



Campaign Name	Report Date	Budget	Spent	Impressions	Visits	Calls	Emails	Web Events
Best Western Inn of Chicago	06/12/06-07/17/06	\$500.00	\$500.00	129084	1537	262	4	963

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Start Date: 06/15/2006

**--Campaign Activity - Daily Activity Report--**

Campaign Name	Report Date	Spent	Impressions	Visits	Calls	Emails	Web Events
Best Western Inn of Chicago Mar ...	07/16/2006	\$1.16	3	3	0	0	0
Best Western Inn of Chicago Mar ...	07/15/2006	\$1.54	3	4	0	0	5
Best Western Inn of Chicago Mar ...	07/14/2006	\$13.68	420	29	9	0	15
Best Western Inn of Chicago Mar ...	07/13/2006	\$41.53	6260	112	11	0	72
Best Western Inn of Chicago Mar ...	07/12/2006	\$35.54	5824	87	13	0	48
Best Western Inn of Chicago Mar ...	07/11/2006	\$27.98	7128	74	11	0	34
Best Western Inn of Chicago Mar ...	07/10/2006	\$39.25	6195	94	16	0	63
Best Western Inn of Chicago Mar ...	07/09/2006	\$11.28	2809	34	3	0	20
Best Western Inn of Chicago Mar ...	07/08/2006	\$11.18	2010	30	11	0	20
Best Western Inn of Chicago Mar ...	07/07/2006	\$21.86	6711	56	17	0	32
Best Western Inn of Chicago Mar ...	07/06/2006	\$26.46	7685	71	12	0	35
Best Western Inn of Chicago Mar ...	07/05/2006	\$18.39	3849	62	12	0	30
Best Western Inn of Chicago Mar ...	07/04/2006	\$5.95	1636	22	5	1	19
Best Western Inn of Chicago Mar ...	07/03/2006	\$8.18	2227	27	6	0	22
Best Western Inn of Chicago Mar ...	07/02/2006	\$7.96	1405	23	5	0	10
Best Western Inn of Chicago Mar ...	07/01/2006	\$5.79	1394	19	0	0	16
Best Western Inn of Chicago Mar ...	06/30/2006	\$13.74	3003	49	14	0	30
Best Western Inn of Chicago Mar ...	06/29/2006	\$14.04	3675	47	9	0	30
Best Western Inn of Chicago Mar ...	06/28/2006	\$19.44	8150	57	13	0	30
Best Western Inn of Chicago Mar ...	06/27/2006	\$14.04	5018	53	5	0	39
Best Western Inn of Chicago Mar ...	06/26/2006	\$18.28	3406	62	15	0	44
Best Western Inn of Chicago Mar ...	06/25/2006	\$6.58	1599	34	4	0	34
Best Western Inn of Chicago Mar ...	06/24/2006	\$8.51	1649	35	4	0	25
Best Western Inn of Chicago Mar ...	06/23/2006	\$8.79	2168	40	6	0	33
Best Western Inn of Chicago Mar ...	06/22/2006	\$17.81	2166	64	6	0	48
Best Western Inn of Chicago Mar ...	06/21/2006	\$18.86	5221	64	11	1	39
Best Western Inn of Chicago Mar ...	06/20/2006	\$39.58	8867	75	12	0	39
Best Western Inn of Chicago Mar ...	06/19/2006	\$22.47	6135	64	16	2	51

