

Select a Start and End Date

11/20/2023

11/29/2023

Partner List Drop-down

All

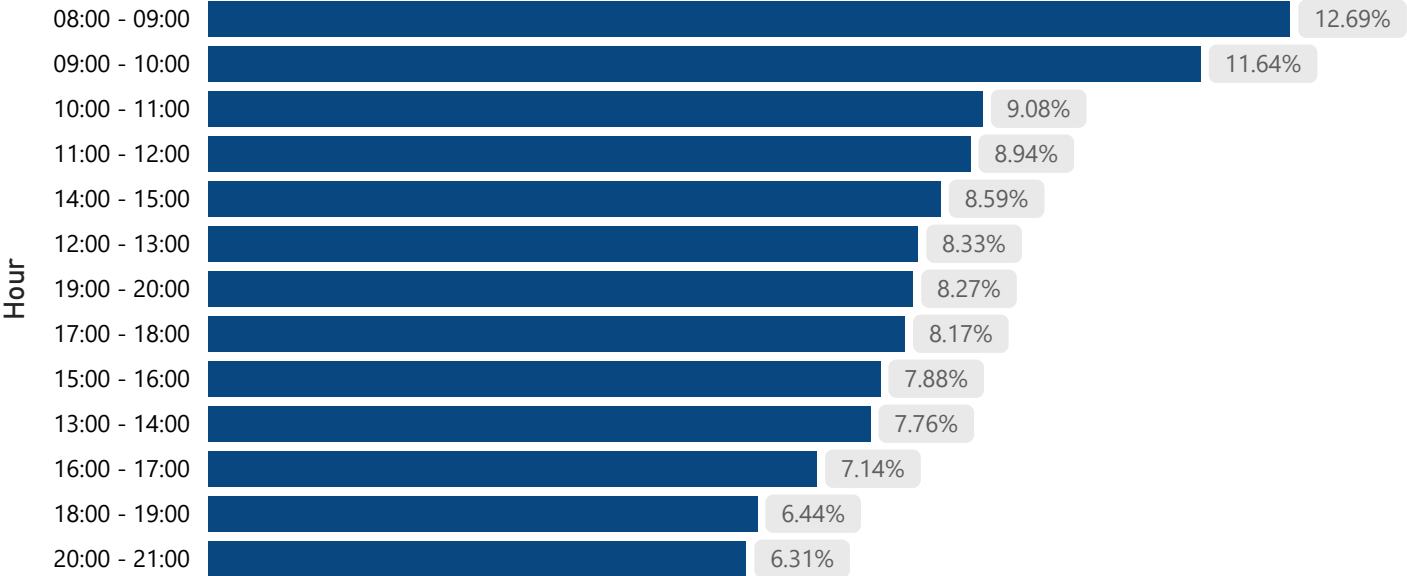
Campaign List Drop-down

All

Intraday Performance

Hour	Gross Calls	Billable Calls	G2B%	Abandoned Calls	Sales	Conversion by Hour %
00:00 - 01:00	1	0	0.00%	0		
01:00 - 02:00	2	0	0.00%	0		
02:00 - 03:00	1	0	0.00%	0		
03:00 - 04:00	2	0	0.00%	0		
05:00 - 06:00	1	0	0.00%	0		
06:00 - 07:00	1	0	0.00%	0		
07:00 - 08:00	2	0	0.00%	0		
08:00 - 09:00	1,626	993	61.07%	78	126	12.69%
09:00 - 10:00	3,119	1,873	60.05%	176	218	11.64%
10:00 - 11:00	4,152	2,411	58.07%	268	219	9.08%
11:00 - 12:00	4,585	2,428	52.96%	595	217	8.94%
12:00 - 13:00	4,021	2,318	57.65%	343	193	8.33%
13:00 - 14:00	3,724	2,125	57.06%	386	165	7.76%
14:00 - 15:00	3,962	2,142	54.06%	450	184	8.59%
15:00 - 16:00	3,981	2,157	54.18%	255	170	7.88%
16:00 - 17:00	4,112	2,199	53.48%	268	157	7.14%
17:00 - 18:00	3,938	2,448	62.16%	160	200	8.17%
18:00 - 19:00	3,476	2,221	63.90%	121	143	6.44%
19:00 - 20:00	2,803	1,742	62.15%	127	144	8.27%
20:00 - 21:00	1,043	634	60.79%	70	40	6.31%
21:00 - 22:00	22	2	9.09%	0		
22:00 - 23:00	8	0	0.00%	1		
23:00 - 00:00	4	0	0.00%	2		
Total	44,586	25,693	57.63%	3,300	2,176	8.47%

Conversion % by Best Performance



Conversion by Hour %

At 12.7%, 08:00 - 09:00 had the highest Conversion by Hour % and was 101.12% higher than 20:00 - 21:00, which had the lowest Conversion by Hour % at 6.3%.

