

## Promo Click - ResCard Analysis

### Consultant Instructions

You are receiving this report because one or more of your Clients were sent one or more promotions. They showed some interest by opening the email and **Clicking** (viewing) on one or more links that we provided within the email.

Most of these offers are created by 3rd parties or our Consortia. Your Client's profile and travel history was considered in selecting them to receive the Promotion. Apparently something "Clicked".

If you go to ClientBase and use the Click query in the Activity Manager we set up for you, you will see Mailers listed for these same clients. By opening them, you can see what items were of interest to each of these Clients.

There are some key points that you should understand about this report.

1. The report looks for all clients who clicked on an email promotion from us and have/had ResCards.
2. The Mailer in their profile identifies which item(s) within the Mailer was (were) viewed.
3. The report summarizes all the ResCards for this same client for the date range specified. Usually we go quite far back. It is conceivable that you will see Clients listed that go way back. (see 4c. below)
4. The report compares the latest ResCard depart date with the latest Mailer date, and displays the Click Date in
  - a. Black if a ResCard exists for a trip subsequent to the click date
  - b. Blue if the Click Date is less than a year after the last ResCard travel date (**currently no future travel on the books**).
  - c. Red if it has been more than a year since the last time the Client traveled with you (**inactive for a longer period**).
5. The report ranks your clients who viewed based on the most commissions during the ResCard period.
6. It provides a count of the numbers of ResCards (trips) for the Client.
7. It also provides counts for numbers of clicks and highlights in **yellow** if more than 2.
8. A computation of average time between booking and traveling is also available.
9. If the last Depart Date is more than 3 years prior to the last Click, the Depart Date will be highlighted in **yellow**.

A quick review of this report and the related Mailers, may provide you with new revenue opportunities.

Promo Click - ResCard Analysis

6/7/201

Mailers Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

NAME	PROMO CLICK COUNT	LAST CLICK	RESCARD COUNT	REVENUE	LAST DEPART	Avg Month
						Bkg to Depart
<b>Darlene Porter</b>						
DP						
		Darl@demo.com				
85171 Card/Robert & Shirley	3	04/01/18	3	6,637.44	04/12/18	7
117599 Bens/Nick & Mary	2	02/26/18	5	5,075.41	02/20/18	3
83964 Coun/Andy & Michele	5	03/14/18	4	3,471.45	03/08/18	4
108836 Ment/Bill & Angie	2	03/06/18	4	2,674.58	06/08/18	7
116821 Ruhe/Nate & Alison	2	04/23/18	3	2,645.94	05/24/18	9
84457 Bahe/Vijay & Kumkum	6	04/21/18	4	2,438.75	07/01/19	13
83930 Well/Curt & Sandy	2	02/19/18	5	2,401.37	08/28/18	6
116363 Albe/Ryan & Jill	1	04/17/18	4	2,369.19	05/05/18	11
83795 Mill/Joe & Yvonne	11	02/13/18	4	2,317.12	10/04/18	7
122945 Huntzinger/John & Irene	12	04/23/18	1	2,256.36	05/12/18	8
86103 Thor/Beth	1	03/18/18	5	2,122.53	07/20/17	4
117001 Siwe/Ray & Vicki	6	03/03/18	4	1,971.31	06/08/18	5
116364 Yack/Todd & Janice	1	04/17/18	4	1,767.19	05/05/18	10
122728 Barhorst/Nelson & Joyce	1	04/17/18	1	1,696.93	12/27/17	5
119874 Sarg/Jay & Elaine	1	04/17/18	1	1,651.17	07/14/16	3
84538 Keis/Rudy & Rhonda	2	02/13/18	4	1,645.85	02/15/18	3
123191 Schemmel/Rob & Cheryl	4	04/24/18	1	1,402.62	07/26/18	7
105925 Eiti/Ron & Betty	1	03/12/18	4	1,060.22	02/26/18	5
122856 Lightle/Dan & Cheryl	1	02/12/18	1	1,047.09	02/25/18	5
83135 Klot/Terrence & Susan	1	01/28/18	2	1,020.94	02/10/18	4
84962 Kemp/Tiff	5	02/07/18	2	974.92	01/14/18	4
121904 Curr/Bob & Linne	1	02/24/18	2	970.89	03/10/18	3
123029 Boblit/Andrew	4	04/20/18	1	968.04	04/25/18	6
122848 Scheer/Qwinton	2	04/04/18	1	929.38	08/06/18	10
123138 Miller/Chad & Fran	3	04/06/18	1	873.11	06/10/18	6
123205 Castle/Eric	2	01/29/18	1	863.04	10/08/18	9
83112 Hors/Denny & Leah	3	02/20/18	2	850.52	02/10/18	4
89250 Lang/Darren & Pat	1	02/25/18	1	844.88	03/10/18	4
122761 Helmlinger/Graham	1	02/16/18	1	779.49	06/04/18	10
122928 Kercher/Tami	1	01/17/18	1	743.57	12/22/17	2
85276 Seeg/Randy & Lisa	4	04/17/18	2	630.92	04/28/18	5
83595 Burd/Ned & Machele	1	01/27/18	1	630.80	05/29/18	4
83825 Heck/Jason & Sandy	1	01/29/18	1	591.68	02/02/18	5
122727 Ware/Allissa	3	03/25/18	1	564.08	06/24/18	11
108747 Monn/Mike	2	03/13/18	1	498.68	03/15/18	7
108744 Monn/Ed & Lisa	1	02/24/18	1	492.47	03/16/18	7
123076 Dubbs/Tim	1	03/04/18	1	477.80	08/05/18	8
122803 Tebbe/Amy	5	03/08/18	1	454.24	03/15/18	7
83891 Osbo/Marcia	1	02/21/18	2	402.36	09/18/18	5
83807 Barh/Mary Jo	1	01/31/18	1	399.50	12/27/17	2
120444 Knou/Jason & Jodi	4	02/02/18	2	387.36	01/28/18	2
117023 Arak/Kyoko	1	02/19/18	2	374.81	09/18/18	4
122514	4	04/18/18	1	366.62	10/29/17	5
116027 Sief/Scott & Cheryl	2	02/14/18	1	347.44	02/12/15	8
123153 Swords/Darlene	2	02/07/18	1	342.74	02/18/18	2
123357 Chaffin/Thad & Tonya	1	04/04/18	1	324.85	06/23/18	4
123289 Langston/Kyle & Whitney	2	02/28/18	1	274.76	10/26/18	9

