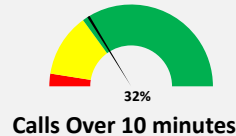
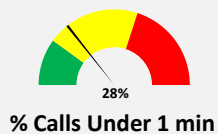
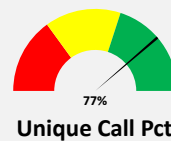
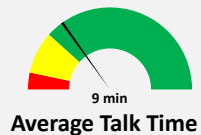
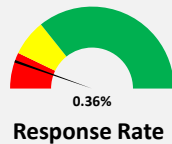
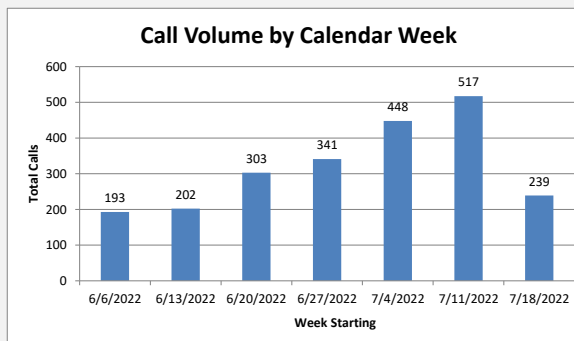
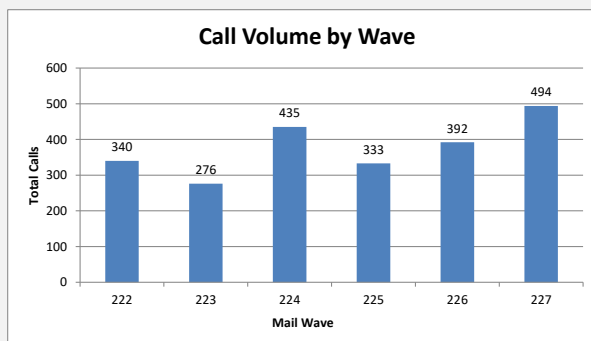
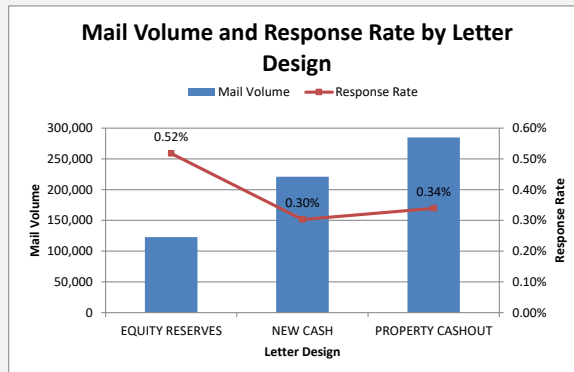
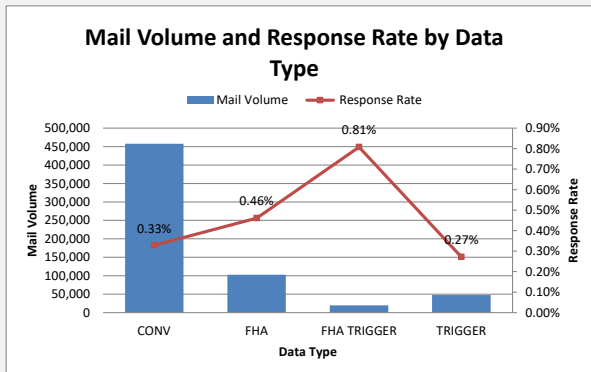
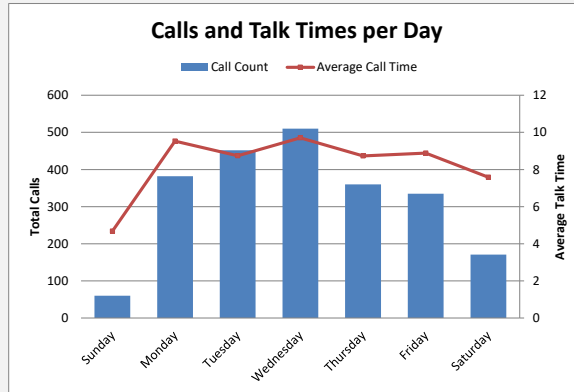