Across all 13 Hour, Conversion by Hour % ranged from 6.3% to 12.7%.

This report only includes Intraday Sales which are defined as those sales that occur on the same day as the lead called. Call time for all sales is based on Invoca Call Start Time.

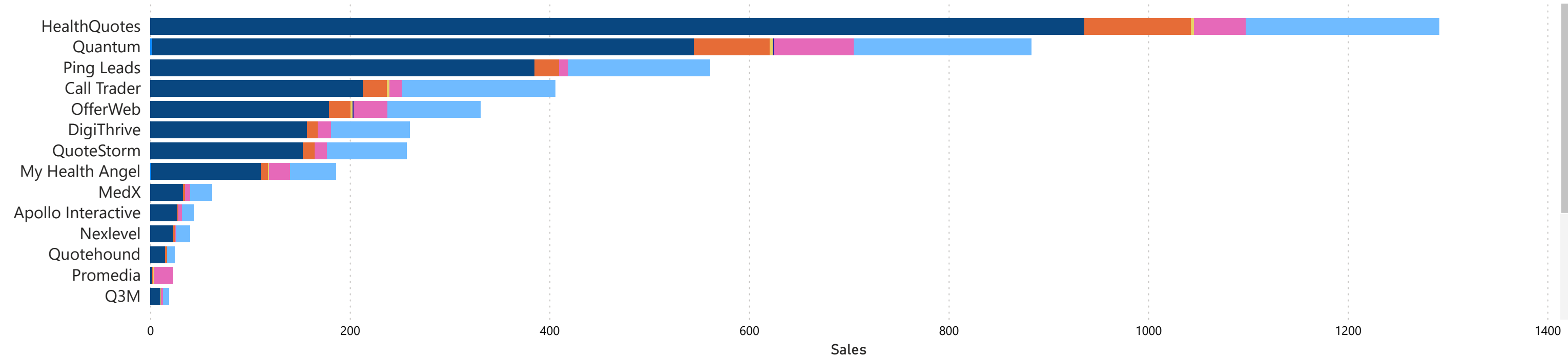
Select a Start and End Date

7/1/2022

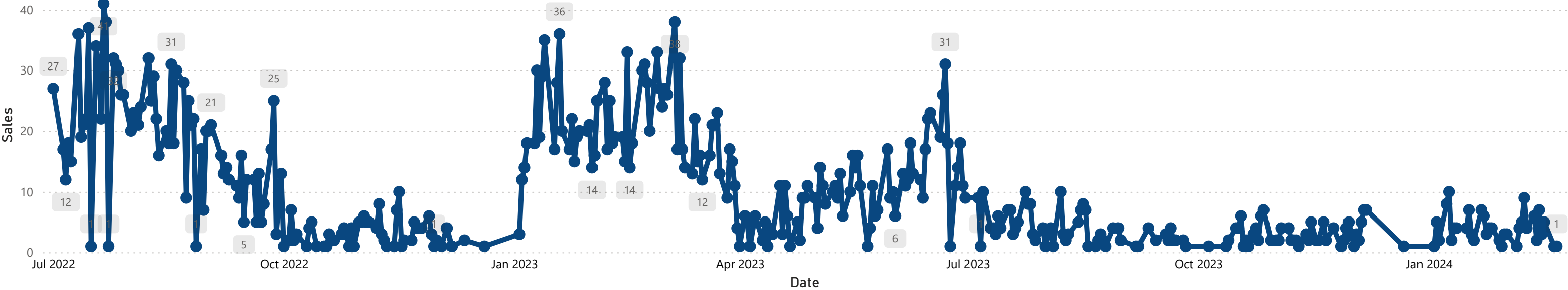
2/23/2024

Partners - Selling Ancillary Products Only

ProductType Ancillary Dental DVH MS Needs Mapping PDP Vision



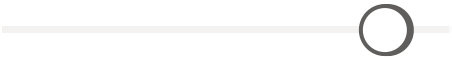
Ancillary Only Applicants by Date



Close Date

11/24/2023

11/28/2023



Core Conversion

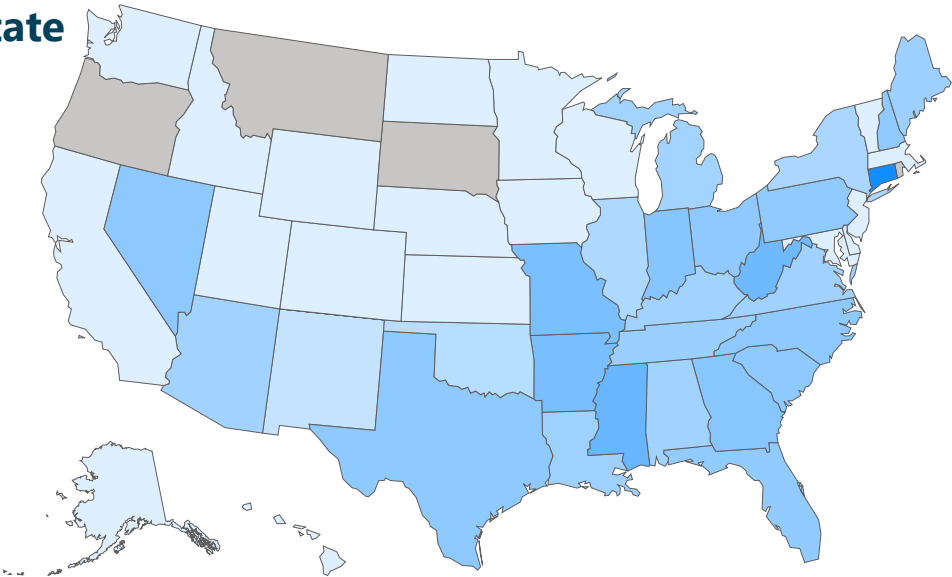
Sales

Partner List Drop-down

All

▼

Call Conversion % by State



Call Conversion % by State

CT	WV	IN	TX	OH	FL	LA	KY	MI
	14.47%	11.49%	10.40%	10.24%	9.92%	8.29%		
	AR	GA	NC	PA	TN	VA	7.78%	7.66%
	13.10%	11.26%	10.37%	10.17%	8.81%	8.07%	NY	OK
MS	MO	NV	SC	NH	ME	AL	6.67%	5.02%
	13.04%	10.55%	10.34%	10.00%	8.33%	7.86%	IL	NM
						7.84%	6.35%	3.39%

Select a Start and End Date

11/24/2023

11/28/2023



Partner List Drop-down

All

▼

Campaign List Drop-down

All

▼

PayPerCall Partner KPIs

Filter Metrics by Hour

☐ Select all

☒ 00:00 - 01:00

☒ 01:00 - 02:00

☐ 02:00 - 03:00

☒ 03:00 - 04:00

☒ 04:00 - 05:00

☒ 05:00 - 06:00

☐ 06:00 - 07:00

☒ 07:00 - 08:00

☒ 08:00 - 09:00

☒ 09:00 - 10:00

☒ 10:00 - 11:00

☒ 11:00 - 12:00

☒ 12:00 - 13:00

☒ 13:00 - 14:00

☒ 14:00 - 15:00

☐ 15:00 - 16:00

☒ 16:00 - 17:00

☒ 17:00 - 18:00

☐ 18:00 - 19:00

☒ 19:00 - 20:00

☒ 20:00 - 21:00

☒ 21:00 - 22:00

☒ 22:00 - 23:00

☒ 23:00 - 00:00

WeekRange	Gross Calls	Billable Calls	Abandoned_Calls	Core Sales	Ancillary Sales	Unique Applicants	Intraday Sales	Spend	CPL	G2B%	CPA	Intraday Coversion %	Core Coversion %	Applicant Coversion %
<input type="checkbox"/> Nov 19 - Nov 25, 2023	5,556	3,364	274	379	3	378	356	\$167,270.00	49.72	60.55%	441.35	10.58%	11.27%	11.24%
<input type="checkbox"/> 03:00 - 04:00	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> Promedia	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
o65_ib_promedia_call	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> 07:00 - 08:00	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> OfferWeb	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