Show Detail

Agents

Consultant Instructions

## Promo Click - ResCard Analysis

Mailables Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

<u>NAME</u>	<u>PROMO</u> <u>CLICK</u> <u>COUNT</u>	<u>LAST</u> <u>CLICK</u>	<u>RESCARD</u> <u>COUNT</u>	<u>REVENUE</u>	<u>LAST</u> <u>DEPART</u>	<u>Avg</u> <u>Month</u> <u>Bkg to</u> <u>Depart</u>
122884 Huston/John & Kristie	5	04/02/18	1	244.24	06/27/18	9
83352 Meie/Jane	2	02/08/18	4	182.01	01/28/18	2
123033 Bohman/Steve & Kathryn	1	01/15/18	1	148.68	01/28/18	3
90633 Jone/Kristin	1	02/12/18	1	85.00	12/21/18	1
84620 Kram/Mary	2	02/10/18	1	64.25	02/15/18	3
				<b>64,756.59</b>		

## Promo Click - ResCard Analysis

Mailables Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

NAME	PROMO CLICK COUNT	LAST CLICK	RESCARD COUNT	REVENUE	LAST DEPART	Avg Month
						Bkg to Depart
<b>Donna Spring</b>						
115805 Sear/Mark & Marlene	74	04/05/18	19	37,933.37	04/02/20	14
116251 Szor/Wayne & Susan	2	03/23/18	3	9,072.76	03/24/18	7
106591 Stil/John	1	01/01/18	7	8,047.86	04/09/19	10
116274 Tomb/Edward & Laura	1	02/09/18	5	5,928.41	01/20/19	12
106376 Bail/Lynn	1	03/11/18	5	5,410.37	01/03/19	6
264 Lowm/Angela	2	02/03/18	2	5,003.55	01/19/17	-1
123065 Grunwald/Fiona & Stefan	1	02/13/18	3	4,893.84	12/22/18	5
106668 Deal/William & Paula	1	04/17/18	3	4,577.42	09/08/18	13
106316 Alex/Tom & Peg	2	02/03/18	3	3,849.14	06/01/18	4
102442 Nadl/Tom & Joy	19	02/23/18	4	3,341.00	12/04/18	5
122481	4	03/01/18	1	3,308.69	08/18/18	15
109298 Stra/Mary	3	03/21/18	1	2,853.03	06/15/18	13
123190 Ehli/Ken & Carol	1	01/19/18	1	2,749.62	03/03/18	2
117379 Ches/Judy & John	1	03/20/18	5	2,726.83	03/15/18	1
116579 Baro/Matthew & Dyana	1	04/07/18	6	2,691.41	04/20/18	3
119818 Sear/Deedee & Justin	11	04/09/18	3	1,728.26	05/28/19	13
123457 Theobald/Don & Martha	1	04/12/18	1	1,648.34	05/25/19	14
122700 Colbert/Linda	2	01/01/18	1	1,583.52	01/19/18	6
123177 Dietrich/Tom & Penny	2	04/16/18	1	1,371.00	08/11/18	7
47531 Nowe/Peter & Sherry	10	04/11/18	2	1,210.84	05/11/18	13
123196 Beckman/Debbie & Mike	1	03/29/18	1	865.85	04/11/18	2
106106 Leid/Bruce	2	02/01/18	1	841.03	05/19/18	4
123447 Gorman/Michelle	2	04/15/18	1	808.70	08/01/18	4
119508 Poma/Whitney & Jonathan	1	02/12/18	1	720.03	03/03/16	1
106063 Sche/Howard & Mary Ann	1	03/12/18	1	696.24	07/31/18	8
123277 Palte & Kristine Thatcher/M	1	02/15/18	1	644.65	07/15/18	5
122759 Wasserman/Ann & Neil	1	02/27/18	1	591.61	08/16/18	12
123348 Klute/Evan Kinney/Sarah	1	03/14/18	1	564.44	03/18/18	1
