

(Actual Campaign Results)

E-mail Automation

	Total Emails Sent	Total Responses	%	Total Meetings Set	%
Month 1	970	230	24%	11	5%
Month 2	1414	294	21%	19	6%
Month 3	938	206	22%	28	14%
Month 4 MTD	560	102	18%	20	20%
Totals To Date	3882	832	21%	78	9%

1-to-1 Video E-mail

	Emails Sen	Responses	%	Meetings Set	%
Month 1	919	66	7%	1	2%
Month 2	2010	49	2%	8	16%
Month 3 MTD	1268	25	2%	5	20%
Totals To Date	4197	140	3%	14	10%

LinkedIn Outreach

	Like & Follow	Total Connection Requests	Total Connected Contacts	%	Total Responses	%	Total Meetings Set	%
Month 1	645	372	94	25%	35	37%	1	1%
Month 2	1177	972	194	20%	86	44%	4	2%
Month 3	1050	854	182	21%	71	39%	7	4%
Month 4	1252	970	323	33%	159	49%	10	3%
Month 5 MTD	852	728	163	22%	70	43%	3	2%
Totals To Date	4976	3896	956	25%	421	44%	24	6%

LinkedIn Ads

Start Date	Daily Budget	Total Spent	Impressions	Clicks	Click Through Rate	Average CPM	Average CPC	Leads	Cost per Lead
Month 1	\$20.00	\$279.95	899	528	58.73%	\$311.40	\$0.53	1	279.95
Month 2	\$20.00	\$310.05	1068	765	71.63%	\$290.31	\$0.41	2	155.03
Month 3	\$20.00	\$345.10	1216	818	67.27%	\$283.80	\$0.42	5	69.02
Month 4	\$20.00	\$611.92	2090	1247	59.67%	\$292.78	\$0.49	9	67.99
Month 5	\$20.00	\$608.88	2037	872	42.81%	\$298.91	\$0.70	4	152.22
Month 6	\$20.00	\$353.11	1248	847	67.87%	\$282.94	\$0.42	6	58.85
Month 7	\$20.00	\$167.82	584	317	54.28%	\$287.37	\$0.53	2	83.91

Telemarketing

	Total Calls	Meetings Set	%
Month 1	338	1	0%
Month 2	449	5	1%
Month 3 MTD	150	3	2%
Totals To Date	937	9	1%