OfferWeb_Call	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> 08:00 - 09:00	170	115	7	0	0	0	0	\$5,740.00	49.91	67.65%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> HealthQuotes	2	1	0	0	0	0	0	\$40.00	40.00	50.00%	0.00	0.00%	0.00%	0.00%
3rd_party_Healthquotes_API	1	1	0	0	0	0	0	\$40.00	40.00	100.00%	0.00	0.00%	0.00%	0.00%
HealthQuotesLLC	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> Missing	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
Missing	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> My Health Angel	72	53	4	0	0	0	0	\$2,650.00	50.00	73.61%	0.00	0.00%	0.00%	0.00%
IN_CALL_MHA_DirectMail	72	53	4	0	0	0	0	\$2,650.00	50.00	73.61%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> OfferWeb	13	7	0	0	0	0	0	\$350.00	50.00	53.85%	0.00	0.00%	0.00%	0.00%
OfferWeb_Call	13	7	0	0	0	0	0	\$350.00	50.00	53.85%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> Quantum	82	54	3	0	0	0	0	\$2,700.00	50.00	65.85%	0.00	0.00%	0.00%	0.00%
TIB - Quantum 90 (Bringans)	82	54	3	0	0	0	0	\$2,700.00	50.00	65.85%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> 09:00 - 10:00	342	222	15	9	1	10	10	\$10,985.00	49.48	64.91%	1,220.56	4.50%	4.05%	4.50%
<input type="checkbox"/> HealthQuotes	19	14	1	0	0	0	0	\$560.00	40.00	73.68%	0.00	0.00%	0.00%	0.00%
HealthQuotesLLC	19	14	1	0	0	0	0	\$560.00	40.00	73.68%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> Missing	6	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
Missing	6	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> My Health Angel	104	67	3	2	0	2	2	\$3,350.00	50.00	64.42%	1,675.00	2.99%	2.99%	2.99%
IN_CALL_MHA_DirectMail	104	67	3	2	0	2	2	\$3,350.00	50.00	64.42%	1,675.00	2.99%	2.99%	2.99%
<input type="checkbox"/> OfferWeb	59	42	2	1	0	1	1	\$2,100.00	50.00	71.19%	2,100.00	2.38%	2.38%	2.38%
O65_IB_offerweb_immediate	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
OfferWeb_Call	56	42	0	1	0	1	1	\$2,100.00	50.00	75.00%	2,100.00	2.38%	2.38%	2.38%
OfferWeb_xfers	2	0	2	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
<input type="checkbox"/> Ping Leads	1	1	0	0	0	0	0	\$75.00	75.00	100.00%	0.00	0.00%	0.00%	0.00%
Total	17,707	9,618	1,251	881	5	880	803	\$478,745.00	49.78	54.32%	543.41	8.35%	9.16%	9.15%