108271 Voza/Lesli	1	03/19/18	1	513.32	03/31/18	7
123200 Terrell/Sarah & Josh	1	03/02/18	1	364.10	03/01/18	1
123105 Hardman/Paul & Jill	1	04/23/18	1	222.33	04/24/18	4
				<b>116,761.56</b>		

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NAME	PROMO CLICK COUNT	LAST CLICK	RESCARD COUNT	REVENUE	LAST DEPART	Avg Month
						Bkg to Depart
<b>Jane Smith</b>						
JS						
		jane@demo.com				
48960 Paul/Stan and Carol	1	04/17/18	3	5,756.26	05/22/17	9
117264 Hise/Charles Caldwell & M	1	04/17/18	3	5,679.60	10/04/17	8
55891 McKi/Susan & John	2	03/28/18	3	4,999.61	04/03/17	8
120517 Leac/Donald & Jane	15	03/21/18	3	4,754.64	09/10/18	10
78452 Wigr/Jim & Christine	1	01/04/18	4	3,568.51	11/11/18	6
120518 Stud/Kent & Susan	2	02/19/18	2	3,484.30	09/25/18	8
106946 Rhod/Jodi & Steve	8	04/16/18	2	3,334.50	06/23/18	6
60747 Barr/Jeanne	3	03/09/18	2	2,407.29	07/11/18	4
105713 Hust/Kelsie & Terance	2	02/24/18	3	2,359.93	03/09/18	5
123440 Ewing/Joe & Rosemary	1	04/04/18	1	2,329.28	09/08/19	17
120145 New/Lois & Frank	1	04/17/18	1	2,096.12	06/01/17	9
100250 Bell/John & Sandra	35	04/14/18	3	1,991.92	04/08/17	9
122637 Leidheiser/Melody & Paul	5	01/25/18	1	1,876.31	01/12/18	6
123366 Warden/Christy & Ryan	16	04/17/18	1	1,785.20	06/17/18	3
123240 Ferguson/Pat & Richard	4	02/10/18	1	1,560.82	09/19/18	8
1450 John/Molly & Joel	1	02/03/18	3	1,408.33	03/27/18	2
123273 Bryant/Abbie and Heath	1	02/16/18	2	1,350.20	12/15/18	8
117047 Manl/Stephanie Hendersor	6	03/30/18	3	1,240.76	02/24/18	2
123297 Hamilton/Jeff & Amanda	1	02/22/18	1	1,180.65	03/25/18	1
122629 Potvin/Holly	1	01/10/18	1	1,054.89	01/12/18	9
119835 Nadr/Ken & Diane	1	04/17/18	1	1,049.42	08/31/16	5
58574 Whit/Kirt & Karen	3	04/02/18	1	1,028.82	04/17/18	4
115983 Hack/Jacob & Carrie	9	03/28/18	2	916.48	06/18/18	1
106012 Hitc/Jim & Julie	10	02/08/18	1	890.86	05/10/18	3
99031 Doyl/Sean & Heidi	2	01/10/18	2	766.04	02/24/18	5
123052 Light/Irmina	1	02/15/18	1	629.63	07/17/18	8
123353 Daniels/Lauren	2	03/08/18	1	561.05	08/20/18	6
99391 Bake/Danielle & Andrew	1	04/17/18	2	559.40	04/19/18	4
115354 Beis/Bob	2	04/01/18	1	464.63	04/14/18	1
123419 Ashley/Janet & Ronald	5	04/09/18	1	410.20	11/03/18	8
123332 Johnson/Phil	1	03/05/18	1	396.38	08/04/18	5
123411 Donini/Nancy & Louis	1	04/06/18	1	395.08	11/03/18	8
106030 Corr/Marvin & Mary	2	01/11/18	2	290.74	01/16/18	0
120723 Adam/Mark	1	01/22/18	2	93.90	01/15/18	5
123156 Cracraft/Matthew & Renee	1	01/07/18	1	74.88	01/21/18	1
				<b>62,746.63</b>		

