

# Marketing Campaign Analysis

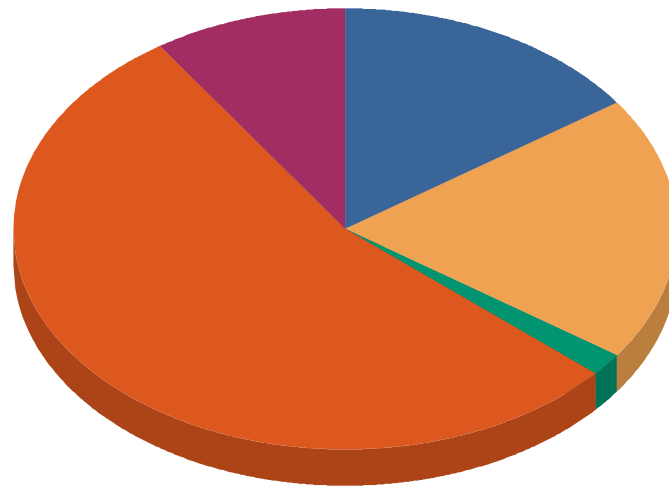
Date Range: After April 1, 2006

Opportunity Status: Closed - Won

11 Opportunities Totaling \$36,534.11

## Opportunity Amount by Campaign

Summary for All Users



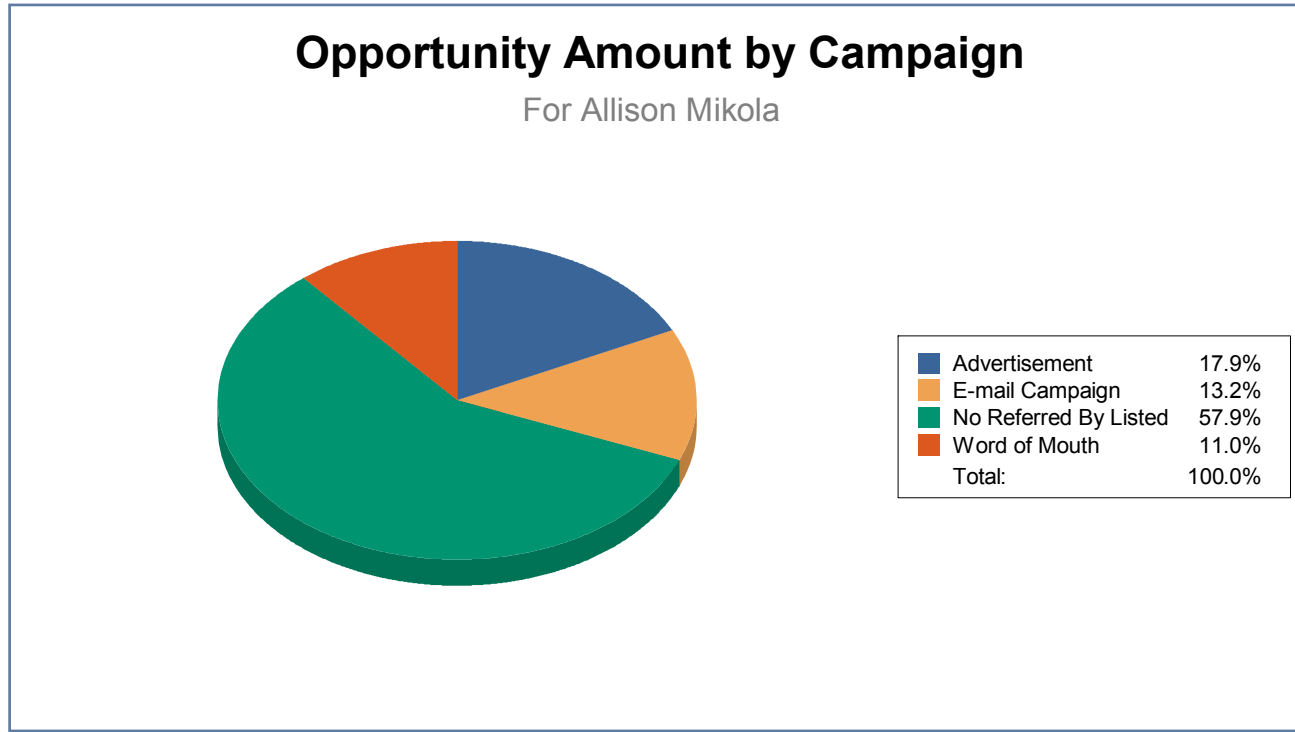
|                       |          |        |
|-----------------------|----------|--------|
| Advertisement         | \$5,572  | 15.3%  |
| E-mail Campaign       | \$7,098  | 19.4%  |
| E-mail Campaign       | \$647    | 1.8%   |
| No Referred By Listed | \$19,799 | 54.2%  |
| Word of Mouth         | \$3,419  | 9.4%   |
| Total:                | \$36,534 | 100.0% |

