

Promo Click Analysis - Invoices (Revenue)

Uses Mailer Records with Clicks and Invoiced Transactions

Looks for Profiles with

1. Mailers with "CLICKS" created during the selected Mailer Create Date period and
2. Invoiced Transactions which have Commissions and Depart Dates within the selected Departure Date period.

Outputs Primary Travel Consultant, Travel Category, Vendor, and Revenue (Commission). You can drill down to see this information for each client. It also includes a count of all selected mailers, and the latest mailer date for each Confirmed Reservation.

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

There are two options for Reporting.

1. Agency or Agent. You can select "All" and show all the profiles together or you can select "Agent" and group the profiles by travel consultant.
2. Detail - You can select "Yes" and see all the detail or you can select "No" and only see the information at the profile level.

Promo Click Analysis - Invoices (Revenue)

Mailers Between: 08/01/2015 and 10/02/2015

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

| <u>PROFILE #</u> | <u>NAME</u> | <u>AGENT</u> | <u>PROMO</u> <u>CLICK</u> <u>COUNT</u> | <u>LAST</u> <u>CLICK</u> | <u>REVENUE</u> | <u>LAST</u> <u>DEPART</u> |
|---------------------|-------------|--------------|--|-----------------------------|------------------|------------------------------|
| 57614 | Webe | Ro | 11 | 09/25/2015 | 4,721.68 | 04/05/2015 |
| 58177 | Dees/ | CR | 5 | 09/13/2015 | 3,586.53 | 07/03/2015 |
| 56985 | Waue | Br | 2 | 09/01/2015 | 2,778.19 | 11/21/2015 |
| 35144 | Plumç | Jof | 1 | 09/01/2015 | 2,081.32 | 10/18/2015 |
| 29207 | Struth | Ha | 1 | 08/18/2015 | 2,080.03 | 09/27/2015 |
| 6418 | Davis. | Ro | 6 | 09/24/2015 | 1,958.63 | 02/08/2015 |
| 9997 | Bunde | Br | 1 | 09/18/2015 | 1,852.31 | 05/24/2015 |
| 564 | Malcc | Ho | 1 | 09/24/2015 | 1,592.08 | 02/14/2015 |
| 58871 | Fair/N | Ro | 1 | 09/14/2015 | 1,571.76 | 06/11/2015 |
| 46647 | Lockn | CR | 8 | 09/18/2015 | 976.06 | 10/11/2015 |
| 2660 | Puglic | Ro | 2 | 09/24/2015 | 827.40 | 06/18/2015 |
| 24141 | Holde | Pol | 1 | 09/07/2015 | 744.76 | 06/15/2015 |
| 57765 | Allen/ | Jof | 1 | 09/18/2015 | 636.90 | 05/01/2015 |
| 58446 | Boers | Br | 1 | 09/14/2015 | 631.25 | 12/02/2015 |
| 4465 | Jonke | Kei | 1 | 08/18/2015 | 625.91 | 06/28/2015 |
| 58154 | Lett/B | Re | 2 | 09/01/2015 | 585.48 | 03/14/2015 |
| 58990 | Little/. | Ha | 2 | 09/09/2015 | 577.50 | 09/16/2015 |
| 59024 | Davie | CR | 2 | 09/02/2015 | 564.67 | 07/27/2015 |
| 8474 | Rush/ | Cre | 1 | 09/30/2015 | 526.03 | 10/17/2015 |
| 58588 | Mote/ | Br | 1 | 09/01/2015 | 423.25 | 06/19/2015 |
| 59171 | Shule | Br | 1 | 08/05/2015 | 408.20 | 09/20/2015 |
| 58398 | Ream | Pla | 1 | 08/10/2015 | 259.08 | 02/02/2015 |
| 58090 | Claus | Ha | 1 | 09/25/2015 | 255.80 | 08/19/2015 |
| 47284 | Turne | Ha | 1 | 09/18/2015 | 209.70 | 09/23/2015 |
| 58488 | Fast/C | Ha | 2 | 08/03/2015 | 187.76 | 05/26/2015 |
| 34895 | Wilhe | Ce | 1 | 08/03/2015 | 104.79 | 09/04/2015 |
| 56476 | Barcz | Pla | 3 | 09/15/2015 | 96.50 | 09/15/2015 |
| 58155 | Knapi | Ce | 1 | 09/03/2015 | 94.36 | 01/03/2015 |
| 58775 | Shelle | Ro | 1 | 08/03/2015 | 59.80 | 04/15/2015 |
| 35395 | Hall/V | Ha | 2 | 09/01/2015 | 48.25 | 09/04/2015 |
| 6868 | Staint | Pla | 1 | 09/01/2015 | 43.69 | 06/27/2015 |
| 56651 | Blake. | Ro | 2 | 09/14/2015 | 28.95 | 06/30/2015 |
| Grand Total: | | 32 | | | 31,138.62 | |