



L.E.T. GROUP

SMART MARKETING SOLUTIONS

Thank you for advertising with L.E.T. Group, the Internet advertising solution for the local business. Please find below the lead report for your campaign, Hilton Garden Inn_2, for 07-20-2006. To get a report for the entire campaign or to see phone call & e-mail details, please login to your L.E.T. Group account and visit the "Reports" section of the site.

Total Visits: 14
 Total Spend: \$8.93
 Total Calls: 7
 Other Web Events: 14

Calls

<u>Date / Time</u>	<u>Phone Number</u>	<u>Target Phone</u>	<u>Duration</u>
07/20/06 07:47:40 AM	(501) 569-xxxx	(847) 296-8900	00:00:35
07/20/06 02:38:38 PM	(773) 282- xxxx	(847) 296-8900	00:02:27
07/20/06 03:14:09 PM	(708) 771- xxxx	(847) 296-8900	00:00:43
07/20/06 03:32:39 PM	(501) 663- xxxx	(877) 782-9444	00:01:51
07/20/06 05:18:59 PM	(715) 213- xxxx	(847) 296-8900	00:00:02
07/20/06 06:35:29 PM	(309) 696- xxxx	(847) 296-8900	00:00:22
07/20/06 09:36:37 PM	(309) 360- xxxx	(877) 782-9444	00:06:47

Other Web Events

<u>Date / Time</u>	<u>Name</u>	<u>Customer ID</u>
07/20/06 06:33:11 AM	Reservations Page	06072006330525675
07/20/06 06:42:24 AM	Reservations Page	06072006415341472
07/20/06 06:42:35 AM	Specials	06072006415341472
07/20/06 07:25:39 AM	Reservations Page	06072007245956277
07/20/06 07:36:58 AM	Reservation Confirmed	06072007245956277
07/20/06 07:43:31 AM	Location	06072007245956277
07/20/06 07:54:15 AM	Specials	06072007245956277
07/20/06 03:32:01 PM	Location	06072015313277327
07/20/06 05:32:26 PM	Location	06072017195500957
07/20/06 05:46:36 PM	Reservations Page	06072017462912654
07/20/06 05:46:48 PM	Specials	06072017462912654
07/20/06 06:36:47 PM	Contact Us	06072018342373755
07/20/06 09:28:25 PM	Reservations Page	06072021281413874
07/20/06 09:31:43 PM	Specials	06072021281413874

NOTE: "Visits" refers to the number of potential customers who clicked on an ad to visit the advertiser's web site. "Total Spend" refers to the amount paid for those visits with the publishers. "Calls" refers to phone calls received through the advertiser's L.E.T. Group tracking phone number, but may under-report total phone calls if other phone numbers exist on the advertiser's web site. "E-Mails" refers to e-mails received through the advertiser's L.E.T. Group tracking e-mail address, but may under-report total e-mails if other e-mail addresses exist on the advertiser's web site. "Web Events" refers to coupon registrations (for advertisers with a L.E.T. Group destination page) or clicks on advertiser-specified URLs (for advertisers pointing to an existing web site).

Sincerely,
 The L.E.T. Group Team

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