# Marketing Campaign Analysis

Date Range: After April 1, 2006

Opportunity Status: Closed - Won

Allison Mikola: 8 Opportunities Totaling \$31,099.13



| Close Date   | Company                  | Contact          | Opportunity Name                   | Reason       | Amount      |
|--|--------------------------|------------------|------------------------------------|--------------|-------------|
| <b>Advertisement: 1 Opportunities Totaling \$5,571.50</b>          |                          |                  |                                    |              |             |
| 5/29/2007  | Continental Energy       | Herman Getter    | Employee gifts                     |              | \$5,571.50  |
| <b>E-mail Campaign: 1 Opportunities Totaling \$4,099.11</b>        |                          |                  |                                    |              |             |
| 4/29/2007  | Circle Photography       | Jonathan Jenkins | New Opportunity                    |              | \$4,099.11  |
| <b>No Referred By Listed: 5 Opportunities Totaling \$18,009.92</b> |                          |                  |                                    |              |             |
| 1/27/2007  | SimAero                  | Bruce Baker      | Customer Appreciation              | Presentation | \$419.70    |
| 4/29/2007  | American Dreams          | Kristi Cameron   | Initial Order                      |              | \$1,998.50  |
| 4/29/2007  | Corleone's Pasta Company | Morty Manicotti  | Store opening                      |              | \$14,396.00 |
| 5/29/2007  | Brandee's Bakery         | Liz Dittmeier    | Monthly Order 2                    |              | \$431.57    |
| 5/29/2007  | KKQS Radio               | Bill Craig       | Coffee Service - Quarterly order 3 |              | \$764.15    |

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## Allison Mikola: 8 Opportunities Totaling \$31,099.13

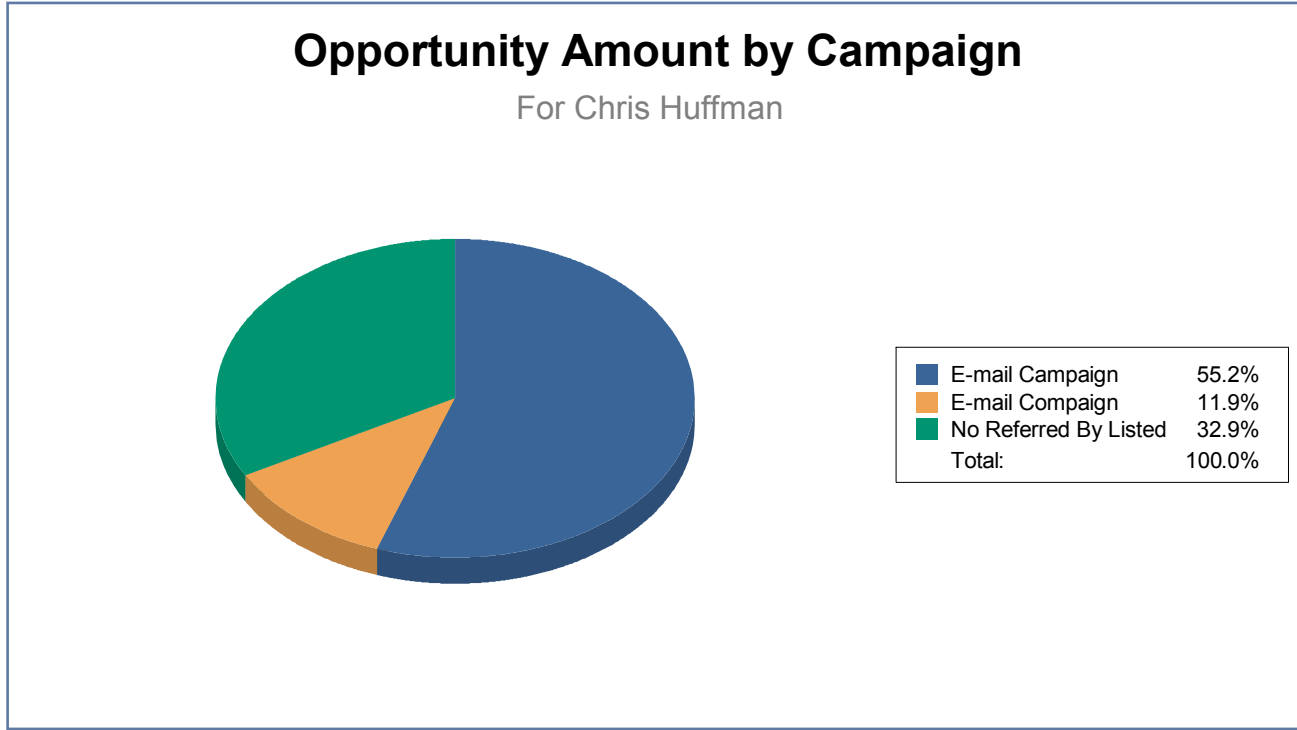
| Close Date  | Company           | Contact           | Opportunity Name | Reason | Amount     |
|---|-------------------|-------------------|------------------|--------|------------|
| <b>Word of Mouth: 1 Opportunities Totaling \$3,418.60</b> |                   |                   |                  |        |            |
| 4/29/2007   | Manxsys Financial | Alexander O'Brien | Initial Order    |        | \$3,418.60 |

# Marketing Campaign Analysis

Date Range: After April 1, 2006

Opportunity Status: Closed - Won

Chris Huffman: 3 Opportunities Totaling \$5,434.98



| Close Date  | Company               | Contact          | Opportunity Name       | Reason     | Amount     |
|---|-----------------------|------------------|------------------------|------------|------------|
| <b>E-mail Campaign: 1 Opportunities Totaling \$2,998.50</b>       |                       |                  |                        |            |            |
| 4/29/2007   | HAL's Consulting Corp | Lames Jawson     | Catalog fulfillment    |            | \$2,998.50 |
| <b>E-mail Campaign: 1 Opportunities Totaling \$647.35</b>         |                       |                  |                        |            |            |
| 2/2/2007  | Brandee's Bakery      | Liz Dittmeier    | Monthly Order 1        | Price      | \$647.35   |
| <b>No Referred By Listed: 1 Opportunities Totaling \$1,789.13</b> |                       |                  |                        |            |            |
| 2/20/2007   | Black Forest Baking   | Kristi Elmendorf | Initial order - bakery | Good Price | \$1,789.13 |