Mortgage Company LLC

Overall Campaign Diagnostics

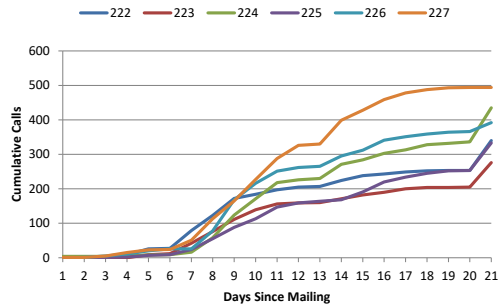
Day of Week	Call Count	Average Call Duration
Sunday	60	5
Monday	382	10
Tuesday	452	9
Wednesday	510	10
Thursday	360	9
Friday	335	9
Saturday	171	8
Grand Total	2,270	9



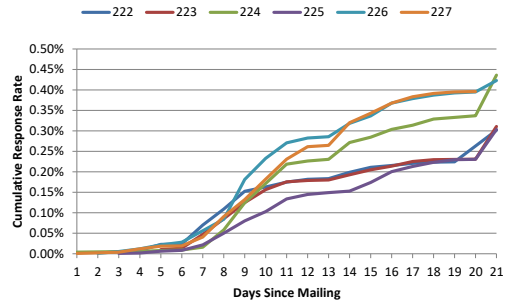
Mortgage Company LLC

Diagnostics by Wave

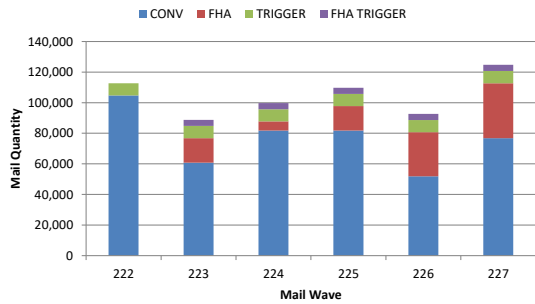
Cumulative Call Volume by Wave



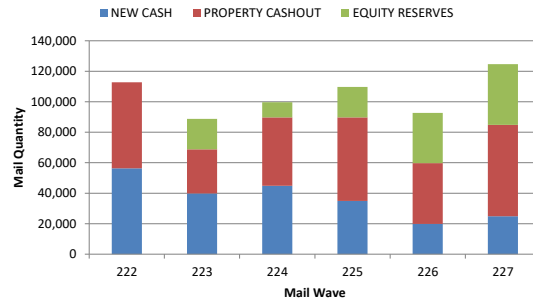
Cumulative Response Rate by Wave



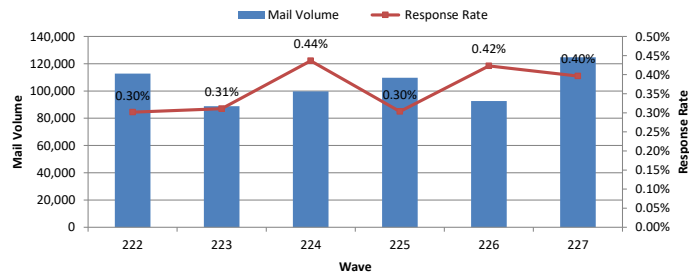
Data Mix by Mail Wave



Design Mix by Mail Wave



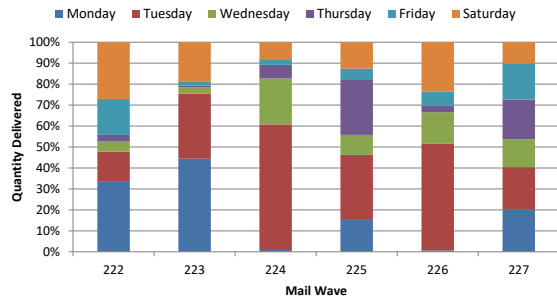
