DIRECT MARKETING PARTNERS

ABC COMPANY

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Summary Report

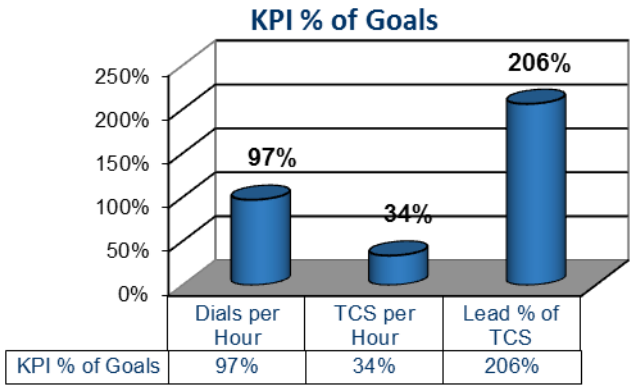
Report Date: 12/23/2016 **Report Period: 10/31/16 to 12/22/16**

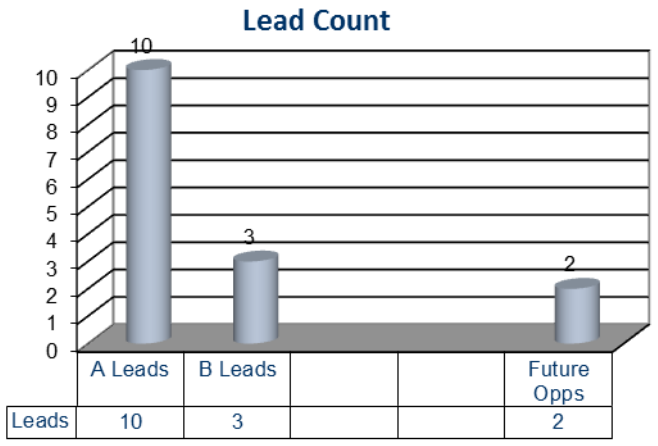
Project Overview to Date

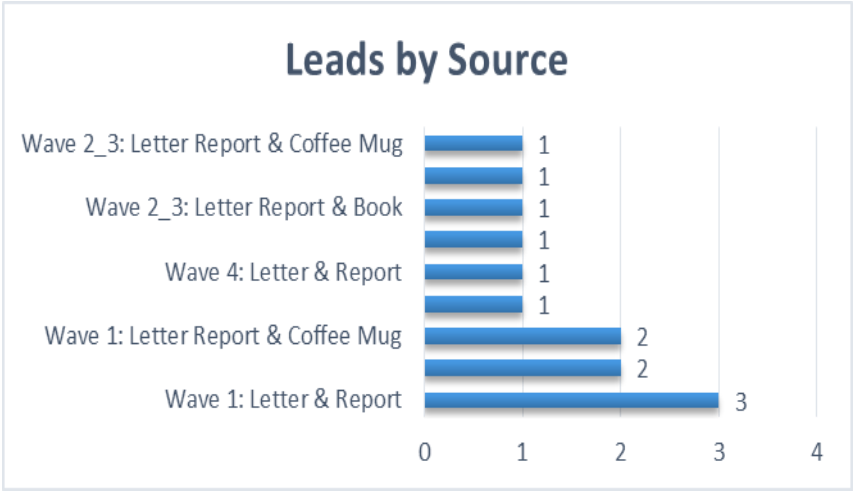
A Leads	B Leads	Total Leads	Future Opps	Total List Size	New Contacts	Total Call Attempts	Total Graded Records (TGR)	Total Completed Scripts (TCS)	Remaining Calling Hours
10	3	13	2	1,639	182	2,831	592	90	17.27

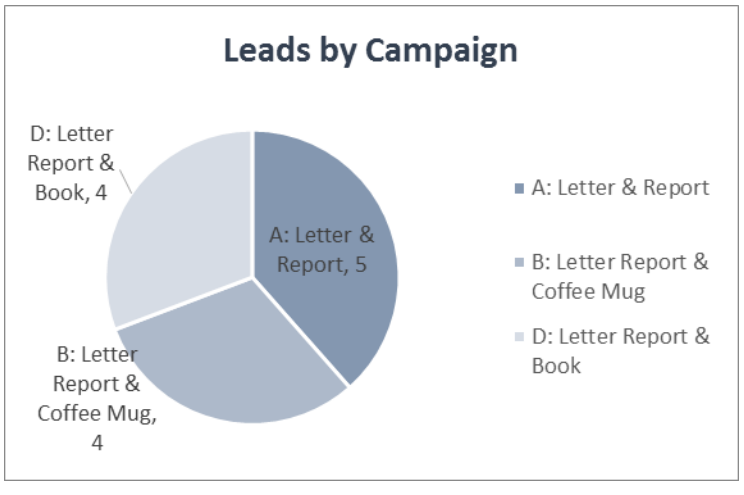
Metrics Stats

	Total Leads	Calling Hours	Literature Requests	Dials per Hour	TCS per Hour	Graded Records per Hour	Calling Hours per Lead (HPL)	Lead % of TCS	List Penetration
Actual to Date	13	242.7	28	11.66	0.4	2.4	18.67	14.4%	36.1%
Campaign Goal	15	290	30	12	1.1	3.0	19.00	7.0%	65.0%
Percent of Goal	87%	84%	93%	97%	34%	81%	102%	206%	56%









Date	Comments
12/23/2016	**Report #7:** Using 47 calling hours as we wrapped the calling for this year, 3 leads were generated. 655 dial attempts were made, 93 contact records dispositioned and full conversations took place with 18 contacts generating the 3 leads. So far 182 net new contacts have been added to the database. 1047 records remain open for engagement. The overall uncallable is less than 10% which is very good. We have 52.4% referral rate on those that are inappropriate and no longer there which is also above standard. All other metrics are trending positive. Lead % of TCS is at 14.4% versus the projected 7.0%, dials per hour are at 97% of projected goal and calling hours per lead is a 91% of projected goal.