

Strategic Media, Inc.
Response Tracking Report Summary
 7/22/2002 to 7/28/2002
 Sorted by: Date



| | Calls: | In | Ans. | % | Spending | Calls/K | Orders | CPO | Revenue | Close % | Avg Tix | Ratio |
|--|--------|-------|-------|--------------|----------|---------|--------|-----------|---------|---------|---------|-------|
| TOTAL For Date: Mon, Jul 22, 2002 | 2275 | 1961 | 13.8% | \$42,265.05 | 54 | 767 | \$55 | \$120,245 | 39.1% | \$157 | 2.85 | |
| TOTAL For Date: Tue, Jul 23, 2002 | 1391 | 1224 | 12.0% | \$24,640.32 | 56 | 450 | \$55 | \$71,506 | 36.8% | \$159 | 2.90 | |
| TOTAL For Date: Wed, Jul 24, 2002 | 1825 | 1614 | 11.6% | \$32,321.64 | 56 | 616 | \$52 | \$98,184 | 38.2% | \$159 | 3.04 | |
| TOTAL For Date: Thu, Jul 25, 2002 | 2235 | 1925 | 13.9% | \$42,399.59 | 53 | 756 | \$56 | \$118,952 | 39.3% | \$157 | 2.81 | |
| TOTAL For Date: Fri, Jul 26, 2002 | 2415 | 2124 | 12.0% | \$45,660.66 | 53 | 806 | \$57 | \$127,105 | 37.9% | \$158 | 2.78 | |
| TOTAL For Date: Sat, Jul 27, 2002 | 1634 | 1379 | 15.6% | \$33,488.00 | 49 | 579 | \$58 | \$89,245 | 42.0% | \$154 | 2.66 | |
| TOTAL For Date: Sun, Jul 28, 2002 | 2629 | 2101 | 20.1% | \$49,158.01 | 53 | 991 | \$50 | \$160,260 | 47.2% | \$162 | 3.26 | |
| Total for Report | 14404 | 12328 | 14.4% | \$269,933.27 | 53 | 4965 | \$54 | \$785,499 | 40.3% | \$158 | 2.91 | |

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center