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						Bkg to Depart
<b>Jen Auld</b>						
JW Jennifer@demo.com						
35296 Koss/Jim & Polly	1	02/11/18	2	3,163.70	10/23/18	10
99659 Wise/Ron	5	03/01/18	2	1,772.02	02/17/18	4
89480 Mood/Taye & Rojer	1	01/24/18	2	1,671.34	07/25/18	5
61460 Yous/Barry & Nancy	1	04/17/18	1	1,069.43	09/05/17	9
119577 Mcln/Travis	3	04/18/18	4	1,062.47	09/22/18	5
122757 Wise/Mackenzie	3	02/22/18	1	898.69	02/17/18	6
48996 Ship/Brent & Heather	1	02/04/18	3	796.54	02/14/18	5
120734 Lopa/Jim	4	02/27/18	2	710.86	12/01/18	11
63907 Leed/Susan	4	04/09/18	1	429.23	05/26/18	8
				<b>11,574.28</b>		

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6/7/201

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NAME	PROMO CLICK COUNT	LAST CLICK	RESCARD COUNT	REVENUE	LAST DEPART	Avg Month
						Bkg to Depart
<b>Linda Brown</b>						
103971 Hard/Melissa & Brian	1	04/17/18	18	38,183.63	03/19/19	11
119774 Fish/Robin & Budd	10	04/20/18	6	9,859.00	05/12/19	10
120072 Garr/Peggy	13	03/12/18	2	7,494.48	06/23/18	7
97895 Diet/Dave & Sue	2	03/22/18	6	5,593.85	02/01/20	18
90771 Levy/Scott & Rosemary	2	02/20/18	5	3,747.70	02/24/18	4
116110 Thom/Terrie & Neil	2	02/14/18	3	2,932.22	05/12/19	8
119410 Brad/Hal & Mary	1	02/16/18	3	2,622.29	08/22/18	8
96684 Meye/Joanne & Herb	1	01/25/18	1	2,551.48	08/06/18	10
119897 Thor/Kristen & Matt	3	01/08/18	4	2,011.73	01/01/18	6
53249 Gell/Cathy & Bob	4	02/16/18	2	1,999.60	05/12/19	10
30928 Barr/Sonny and Sue	6	03/08/18	5	1,902.81	10/28/18	5
123369 Cook/Debbie & Victor	2	03/21/18	1	1,887.20	03/24/19	13
120455 Birk/Clint & Christy	5	03/24/18	2	1,801.70	03/24/18	2
113798 Shel/Cynthia	1	04/17/18	4	1,765.33	09/23/17	9
793 Deri/Richard & Joyce	1	03/07/18	3	1,690.13	02/26/18	6
122854 McCormick/Mary Jo	4	04/02/18	1	1,590.27	03/24/18	6
123086 Carrier/Roger & Barb	2	03/26/18	1	1,539.14	04/10/18	4
123085 Thomas/Barb & Lynn	4	04/09/18	1	1,504.04	04/10/18	4
123115 Webster/Cindy	5	03/23/18	1	1,199.27	03/11/18	3
123302 Gerber & Margaret Poulos/	2	03/07/18	1	947.81	05/26/18	3
123204 Perini/Carrie	1	01/20/18	1	811.60	02/14/18	1
116499 Nico/Paula & Terry	1	02/13/18	2	740.97	02/25/16	1
123230 Reppert/Ariel & Matthew	1	02/07/18	1	728.67	03/18/18	2
123134 Berkenpas/Brian	1	01/02/18	1	713.44	02/24/18	2
122705 Boppel & Hannah Lyle/And	4	04/10/18	1	647.88	07/20/18	8
123212 Quilter/Diane	6	04/16/18	1	623.64	04/27/18	3
42610 Call/Tricia & Bud	9	02/22/18	2	523.92	12/16/16	12
27568 Tann/Reggie & Ann	2	04/08/18	3	471.90	10/28/18	14
123096 O'Neill/Sandy	7	01/16/18	1	460.66	01/06/18	1
63369 Brya/Jason & Jennifer	1	01/08/18	1	172.44	02/17/18	1
7500 Phil/Bonnie & Matt	1	03/23/18	1	53.60	04/28/18	2
122661 Sutherland/Mary	1	02/12/18	1	20.00	12/14/17	5
115471 Smal/Connie	1	04/17/18	1	11.88	04/15/17	0
				<b>98,804.28</b>		

