

Report Date: 12/23/2016

List Tracking Results

Report Period: 10/31/16 to 12/22/16

All List Results	Campaign Type	Source Receipt Date	Original List Size	Non Importable	DB # Contact Records	New Contacts Added	Total List Size	Pass Count	Total Graded Records	Total Completed Scripts	Total Leads	Lead % of TCS (qual. Rate)	Future Opportunities	FP % of TCS	Total Uncallable	% Uncallable	Inappropriate Contacts With Referral	Inappropriate Contacts Without Referral	% Inappropriate Contacts
2016_IDGE Triple Play Webinar, FY16Q3	Webinar	11/25/2015	380	5	375	26	401	2,051	396	91	22	24.18%	23	25.3%	7	1.8%	34	71	28.0%
2016_DMP_Supplemental	Nurture	10/10/2010	515	0	515	24	539	1,873	18	127	21	16.53%	8	6.3%	5	0.9%	11	17	5.2%
2016_Data Protection Paid Media, FY16Q3	Content Syndication	1/27/2016	243	0	243	15	258	1,459	243	50	9	18.00%	11	22.0%	17	7.0%	19	81	41.2%
2016_BANT, FY16Q1	List Acquisition	7/23/2015	28	0	28	2	30	98	26	11	7	63.64%	2	18.2%	0	0.0%	4	5	32.1%
2016_Application Acceleration Paid Media, FY16Q3	Content Syndication	1/27/2016	198	0	198	15	213	1,086	198	45	7	15.56%	9	20.0%	14	7.1%	25	58	41.9%
2016_The Future of IT in State and Local Government Report, FY15	Content Syndication	4/9/2015	205	14	191	7	198	975	192	40	6	15.00%	11	27.5%	14	6.8%	25	53	40.8%
2016_Modernize Your IT Content Syndication, FY16Q3	Content Syndication	1/12/2016	212	107	105	11	116	588	111	31	6	19.35%	3	9.7%	3	1.4%	13	27	38.1%
2016_QSO FY17Q1, Third Party List Intelligence	Paid Media	7/27/2016	135	0	135	5	140	227	34	12	5	41.67%	0	0.0%	0	0.0%	7	11	13.3%
2016_Intent Priority Engine FY17Q2, Third Party List Intelligence	Paid Media	11/11/2016	231	22	209	3	212	350	78	20	5	25.00%	1	5.0%	15	6.5%	3	24	12.9%
2016_Content Syndication USPS ACQUIRE FY17Q2, Download General	Paid Media	11/1/2016	342	2	340	5	345	509	107	19	5	26.32%	2	10.5%	8	2.3%	7	57	18.8%
2016_Content Syndication FY17Q2, Download General	Paid Media	9/20/2016	257	0	257	2	259	816	193	29	5	17.24%	0	0.0%	9	3.5%	12	107	46.3%
2016_VMWorld 2015, 8/30/2015-9/3/2015	Industry Tradeshow	9/1/2015	212	0	212	3	215	1,232	150	43	5	11.63%	9	20.9%	8	3.8%	6	20	12.3%
2016_Ohio Educational Technology Conference	Industry Tradeshow	1/0/1900	1328	0	1328	9	1,337	2,058	267	53	5	9.43%	3	5.7%	17	1.3%	41	67	8.1%
2016_MS Digital Government Summit, 9/22/2015	Industry Tradeshow	9/22/2015	264	0	264	5	269	573	160	43	5	11.63%	10	23.3%	6	2.3%	23	25	18.2%
2016_Insight 2015, 10/10/2015-10/15/2015	Industry Tradeshow	10/12/2015	76	7	69	1	70	530	66	13	5	38.46%	1	7.7%	1	1.3%	3	3	8.7%
2016_IDG Data Protection Extension, FY16Q4	Content Syndication	3/16/2016	99	0	99	8	107	497	99	26	5	19.23%	0	0.0%	7	7.1%	10	15	25.3%
<b>Sub-Total / Program Average</b>			<b>4,725</b>	<b>157</b>	<b>4,568</b>	<b>141</b>	<b>4,709</b>	<b>14,922</b>	<b>2,338</b>	<b>653</b>	<b>123</b>	<b>26.9%</b>	<b>93</b>	<b>19.7%</b>	<b>131</b>	<b>2.8%</b>	<b>243</b>	<b>641</b>	<b>18.8%</b>