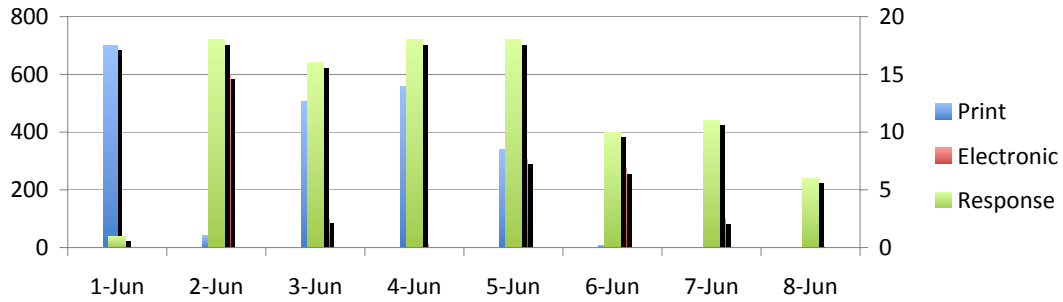


Campaign Dashboard

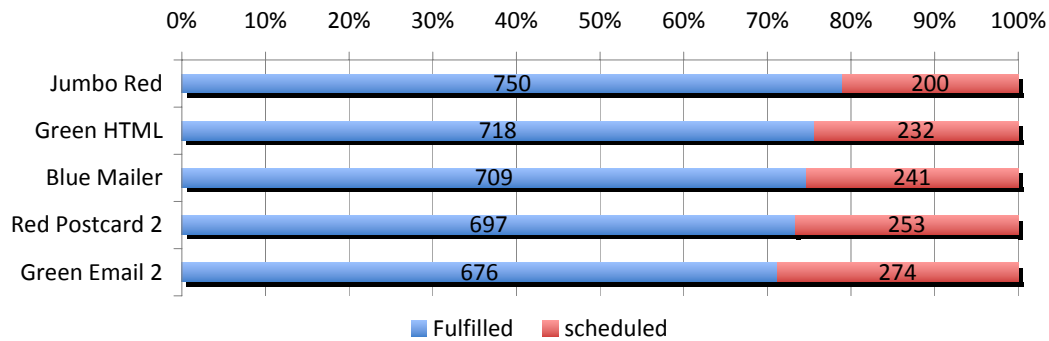
Response Timeline



Top Line Metrics

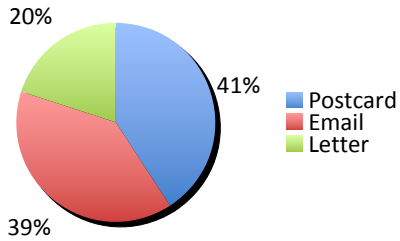
Total Campaign Audience	950	Touches Fulfille	3,550
		Total Response	98
Response by Unique Audience	10.3%	Response by Touch	2.8%

Fulfillment by Touch (Campaign)