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Departed Between: 01/01/2015 and 12/31/2020

NAME	PROMO CLICK COUNT	LAST CLICK	RESCARD COUNT	REVENUE	LAST DEPART	Avg Month
						Bkg to Depart
<b>Mary Marx</b>						
116729 Yurg/Aimee	2	02/15/18	5	6,077.73	10/09/18	4
46918 Lavi/Todd & Suzy	5	04/06/18	3	5,267.56	07/26/18	4
116670 Scar/Diana & Dwayne	4	01/05/18	2	3,593.28	01/13/18	8
90758 Graf/Steven & Carmen	1	01/17/18	3	2,277.63	01/09/18	8
122834 Seeliger/Jean Anne & Scot	1	04/17/18	1	1,882.33	03/09/18	6
116626 Keen/Aimee & David	1	02/12/18	1	1,833.07	06/10/15	4
120360 Klin/Kathy & Steve	8	04/17/18	2	1,825.43	05/16/18	10
123116 Kuennen/Scott & Kelli	2	04/23/18	1	1,747.14	10/17/18	10
123003 Tongier/Brian	10	03/14/18	1	1,570.96	09/12/18	11
123152 Cooper/Mary & James	4	04/09/18	1	1,430.94	05/09/18	4
120703 Helm/Kyle & Missy	4	01/29/18	2	1,429.10	01/18/18	7
122785 Davis/Chris & Sarah	1	03/05/18	1	1,291.95	05/11/18	8
121975 Wisk/Leanne & Craig	3	01/27/18	2	1,214.10	01/17/18	11
108024 Nobl/Nick	3	01/19/18	2	1,183.02	01/13/18	2
122671 Schnieders/James & Joan	5	03/16/18	1	1,179.76	08/10/18	13
119613 Ukas/Dawn	1	02/13/18	2	1,129.18	05/10/17	4
123077 Feriz/Adi & Emi	2	04/20/18	1	1,109.05	07/07/18	7
123023 Allgood/Denise & Douglas	1	04/12/18	1	1,090.54	04/25/18	10
120330 Erdm/Kristopher & Heather	2	02/19/18	2	1,067.99	02/11/18	7
104047 Haus/Linda	15	04/03/18	2	1,044.56	11/10/18	8
120557 Seit/Jamie & Scott	1	01/30/18	2	1,039.98	02/12/18	1
123180 Cline/David & Susan	2	04/16/18	1	1,038.96	06/25/18	5
110217 Rile/Dana & Kory	6	01/26/18	2	1,030.71	01/18/18	7
119981 Hugh/John	2	03/10/18	2	1,015.42	03/11/18	1
123088 Shannon/Logan & Nicole	5	03/05/18	1	983.43	02/06/18	2
121828 Sunb/Marla & Terry	1	01/04/18	1	962.20	01/17/18	11
116070 Arne/Bryce & Jessica	2	01/25/18	2	933.02	04/07/18	1
117410 Thur/Charles & Elaine	3	02/18/18	2	859.15	07/21/18	5
119925 Jame/Colton & Nicole	1	02/12/18	2	847.80	12/23/17	5
100226 Maha/Matt & Brooke	1	01/03/18	1	844.42	01/15/18	20
119956 Tool/Darin & Kaitlin	6	01/27/18	1	844.42	01/15/18	20
122535	1	03/21/18	1	841.75	01/11/18	8
123108 Wenthe/Andrew & Amy	1	03/18/18	1	841.26	05/08/18	5
123313 Proctor/Adam & Courtney	1	04/04/18	1	787.19	04/16/18	2
123328 Rose/Mike & Krista	1	03/30/18	1	773.90	07/16/18	5
107439 Dewi/James & Melody	1	02/06/18	2	756.94	02/20/18	11
123270 Juran/Nicholas & Breanne	2	02/12/18	1	756.48	05/21/18	3
123326 McBride/Kris & Heather	2	03/02/18	1	749.40	07/16/18	5
123296 Kennedy/Ryan & Kristin	1	02/28/18	1	742.98	05/12/18	3
123060 Valentine/Zack & Stephanie	1	02/24/18	1	736.80	04/29/18	6
99512 Hofe/Joey & Sarah	1	01/15/18	1	721.78	01/13/18	4
119853 Duff/Emily	1	02/25/18	2	718.04	03/09/18	3
122626 Hall/Chad & Shannon	2	04/10/18	1	695.62	04/24/18	10
122597 Chertkow/Alex & Lauren	4	01/25/18	1	670.00	01/17/18	11
121944 Tena/LaDena & Kevin	3	01/16/18	1	641.88	01/17/18	11
122490	1	02/17/18	1	641.08	02/20/18	10
123221 Dewey/Irene & Dale	6	02/20/18	1	615.87	02/21/18	1