**--Campaign Activity - Call Detail Report--**  
**All Date/Time information is Pacific Daylight Time (PDT).**

<b>Date/Time</b>	<b>Target Phone</b>	<b>Customer Contact Info</b>	<b>Call Duration</b>	<b>Result</b>
2006-07-17 08:20:59	(312)787-3100	(248)691-xxxx	5 m 10 s	CONNECTED
2006-07-17 08:15:57	(312)787-3100	(347)693-xxxx	3 m 29 s	CONNECTED
2006-07-14 15:42:23	(312)787-3100	(314)221-xxxx	0 m 56 s	CONNECTED
2006-07-14 13:22:07	(312)787-3100	(248)691-xxxx	3 m 53 s	CONNECTED
2006-07-14 09:44:01	(312)787-3100	(856)935-xxxx	0 m 12 s	CONNECTED
2006-07-14 08:43:20	(312)787-3100	(415)772-xxxx	0 m 42 s	CONNECTED
2006-07-14 08:25:08	(312)787-3100	(901)734-xxxx	1 m 55 s	CONNECTED
2006-07-14 08:21:12	(312)787-3100	(202)682-xxxx	1 m 34 s	CONNECTED
2006-07-14 07:37:26	(312)787-3100	(305)278-xxxx	0 m 39 s	CONNECTED
2006-07-14 07:36:45	(312)787-3100	(305)278-xxxx	0 m 24 s	CONNECTED
2006-07-14 06:46:33	(312)787-3100	(202)682-xxxx	2 m 47 s	CONNECTED
2006-07-13 19:20:33	(312)787-3100	(815)521-xxxx	1 m 11 s	CONNECTED
2006-07-13 18:56:31	(312)787-3100	(917)406-xxxx	0 m 6 s	CONNECTED
2006-07-13 18:51:12	(312)787-3100	(646)670-xxxx	0 m 32 s	CONNECTED
2006-07-13 18:50:14	(800)557-2378	(646)670-xxxx	0 m 0 s	NO ANSWER
2006-07-13 16:36:20	(312)787-3100	(415)772-xxxx	0 m 53 s	CONNECTED
2006-07-13 12:02:31	(800)557-2378	(269)384-xxxx	9 m 26 s	CONNECTED
2006-07-13 10:42:59	(312)787-3100	(425)216-xxxx	1 m 27 s	CONNECTED
2006-07-13 10:41:51	(800)557-2378	(260)486-xxxx	7 m 19 s	CONNECTED
2006-07-13 09:57:32	(312)787-3100	(815)342-xxxx	1 m 52 s	CONNECTED
2006-07-13 09:45:37	(312)787-3100	(234)542-xxxx	1 m 44 s	CONNECTED
2006-07-13 08:00:39	(312)787-3100	(734)429-xxxx	8 m 38 s	CONNECTED
2006-07-12 19:27:35	(312)787-3100	(217)272-xxxx	1 m 0 s	CONNECTED
2006-07-12 15:24:47	(312)787-3100	(312)565-xxxx	2 m 49 s	CONNECTED
2006-07-12 14:53:58	(800)557-2378	(734)476-xxxx	2 m 45 s	CONNECTED
2006-07-12 14:23:40	(800)557-2378	(517)655-xxxx	3 m 51 s	CONNECTED
2006-07-12 13:16:05	(312)787-3100	(561)833-xxxx	0 m 31 s	CONNECTED
2006-07-12 11:19:02	(800)557-2378	(515)294-xxxx	1 m 50 s	CONNECTED
2006-07-12 11:18:42	(312)787-3100	BLOCKED	0 m 0 s	ABANDONED
2006-07-12 08:36:15	(312)787-3100	(312)787-xxxx	4 m 0 s	CONNECTED
2006-07-12 08:17:53	(312)787-3100	(919)684-xxxx	4 m 29 s	CONNECTED
2006-07-12 07:38:00	(312)787-3100	(515)237-xxxx	0 m 52 s	CONNECTED
2006-07-12 06:46:16	(800)557-2378	(810)667-xxxx	1 m 21 s	CONNECTED
2006-07-12 06:27:05	(312)787-3100	(858)349-xxxx	4 m 23 s	CONNECTED
2006-07-12 06:19:57	(312)787-3100	(858)349-xxxx	6 m 34 s	CONNECTED
2006-07-11 18:55:05	(312)787-3100	(505)983-xxxx	0 m 46 s	CONNECTED

\*Note: Customer phone numbers removed from example for display purposes.

**--Campaign Activity - Email Detail Report--**

<b>Date/Time</b>	<b>Target Email</b>	<b>Customer Email</b>	<b>Customer Name</b>	<b>Phone Number</b>	<b>Customer IP*</b>
2006-07-04 19:39:20	xxxx@innofchicago.com	xxxxx@aol.com	xxxx	xxx.308.7350	64.12.116.198
2006-06-21 18:42:27	xxxx@innofchicago.com	xxxxxx@gmail.com	xxxx	(21)2286-xxxx	200.152.98.12
2006-06-19 18:03:10	xxxx@innofchicago.com	xxxx@cern.ch	xxxxx		198.128.27.17
2006-06-19 09:32:56	xxxx@innofchicago.com	xxxxx@mediacomcc.com	xxxx	309-231-xxxx	63.76.208.9

NOTE: Email addresses have been removed for display purposes. Actual number of emails may be greater if campaign destination page has additional email addresses not listed above.

\*Customer IP Address refers to the unique identifier for the computer the customer uses to access the Internet.

**--Campaign Activity - Web Events Report--**

<b>Page Name</b>	<b>Hits</b>	<b><u><a href="#">View All Web Events</a></u></b>
Groups Page	<u>13</u>	
Contact Us Page	<u>21</u>	
<b>*Reservation Confirmation</b>	<u>22</u>	
Payment Info Page Submitted	<u>27</u>	
Payment Info Page	<u>81</u>	
Location Page	<u>123</u>	
Guest Rooms Page	<u>192</u>	
Specials Page	<u>204</u>	
Services Page	<u>280</u>	

**--Campaign Activity - Leads Detail Report: Other--**

<b>Date/Time</b>	<b>Page Name</b>	<b>Customer ID</b>	<b>Customer IP</b>
2006-07-15 17:29:42	<b>Services Page:</b> http://www.innofchicago.com/services.php	06071517282586743	68.121.161.213
2006-07-15 09:22:17	<b>Guest Rooms Page:</b> http://www.innofchicago.com/guestsuites.php	06071509213917891	71.144.84.132
2006-07-15 09:22:30	<b>Location Page:</b> http://www.innofchicago.com/location.php	06071509213917891	71.144.84.132
2006-07-15 09:23:04	<b>Specials Page:</b> http://www.innofchicago.com/specials.php	06071509213917891	71.144.84.132
2006-07-15 05:43:06	<b>Services Page:</b> http://www.innofchicago.com/services.php	06071505425329283	12.110.244.222
2006-07-14 15:47:44	<b>Specials Page:</b> http://www.innofchicago.com/specials.php	06071415473583590	69.223.45.172
2006-07-14 12:47:22	<b>Services Page:</b> http://www.innofchicago.com/services.php	06071412451516139	129.59.8.10
2006-07-14 10:54:36	<b>Services Page:</b> http://www.innofchicago.com/services.php	06071410541307080	167.127.24.69
2006-07-14 10:55:09	<b>Location Page:</b> http://www.innofchicago.com/location.php	06071410541307080	167.127.24.69