Select a Start and End Date

11/24/2023

11/28/2023

Partner List Drop-down

All

▼

Campaign List Drop-down

All

▼

PayPerCall Partner KPIs

Partner	InvocaCampaign	Gross Calls	Billable Calls	Abandoned Calls	Core Sales	Ancillary Sales	Unique Applicants	Intraday Sales	Spend	CPL	G2B%	CPA	Gross Coversion %	PaidHandled Coversion %	Billable Coversion %
Call Trader	CT-O65-Xfer-API	0	0	0	1	0	1	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
DigiThrive	DigiThrive	0	0	0	3	0	3	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
HealthQuotes	3rd_party_Healthquotes_API	2	1	0	2	0	2	1	\$40.00	40.00	50.00%	20.00	100.00%	200.00%	200.00%
HealthQuotes	HealthQuotesLLC	1,954	799	77	85	0	85	73	\$31,960.00	40.00	40.89%	376.00	4.35%	9.69%	10.64%
MedX	TIB - Medx Publishing	0	0	0	1	0	1	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
Milestone Marketing	Milestone_Marketing_ After_Hours_1	1	0	0	2	0	1	0	\$0.00	0.00	0.00%	0.00	200.00%	0.00%	0.00%
Missing	Missing	275	0	11	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
My Health Angel	IN_CALL_MHA_DirectMail	4,793	3,222	383	276	2	276	264	\$161,100.00	50.00	67.22%	583.70	5.76%	9.88%	8.57%
OfferWeb	O65_IB_offerweb_immediate	10	0	1	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
OfferWeb	OfferWeb_Call	5,813	3,180	413	342	1	342	317	\$159,000.00	50.00	54.70%	464.91	5.88%	10.49%	10.75%
OfferWeb	OfferWeb_xfers	57	0	11	8	0	8	1	\$0.00	0.00	0.00%	0.00	14.04%	19.51%	0.00%
Ping Leads	API Third Party Leads(bundle)	1	0	0	0	0	0	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
Ping Leads	PingLeads_Web	284	188	15	19	0	19	16	\$14,100.00	75.00	66.20%	742.11	6.69%	11.73%	10.11%
Promedia	o65_ib_promedia_call	263	0	39	47	0	47	47	\$0.00	0.00	0.00%	0.00	17.87%	28.14%	0.00%
Quantum	o65_ib_quantum_hic	67	61	43	1	0	1	1	\$3,965.00	65.00	91.04%	3,965.00	1.49%	5.26%	1.64%
Quantum	TIB - Quantum 90 (Bringans)	7,841	4,166	436	300	4	302	273	\$208,300.00	50.00	53.13%	694.33	3.83%	8.24%	7.20%
RateQuote	RateQuote_API	0	0	0	1	0	1	0	\$0.00	0.00	0.00%	0.00	0.00%	0.00%	0.00%
Total		21,361	11,617	1,429	1,088	7	1,089	993	\$578,465.00	49.79	54.38%	531.68	5.09%	9.90%	9.37%