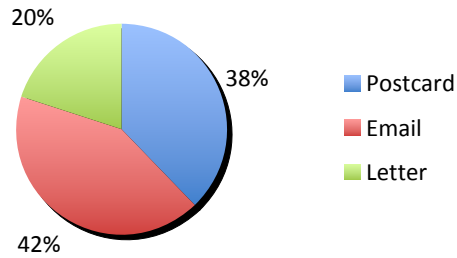


Campaign Dashboard

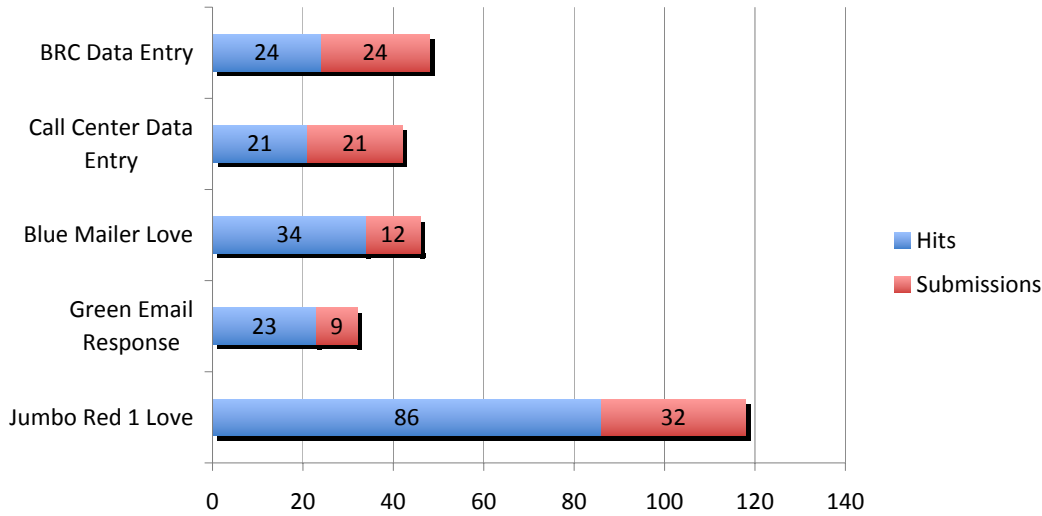
Fulfilled by Media Type



Scheduled Left to Go by Media Type



Response by Source

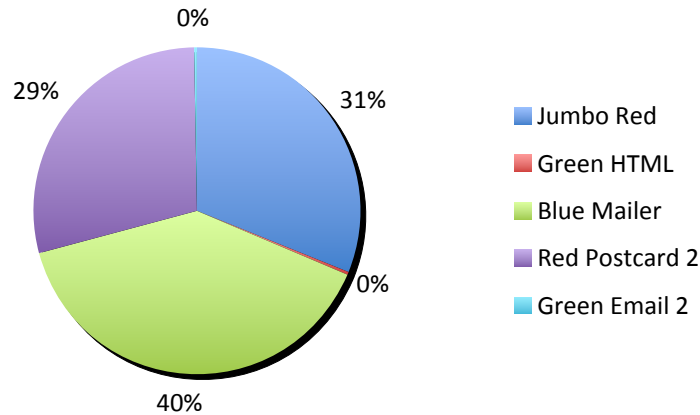


Track Rollup

Track Name	Mode	State	Completed	Active	Max
Customer Recapture	Launched	Finished	750	200	5000
Bring it on Home	Launched	Ready	0	0	Unlimited
The Lemon Track	Responding	Ready	0	0	Unlimited
Ramble On	Testing	Ready	0	0	Unlimited
What Track?	Draft	Ready	0	0	Unlimited
This Track	Draft	Ready	0	0	Unlimited

Campaign Cost Dashboard

Budget Allocation



Touch Breakdown

Touch	Total	Estimated Cost Per	Total
Total			\$ 3,788.57
Jumbo Red	750	\$ 1.57	\$ 1,177.50
Green HTML	718	\$ 0.02	\$ 14.36
Blue Mailer	709	\$ 2.10	\$ 1,488.90
Red Postcard 2	697	\$ 1.57	\$ 1,094.29
Green Email 2	676	\$ 0.02	\$ 13.52

Cost Per Touch/Response

Total Touches	3550	Cost Per Touch	\$ 1.07
Total Responses	98	Cost Per Response	\$ 38.66

Individual Track Overview

Track: Customer Recapture

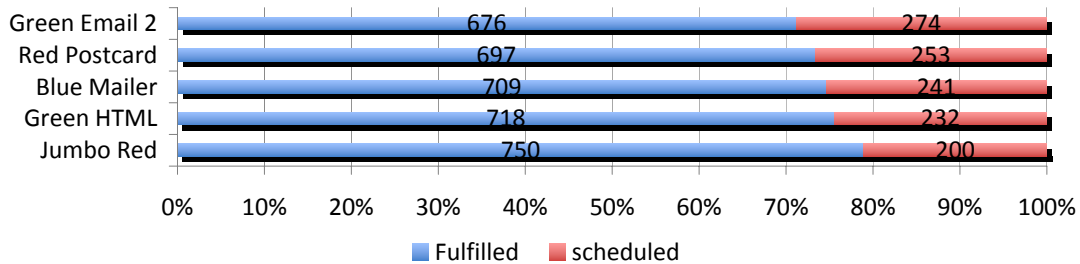
Top Line

Mode	Testing	Maximum Prospects	5000
Schedule Type	Relative	Current Unique Audience	950
Status	Ready		
Marcoms Fulfilled	3550	Marcoms Remaining	1200

