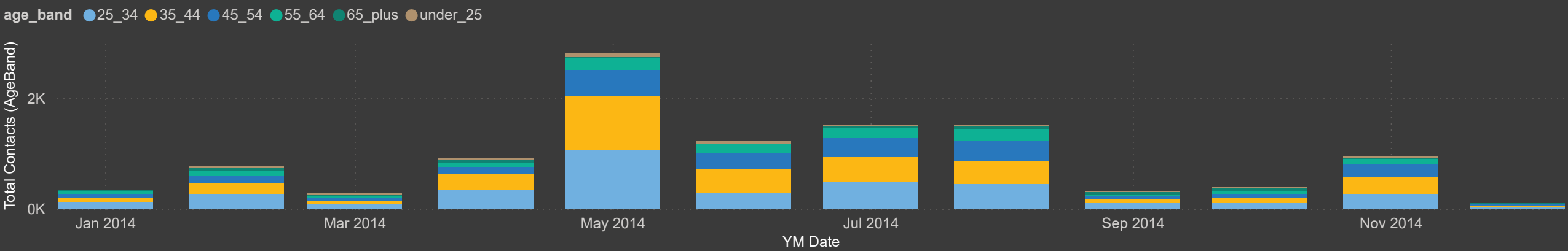
Conversion Rate % (AgeBand)

0.47

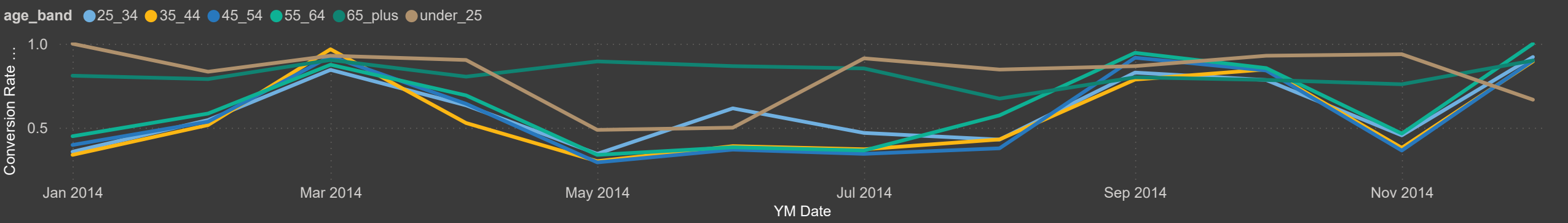
Avg Call Seconds (AgeBand)

356.25

Contacts by Age Band



Conversion Rate by Age Band



Date



1/1/2014



12/31/2014



# Job Role Targeting

Total Contacts (Job)

11K

Conversions (Job)

5K

Conversion Rate % (Job)

0.47

Avg Call Seconds (Job)

362.95

## Conversion Rate by Job

