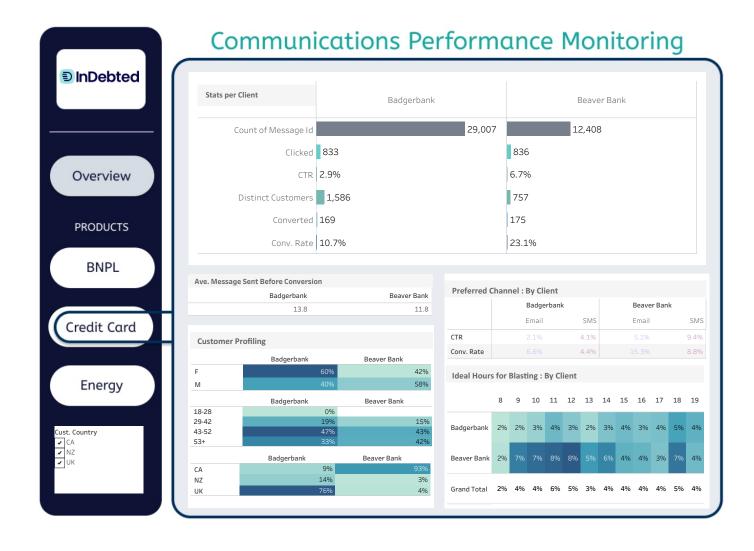


Stats per Client		К	KiwiPay		Moose Money				SwanPay							
Count of Message Id		d	20,876		12,396				36,11					110	.0	
Clicked		d 1,538		1,892					2	,721						
CTR		R 7.4%	7.4%		15.3%				7.5%							
Distinct Customers		s 1,359	1,359		1,298				2,648							
Converted Conv. Rate		d 373		861					1,:	181						
		e 27.4%	27.4%			66.3%				44.6%						
	Sent Before Conver			Professed (`hanr	اما · B	v Cli	ont								
		Moose Money 8.2	SwanPay 10.4	Preferred C		iel : B Kiwif mail	Pay	ent		oose M		y SMS	E	Swar mail		SMS
	KiwiPay M	Moose Money		CTR	E	KiwiF mail	Pay	SMS	12	mail 2.6%	19	SMS 9.6%		mail 5.0%	10	0.0%
	KiwiPay M	Moose Money			E	Kiwif mail	Pay	SMS	12	mail	19	SMS		mail	10	SMS).0%).1%
ustomer Pr	11.8 rofiling KiwiPay 71%	Moose Money 8.2 Moose Money 57%	10.4 SwanPay	CTR	E 5	KiwiF mail .3%	Pay 10	SMS 0.6%	12 43	mail 2.6%	19	SMS 9.6%		mail 5.0%	10	0.0%
ustomer Pr	11.8 rofiling KiwiPay 7196 29%	Moose Money 8.2 Moose Money 57% 43%	10.4 SwanPay 68% 32%	CTR Conv. Rate	E 5	KiwiF mail .3%	Pay 10	SMS 0.6%	12 43 ient	mail 2.6%	19	SMS 9.6%		mail 5.0%	10	0.0%
ustomer Pr	11.8 rofiling KiwiPay 71%	Moose Money 8.2 Moose Money 57%	10.4 SwanPay	CTR Conv. Rate Ideal Hours	5 16 5 for I	KiwiF mail .3% .9% Blasti	Pay 10 11 11	SMS 0.6% 1.9% By Cli	12 43 ient 12	mail 2.6% 3.8%	19 29	SMS 9.6% 9.0%	28	mail 5.0% 3.1%	19	19
ustomer Pr 1 8-28	KiwiPay 11.8 rofiling KiwiPay 7196 29% KiwiPay	Moose Money 8.2 Moose Money 57% 43% Moose Money	10.4 SwanPay 68% 32% SwanPay	CTR Conv. Rate	E 5 16	KiwiF mail .3% .9%	Pay 10 11 11	SMS 0.6% 1.9% By Cli	12 43 ient 12	2.6% 3.8%	19 29	SMS 9.6% 9.0%	28	mail 5.0% 3.1%	10	19
ustomer Pr 1 8-28 9-42 3-52	KiwiPay 11.8 rofiling KiwiPay 71% 29% KiwiPay KiwiPay 52%	Moose Money 8.2 Moose Money 57% 43% Moose Money 64%	10.4 SwanPay 6896 3296 SwanPay 5496	CTR Conv. Rate Ideal Hours	16 s for I 8 5%	Kiwiii mail .3% .9% Blasti 9	Pay 10 11 10 8%	SMS 0.6% 1.9% By Cli 11	12 43 ient 12 8%	mail 2.6% 3.8%	19 29 14 6%	SMS 9.6% 9.0% 15	16 5%	mail 5.0% 3.1% 17 3%	19	19 11%
ustomer Pr 1 8-28 9-42 3-52	11.8 rofiling KiwiPay 71% 29% KiwiPay 52% 33% 15%	Moose Money 8.2 Moose Money 57% 43% Moose Money 64% 30% 6%	10.4 SwanPay 68% 32% SwanPay 54% 32% 14%	CTR Conv. Rate Ideal Hours KiwiPay Moose	16 s for I 8 5%	KiwiF mail .3% .9% .9% .98 .98 .98	10 8%	SMS 0.6% 1.9% By Cli 11 8%	ient 12 8% 16%	mail 2.6% 3.8% 13	19 29 14 6%	15 5%	16 5%	mail 5.0% 3.1% 17 3% 16%	18 18 15%	19 11%
-	KiwiPay 11.8 rofiling KiwiPay 71% 29% KiwiPay 52% 33% 15% 0%	Moose Money 8.2 Moose Money 57% 43% Moose Money 64% 30% 6% 0%	10.4 SwanPay 68% 32% SwanPay 54% 32% 14% 0%	CTR Conv. Rate Ideal Hours KiwiPay Moose Money	E 5 5 16 16 8 5 5% 9%	KiwiF mail .3% .9% .9% .98 .98 .98	10 8%	SMS 0.6% 1.9% By Cli 11 8%	ient 12 8% 16%	13 7%	19 29 14 6%	15 5%	16 5%	mail 5.0% 3.1% 17 3% 16%	18 18 15%	19 11% 15%





Communications Performance Monitoring

CTR 7.0% 3.6% 3.6% 521 1,034 Converted 145 179	367 3.7% 548 59 10.8%	9,904	4		
CTR 7.0% 3.6% 3.6% 521 1,034 Converted 145 179	3.7% 548 59				
Distinct Customers 521 1,034 Converted 145 179	548 59				
Converted 145 179	59				
Conv. Rate 27.8% 17.3%	10.8%				
Email SMS	Email SM	IS I	Email		SN
Customer Profiling	2.6% 5.49				5.5
Eagle Energy Fox Energy Skink Solar	10.0% 8.09	%			3.9
F 37% 53% 54% Ideal Hours for Blasting: By Client	:				
	13 14 15	16	17	18	19
Eagle Energy Fox Energy Skink Solar 18-28 3% 2% 2% Eagle Energy 404 204 204 204 504 504 504					
29-42 13% 18% 20%	6 5% 5% 49	% 3%	6%	6%	109
43-52 18% 25% 24%					
53+ 65% 55% 54% Fox Energy 2% 3% 3% 5% 3%	6 4% 4% 39	% 5%	4%	5%	69
Eagle Energy Fox Energy Skink Solar					
CA 5170 770 370	6 2% 3% 39	% 3%	3%	2%	129
NZ 4% 15% 83% UK 5% 78% 12% Grand Total 204 504 404 694 204					