

Promo Click Analysis - ResCards (Revenue)

Uses Mailer Records with Clicks and ResCards.

Looks for Profiles with

1. ResCards with Depart Dates within the selected Departure Date period and then
2. Must have Mailers with "CLICKS" created during the selected Mailer Create Date period.

Outputs ResCard No, Travel Consultant, Travel Category, Vendor, and Revenue (Commission). You can drill down to see this information for each client. It includes a count of all selected mailers, and the latest mailer date for each Confirmed Reservation. It also computes the Average Months between the date a Reservation is made and the Departure date.

Summarizes by client, ranking based on total revenue, identifying booking travel consultant, number of clicks, last date of click, total ResCards and last Departure date of ResCards. If last Click date is AFTER last ResCard Departure date, the Click date is in BOLD BLUE. It becomes BOLD RED if more than 360 days after last Departure.

Keep in mind that a profile will only be included in this Report, if the profile has a ResCard in the period and the Client Clicked on a Marketing email. This report will identify more and more of your past and present clients that have looked at one of your emails the further you look back at ResCard Departures. In the process it will tell you how long it has been since the client currently looking at your emails, booked with you. Example - Try last few months for Promo Clicks and Last 5 years for Departures. You will see all your past clients who are still looking at you although you may not be contacting them.

There are two options for Reporting.

1. AGENCY OR AGENTS You can select "All" and show all the profiles together or you can select "Agents" and then group the profiles by travel consultant.
2. DETAIL You can select "YES" and print all the selected reservations within ResCards for

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Mailers Between: 01/01/2015 and 10/05/2015