Mail Volume And Response Rate by Wave



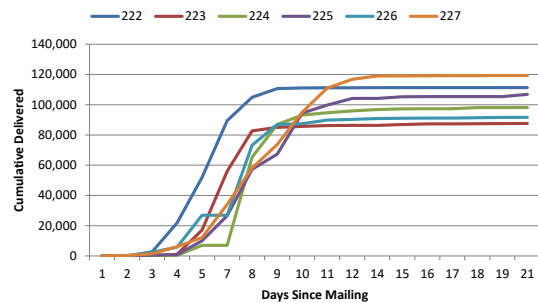
Mortgage Company LLC

Deliverability by Wave

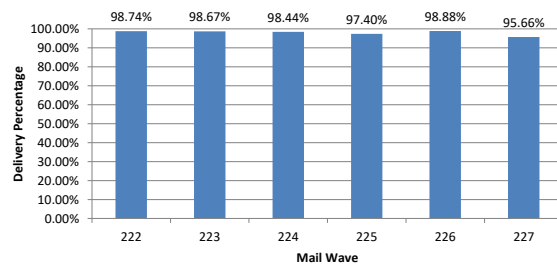
Delivery Day by Wave



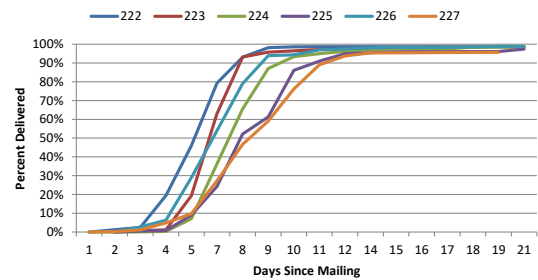
Cumulative Delivery Counts by Wave



Delivery Percentage by Wave

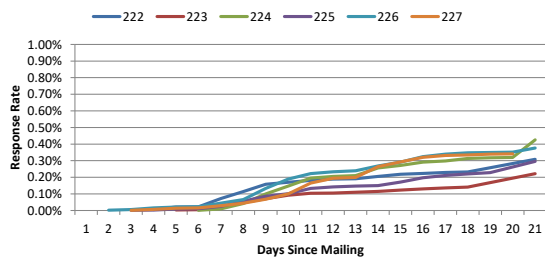


Cumulative Percent Delivered by Wave

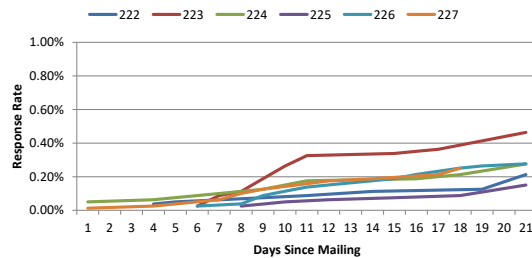


Data Type Response by Wave

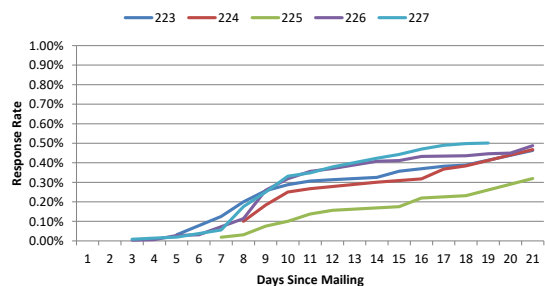
CONV Response Rate by Wave



TRIGGER Response Rate by Wave



FHA Response Rate by Wave



FHA TRIGGER Response Rate by Wave