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Consultant Instructions



6/7/201

Promo Click - ResCard Analysis

Mailers Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

NAME	PROMO	LAST	RESCARD	REVENUE	LAST	Avg
	CLICK	CLICK	COUNT		DEPART	Month
	COUNT					Bkg to
						Depart
122504	1	01/04/18	1	613.68	01/18/18	11
123172 Sedrel/John & Lacey	2	04/14/18	1	598.13	06/18/18	5
123290 O'Bryan/Sean & Lora	6	03/03/18	1	566.40	06/13/18	4
122508	1	02/17/18	1	553.21	01/18/18	8
123000 Slaughter/Juanita	2	01/30/18	1	530.08	02/18/18	11
122824 Miner/Jennifer & John	1	02/10/18	1	514.19	02/03/18	5
122888 Elliott/Teresa	4	02/26/18	1	475.23	02/19/18	5
122974 Foddrill/Shawna	1	04/09/18	1	462.12	04/23/18	10
43568 Wash/William	1	04/16/18	1	417.70	04/25/18	1
122858 Sepich/Sarah & Daniel	2	04/11/18	1	417.53	04/24/18	10
123176 Peterson/Brittany & Lucas	2	04/16/18	1	409.71	04/16/18	3
123258 Henke/Gaylen & LeAnn	4	03/31/18	1	399.20	07/21/18	6
121855 Tran/Zung & Amanda	3	01/04/18	1	392.00	01/17/18	11
122887 Skahill/Margie	6	02/26/18	1	385.71	02/19/18	11
122581 Soddors/Bob & Cindy	2	03/10/18	1	378.03	03/01/18	9
122579 Martin/Kaitlin	1	01/03/18	1	369.08	01/17/18	11
122640 Flewelling/Jennifer	1	01/03/18	1	350.00	01/17/18	11
122931 McAndrew/Shelby	1	02/06/18	1	338.08	02/20/18	8
122758 DeWitt/Cassie & Matt	2	03/13/18	1	310.08	02/20/18	11
120760 Fran/Brian	1	04/03/18	1	301.12	04/29/17	2
115897 Chiz/Zach & Kendra	1	02/12/18	1	293.18	12/04/16	5
122719 Stevens/Jessica & Dustin	2	02/19/18	1	290.00	02/19/18	11
122951 Rich/James & Tsalika	1	02/16/18	1	189.26	03/01/18	5
122990 Kalb/Paul & Myra Jo	2	02/19/18	1	168.98	03/01/18	9
122857 Friauf/Scott & Stacey	1	02/15/18	1	147.96	03/01/18	5
122883 Edmonds/Kelly & Stephani	1	03/08/18	1	145.50	03/01/18	5
122859 Gardner/Andy & Lisa	3	02/22/18	1	143.48	03/01/18	5
122975 Karns/Raymond & Joanna	2	02/16/18	1	143.48	03/01/18	5
122861 Parker/Gordon	5	03/08/18	1	135.78	03/01/18	5
123102 Jones/Jason	6	03/19/18	1	97.58	03/01/18	3
122979 Reihmann/Randy & Jeann	3	03/08/18	1	95.00	02/28/18	9
122775 Follett/Chuck & Connie	2	03/08/18	1	46.74	03/01/18	6
122946 Lambert/Travis & Trisha	1	02/16/18	1	33.98	03/01/18	5
122752 Hollatz/Lee	1	02/20/18	1	22.92	03/01/18	7
				<b>72,070.92</b>		