Departed Between: 01/01/2013 and 12/31/2015

| NAME | TRAVEL CONSULTANT | | PROMO CLICK COUNT | LAST CLICK | RESCARD COUNT | REVENUE | LAST DEPART | Avg |
|--------------------------------|-------------------|-----------|-------------------------|---------------|------------------|-----------|----------------|---------------------------|
| | | | | | | | | Month Bkg to Depart |
| Regent Seven Seas | 04-25-13 | Cruise | | | | 2,176.20 | 10/13/13 | 6 |
| Delta Air Lines | 04-25-13 | Air | | | | .00 | 10/13/13 | 6 |
| Tafp | 04-25-13 | Fee | | | | 57.90 | 10/13/13 | 6 |
| TRAVEL GUARD INTERNATIOI | 04-29-13 | Insurance | | | | 429.03 | 10/13/13 | 6 |
| Vitesse World Wide | 07-01-13 | Fee | | | | 17.58 | 10/13/13 | 3 |
| | Total ResCard | 9629 | | | | 2,680.71 | 10/13/13 | 5 |
| Princess Cruises | 06-07-13 | Cruise | | | | 357.98 | 12/01/13 | 6 |
| | Total ResCard | 9746 | | | | 357.98 | 12/01/13 | 6 |
| Regent Seven Seas | 11-08-13 | Cruise | | | | 7,166.20 | 07/25/14 | 9 |
| TRAVEL GUARD INTERNATIOI | 02-25-14 | Insurance | | | | 954.45 | 07/25/14 | 5 |
| Inter-Continental Istanbul | 03-11-14 | Hotel | | | | 35.00 | 07/25/14 | 5 |
| Vitesse World Wide | 05-23-14 | Tour | | | | 18.58 | 07/25/14 | 2 |
| Medjet | 07-08-14 | Insurance | | | | 59.25 | 07/25/14 | 1 |
| | Total ResCard | 10150 | | | | 8,233.48 | 07/25/14 | 4 |
| National Geographic Expedition | 01-17-14 | Tour | | | | 11,672.00 | 12/25/14 | 11 |
| TRAVEL GUARD INTERNATIOI | 07-07-14 | Insurance | | | | 2,143.26 | 12/25/14 | 6 |
| | Total ResCard | 10303 | | | | 13,815.26 | 12/25/14 | 9 |
| 55657 Telesko/Ronald | Travel Consultant | | 1 | 08/03/15 | 4 | 25,087.43 | 12/25/14 | 8 |
| Classic Vacations | 12-07-12 | Tour | | | | 347.47 | 03/26/13 | 4 |
| | Total ResCard | 9239 | | | | 347.47 | 03/26/13 | 4 |
| Crystal Cruises | 03-07-13 | Cruise | | | | 1,275.00 | 06/06/13 | 3 |
| | Total ResCard | 9488 | | | | 1,275.00 | 06/06/13 | 3 |
| TRAVEL GUARD INTERNATIOI | 03-25-13 | Insurance | | | | 118.26 | 05/12/13 | 2 |
| | Total ResCard | 9497 | | | | 118.26 | 05/12/13 | 2 |
| Crystal Cruises | 03-14-13 | Cruise | | | | 1,570.40 | 06/08/13 | 3 |
| TRAVEL GUARD INTERNATIOI | 03-25-13 | Insurance | | | | 168.43 | 06/08/13 | 3 |
| | Total ResCard | 9505 | | | | 1,738.83 | 06/08/13 | 3 |
| TRAVEL GUARD INTERNATIOI | 04-18-13 | Insurance | | | | 741.69 | 03/13/14 | 11 |
| Azamara | 11-08-13 | Cruise | | | | 1,940.55 | 03/13/14 | 4 |
| Azamara | 11-08-13 | Cruise | | | | .00 | 03/13/14 | 4 |
| Azamara | 11-08-13 | Cruise | | | | .00 | 03/13/14 | 4 |
| | Total ResCard | 9607 | | | | 2,682.24 | 03/13/14 | 6 |
| Allianz Global Assistance | 01-03-14 | Insurance | | | | 638.00 | 11/01/14 | 10 |
| Seabourn Cruise Line | 06-14-14 | Cruise | | | | 878.40 | 11/01/14 | 5 |
| | Total ResCard | 10247 | | | | 1,516.40 | 11/01/14 | 7 |
| Seabourn Cruise Line | 12-23-13 | Cruise | | | | 738.83 | 04/04/14 | 3 |
| Seabourn Cruise Line | 12-23-13 | Cruise | | | | 817.20 | 04/04/14 | 3 |
| TRAVEL GUARD INTERNATIOI | 04-18-13 | Insurance | | | | 741.69 | 04/04/14 | 12 |
| | Total ResCard | 10248 | | | | 2,297.72 | 04/04/14 | 6 |
| Crystal Cruises | 08-15-14 | Cruise | | | | 564.85 | 05/04/15 | 9 |
| Allianz Global Assistance | 02-02-15 | Insurance | | | | 23.52 | 05/04/15 | 3 |
| | Total ResCard | 11084 | | | | 588.37 | 05/04/15 | 6 |
| Princess Cruises | 08-03-15 | Cruise | | | | 742.20 | 12/18/15 | 5 |
| Allianz Global Assistance | 08-10-15 | Insurance | | | | 348.84 | 12/18/15 | 4 |
| | Total ResCard | 12050 | | | | 1,091.04 | 12/18/15 | 4 |
| 138 Aho/John | Travel Consultant | | 2 | 05/27/15 | 9 | 11,655.33 | 12/18/15 | 5 |
| Holland America Line | 12-21-12 | Cruise | | | | 525.00 | 03/08/13 | 3 |
| | Total ResCard | 9279 | | | | 525.00 | 03/08/13 | 3 |
| Holland America Line | 01-02-13 | Cruise | | | | 525.00 | 03/08/13 | 2 |
| | Total ResCard | 9288 | | | | 525.00 | 03/08/13 | 2 |
| Princess Cruises | 05-15-13 | Cruise | | | | 876.98 | 08/28/13 | 4 |
| | Total ResCard | 9688 | | | | 876.98 | 08/28/13 | 4 |
| Holland America Line | 10-07-14 | Cruise | | | | 130.32 | 11/23/14 | 2 |
| | Total ResCard | 11204 | | | | 130.32 | 11/23/14 | 2 |