Track Sequence

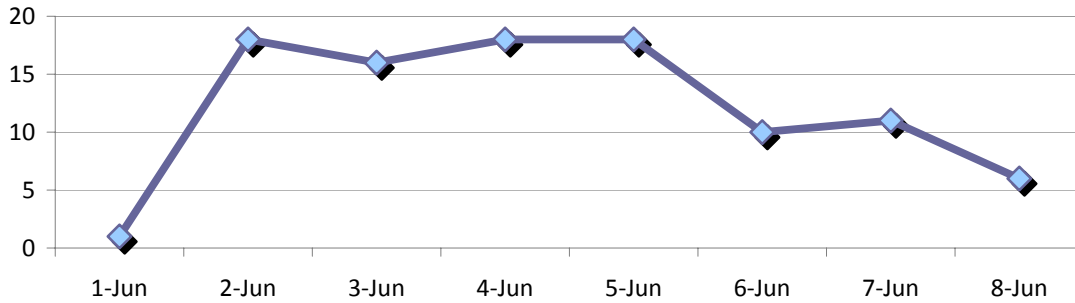
Day/Date	Marcom Type	Marcom Name	Fulfilled	Scheduled
1	Postcard	Jumbo Red	750	200
1	Email	Green HTML	718	232
3	Letter	Blue Mailer	709	241
3	Postcard	Red Postcard 2	697	253
5	Email	Green Email 2	676	274

Fulfillment by Touch (Current Track)

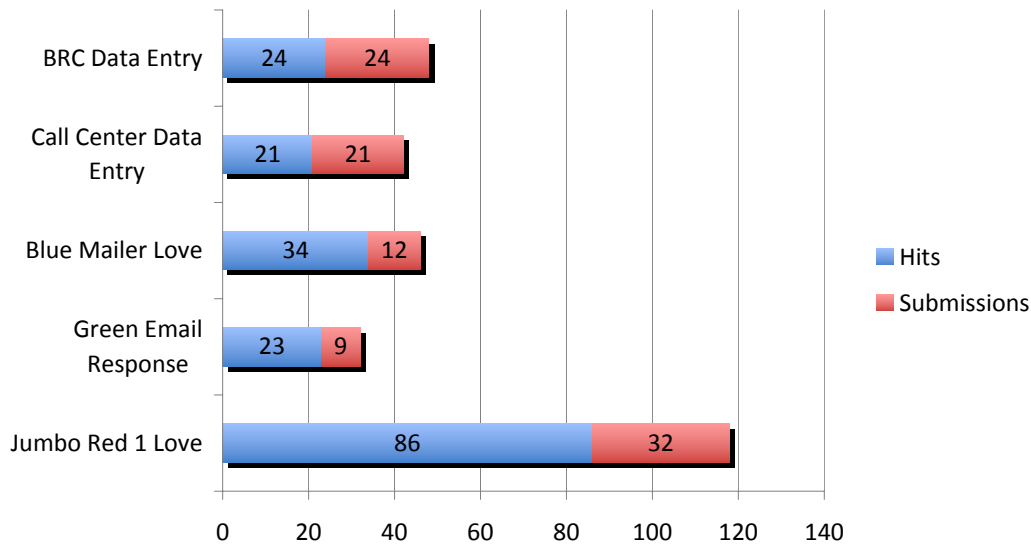


Web Form Overview

Response Timeline



Activity Measurement



Completion Rate