Promo Click - ResCard Analysis

Mailers Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

NAME	PROMO	CLICK	LAST	RESCARD	REVENUE	LAST	Avg
							Count
<b>Petra</b>	PPF						
				petra@demo.com			
89576 Gerb/Thomas	13	04/16/18	3	6,724.30	02/27/19	14	
120773 Ankr/Deb	3	04/17/18	1	1,723.94	04/25/18	14	
121959 McRa/Melissa	2	01/23/18	1	1,106.08	12/24/17	8	
122991 McCuen/Michael	7	01/30/18	1	870.36	06/29/18	8	
122993 Hogge/Cindy	2	02/05/18	1	834.40	06/29/18	8	
123250 Phillips/Matthew	1	02/11/18	1	779.34	08/20/18	6	
122952 Kirstein/Joyce	2	01/22/18	1	696.99	01/24/18	3	
85356 Flor/Susan	1	02/02/18	1	674.58	01/31/17	-8	
123243 LeCrone/Donna	6	02/17/18	1	639.95	07/05/18	5	
123242 Leonard/Jill	1	02/11/18	1	580.01	07/05/18	5	
120408 Dacr/Sarah	1	01/07/18	2	385.36	01/19/18	1	
				<b>15,015.31</b>			

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### Promo Click - ResCard Analysis

Mailers Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

<u>NAME</u>	<u>PROMO</u> <u>CLICK</u> <u>COUNT</u>	<u>LAST</u> <u>CLICK</u>	<u>RESCARD</u> <u>COUNT</u>	<u>REVENUE</u>	<u>LAST</u> <u>DEPART</u>	<u>Avg</u> <u>Month</u> <u>Bkg to</u> <u>Depart</u>
<b>The Vacation Team</b>						
123373 Belville/Richard	1	04/18/18	1	789.71	07/08/18	3
				<b>789.71</b>		

Promo Click - ResCard Analysis

6/7/201

Mailers Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

NAME	PROMO CLICK COUNT	LAST CLICK	RESCARD COUNT	REVENUE	LAST DEPART	Avg Month
						Bkg to Depart
<b>Windy Olsen CTC</b>						
92040 <b>Mush/Steve &amp; Rachel</b>	19	04/11/18	11	27,461.30	07/14/19	10
1871 <b>Dama/Laura</b>	2	01/24/18	4	15,030.08	08/03/18	5
92124 <b>Kolb/Ron &amp; Peggy</b>	3	03/14/18	14	14,381.88	02/01/20	11
117704 <b>Lehm/Norman &amp; Beth</b>	5	04/13/18	3	7,569.23	03/24/19	9
791 <b>Butl/Roger &amp; Donna</b>	1	02/22/18	5	7,378.09	10/27/18	15
354 <b>Hand/Maureen &amp; Neal</b>	12	04/21/18	4	6,624.56	04/30/18	11
99018 <b>Albu/George &amp; Nancy</b>	1	01/25/18	3	4,685.56	08/21/18	8
116266 <b>Berr/Susan &amp; Jim</b>	19	04/22/18	5	4,674.72	04/26/18	8
94488 <b>Tatm/Bub &amp; Teresa</b>	4	04/22/18	5	4,531.10	09/20/18	10
846 <b>Wied/Dick &amp; Mary</b>	4	04/19/18	3	4,246.25	10/25/18	14
96420 <b>lipp/Jerry &amp; Chris</b>	4	04/17/18	6	4,150.43	05/07/18	4
92111 <b>Smit/Dave</b>	2	03/16/18	5	3,999.32	01/09/18	10
58905 <b>Stog/Carolyn &amp; Marty</b>	1	03/25/18	3	3,885.22	04/07/18	5
117103 <b>Park/Barbara</b>	2	03/22/18	4	3,621.47	01/09/18	12
122706 <b>Woods and Marcia Ripley/I</b>	1	02/08/18	1	3,550.00	07/17/18	12
123182 <b>Mensing/Tim and Sharon</b>	2	04/18/18	1	2,726.44	06/14/19	17
16363 <b>Patr/Lee &amp; Judy</b>	1	01/02/18	4	2,451.85	01/28/18	8
117706 <b>Kess/Leon &amp; Sue</b>	1	04/09/18	2	2,234.85	05/28/18	4
123111 <b>Wolfe/Bill and Ann</b>	1	04/17/18	1	2,179.40	09/03/18	9
121956 <b>Kidd/Jeff and Sue</b>	49	04/22/18	1	2,149.95	03/28/18	12
116045 <b>Kros/Tracy &amp; Joe</b>	3	04/15/18	3	2,077.80	04/28/18	7
123114 <b>Kunk/Jim and DeeDee</b>	2	03/27/18	1	2,015.40	09/03/18	9
122446 <b>Blak/Robert</b>	1	02/03/18	1	1,780.56	04/26/18	12
122435 <b>Peop/Jim and Debbie</b>	13	04/23/18	1	1,749.70	04/27/18	12
62269 <b>Budi/Al</b>	12	03/02/18	2	1,662.28	01/29/18	7
78557 <b>Knot/Kelly</b>	1	03/09/18	4	1,588.60	09/12/18	10
106103 <b>Farr/Don &amp; Diane</b>	2	04/10/18	3	1,514.37	06/03/18	2
121957 <b>Groo/Ken and Chris</b>	6	04/03/18	1	1,513.63	04/04/18	12
89473 <b>Gate/Bill &amp; Ann</b>	1	03/01/18	1	1,505.40	08/22/18	12
122532	1	02/11/18	2	1,480.91	02/22/18	1
108569 <b>Root/Bill &amp; Tina</b>	1	02/05/18	3	1,256.87	03/08/18	5
117367 <b>Egel/Ross &amp; Bonnie</b>	1	04/18/18	1	1,119.85	06/11/16	11
105707 <b>Reus/Bill &amp; Janet</b>	5	01/12/18	3	1,067.24	01/28/18	8
22058 <b>John/Anne</b>	1	03/02/18	2	1,015.05	04/08/19	11
120017 <b>Pain/Cindy</b>	5	03/29/18	2	950.69	04/28/18	13
120015 <b>Ross/Marianne</b>	8	04/15/18	2	906.15	04/28/18	13
120012 <b>Wass/Sharon</b>	1	02/13/18	2	843.68	04/28/18	13
121976 <b>Brow/Lisa</b>	1	01/19/18	2	821.74	01/11/18	2
121993 <b>Eng/Laura</b>	19	04/24/18	1	790.85	04/24/18	12
122592 <b>Waller/Colin and Solveiga</b>	6	04/10/18	1	699.80	08/24/18	14
2223 <b>Schw/Dianna &amp; Ron</b>	3	04/09/18	1	675.09	05/12/18	3
119881 <b>Rick/Dave &amp; Wanda</b>	31	03/21/18	1	671.68	06/17/16	2
122942 <b>Vai/David and Sydney Irion</b>	3	02/25/18	1	571.50	03/05/18	5
95706 <b>Lemo/Jerry &amp; Vilinda</b>	3	04/08/18	2	513.14	03/30/18	5
123318 <b>Davis/Mariela</b>	8	04/18/18	1	506.74	04/29/18	2
122471	4	04/15/18	1	487.99	04/28/18	12
99197 <b>Fish/Rob &amp; Melissa</b>	2	04/17/18	2	484.42	03/30/18	5

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windy@demo.com

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Agents

Consultant Instructions

## Promo Click - ResCard Analysis

Mailables Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

<u>NAME</u>	<u>PROMO</u> <u>CLICK</u> <u>COUNT</u>	<u>LAST</u> <u>CLICK</u>	<u>RESCARD</u> <u>COUNT</u>	<u>REVENUE</u>	<u>LAST</u> <u>DEPART</u>	<u>Avg</u> <u>Month</u> <u>Bkg to</u> <u>Depart</u>
122472	5	04/14/18	1	472.99	04/28/18	12
122476	1	02/14/18	1	472.99	04/28/18	12
122461	2	03/10/18	2	467.00	03/30/18	5
92095 <b>Babi/Bob &amp; Chris</b>	1	<b>04/17/18</b>	1	462.04	09/21/17	8
122477	2	04/14/18	1	407.98	04/28/18	12
89847 <b>Ketc/Kevin &amp; Kathryn</b>	2	04/22/18	2	249.98	07/29/18	8
123146 Fleming/Jason & Denise	8	04/12/18	1	228.64	07/27/18	7
123375 Modic/Mary	11	04/16/18	1	189.12	04/29/18	2
123319 Vinson/Glenn and Eloisa	2	04/03/18	1	0.00	04/29/18	2
				<b>160,753.57</b>		

6/7/201

### Promo Click - ResCard Analysis

Mailers Between: 01/01/2018 and 01/31/2019

Departed Between: 01/01/2015 and 12/31/2020

<u>NAME</u>	<u>PROMO</u> <u>CLICK</u> <u>COUNT</u>	<u>LAST</u> <u>CLICK</u>	<u>RESCARD</u> <u>COUNT</u>	<u>REVENUE</u>	<u>LAST</u> <u>DEPART</u>	<u>Avg</u> <u>Month</u> <u>Bkg to</u> <u>Depart</u>
<b>Grand Total:</b>	<b>309</b>			<b>603,272.85</b>		