

Explicit Score (Demographics)		Implicit Score (Behaviors)	
Company Size: 0 to \$10M (< 100 staff)	-5 points	Search by company name	10 points
Company Size: \$10M-\$100M (100-1K staff)	5 points	Website visits: 10+ minutes	5 points
Company Size: \$100M+ (1000+ staff)	15 points	Website visits: 20+ minutes	5 points
Contact Title: C-level executive	15 points	Website visits: 30+ minutes	5 points
Contact Title: Project Manager	10 points	Website visits: Each unique visit	2 points
Contact Title: External Consultant	0 points	Each unique visitor (same company)	10 points
Contact Title: Executive Assistant	-5 points	Website visit: 15+ minutes on careers	-50 points
Department: Sales or IT	15 points	Website search query on 'price'	10 points
Department: Finance or Support	5 points	Website visit to pricing page	5 points
Department: Marketing	0 points	Form or landing page conversion	10 points
Department: Purchasing	-5 points	Sign up for news letter	5 points
Industry: Retail	25 points	Sign up for test drive	25 points
Industry: Not Retail	0 points	Read nurture campaign email	2 points
Location: Outside North America	-50 points	Click link on nurture campaign email	4 points

Landing Page ?	Source ?	Acquisition			Behavior			Conversions	
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
		63,471 % of Total: 4.97% (1,277,076)	26.00% Avg for View: 52.80% (-50.77%)	16,500 % of Total: 2.45% (674,357)	40.64% Avg for View: 43.41% (-6.39%)	5.43 Avg for View: 5.42 (0.21%)	00:03:14 Avg for View: 00:03:10 (2.22%)	2.89% Avg for View: 2.13% (35.68%)	1,835 % of Total: 6.74% (27,212)
1. /	Sandwich Newsletter	9,253 (14.58%)	23.98%	2,219 (13.45%)	20.69%	9.06	00:05:05	5.01%	464 (25.29%)
2. /new-sandwiches	Sandwich Newsletter	8,232 (12.97%)	29.53%	2,431 (14.73%)	36.59%	5.49	00:03:32	2.36%	194 (10.57%)
3. /meaty-sandwiches	Sandwich Newsletter	5,102 (8.04%)	32.34%	1,650 (10.00%)	30.50%	6.50	00:03:52	3.00%	153 (8.34%)
4. /greasy-sandwiches	Sandwich Newsletter	3,488 (5.50%)	31.48%	1,098 (6.65%)	24.57%	7.02	00:03:54	4.70%	164 (8.94%)
5. /cheesy-sandwiches	Sandwich Newsletter	2,078 (3.27%)	21.17%	440 (2.67%)	37.87%	4.94	00:02:29	1.97%	41 (2.23%)
6. /vegetarian-sandwiches	Sandwich Newsletter	2,020 (3.18%)	39.55%	799 (4.84%)	35.15%	5.45	00:03:04	1.73%	35 (1.91%)
7. /healthy-sandwiches	Sandwich Newsletter	1,967 (3.10%)	23.28%	458 (2.78%)	29.54%	6.28	00:03:44	5.08%	100 (5.45%)
8. /contact-us	Sandwich Newsletter	1,521 (2.40%)	32.81%	499 (3.02%)	46.68%	3.85	00:02:22	0.79%	12 (0.65%)
9. /fishy-sandwiches	Sandwich Newsletter	1,303 (2.05%)	32.00%	417 (2.53%)	29.78%	5.92	00:03:43	1.77%	23 (1.25%)
10. /fruity-sandwiches	Sandwich Newsletter	934 (1.47%)	24.52%	229 (1.39%)	29.55%	5.19	00:02:51	2.46%	23 (1.25%)

Address	Annual Revenue	Average daily rate	Occupancy rate	City	Rent	Projected Profit	
2147 S Acoma St, Denver, CO 80223	\$34.8K	\$128	75%	Denver	\$	1,875.00	\$ 2,000.00
1066 Irving St, Denver, CO 80204	\$44.1K	\$156	77%	Denver	\$	2,876.00	\$ 1,567.00
4330 Idaho St, APT 7, San Diego, CA 92104	\$44.4K	\$163	75%	San Diego	\$	1,287.00	\$ 1,987.00
501 Garfield St 205, Denver, CO, APT 203, 501 Garfield St,	\$96.7K	\$386	69%	Denver	\$	2,398.00	\$ 1,098.00
815 S Patton Ct, Denver, CO 80219	\$42.3K	\$149	78%	Denver	\$	1,739.00	\$ 2,897.00
8703 E Doane Pl, Denver, CO, 80231	\$35.2K	\$144	67%	Denver			
3025 9th Ave, Nashville, CA 90018	\$53.1K	\$222	66%	Nashville	\$	1,567.00	\$ 1,234.00
3247 Harpeth Springs Dr, # 3247, Nashville, TN 37221	\$40.8K	\$157	71%	Nashville	\$	1,093.00	\$ 1,209.00
1900 12th Ave S, # 311, Nashville, TN 37203	\$41.9K	\$185	62%	Nashville	\$	2,355.00	\$ 2,000.00
210 Fairmont Ct, Nashville, TN 37203	\$57.9K	\$246	64%	Nashville	\$	1,500.00	\$ 1,815.00
5055 Collwood Way, UNIT 54, San Diego, CA 92115	\$49.2K	\$196	69%	San Diego	\$	1,250.00	
2103 Clifton Ave, Nashville, TN 37203	\$50.7K	\$236	59%	Nashville	\$	1,670.00	\$ 1,200.00
420 Walton Ln, Madison, TN 37115	\$52.2K	\$258	55%	Los Angeles	\$	1,700.00	\$ 1,876.00
1215 S 13th St, # 2, Philadelphia, PA 19147	\$56.2K	\$264	58%	Philadelphia	\$	1,875.00	\$ 2,418.60
3616 Hamilton St, # 1, Philadelphia, PA 19104	\$34.5K	\$171	55%	Philadelphia	\$	1,550.00	\$ 1,455.00
4090 Rosenda Ct, UNIT 202, San Diego, CA 92122	\$57.6K	\$201	79%	San Diego	\$	1,900.00	\$ 1,677.00
335 North 40th LLC	\$46K	\$237	53%	Philadelphia	\$	2,600.00	\$ 1,566.00
2669 Webb St, Philadelphia, PA 19125	\$36.1K	\$186	53%	Philadelphia	\$	1,700.00	\$ 1,221.00
1362 Sula Dr, Hermitage, TN 37076	\$43.9K	\$241	50%	Nashville	\$	1,700.00	\$ 1,567.00

LeadID	Sales Vertical	Lead source	Created	MQL	SAL	Convert Date	OpportunityID	SQL	Won	Booked
1033	Cruise	Email	1/1/2015	1/5/2015	2/2/2015	2/28/2015	2007	2/28/2015	TRUE	\$ 8,000.00
1017	Cruise	Email	1/10/2015	1/14/2015	1/14/2015	2/28/2015	2004	2/28/2015	TRUE	\$ 5,000.00
1049	Hotel Only	Organic	1/18/2015	1/15/2015	1/15/2015	3/1/2015	2010	3/1/2015	TRUE	\$ 1,200.00
1001	VacDept	Organic	1/1/2015	1/16/2015	1/16/2015	2/2/2015	2001	2/2/2015	TRUE	\$20,000.00
1006	VacDept	Paid Search	3/12/2015	3/12/2015					FALSE	
1054	Air Only	Paid Search	3/14/2015	3/14/2015					FALSE	
1004	VacDept	Call	2/22/2015	3/24/2015	4/1/2015				FALSE	
1052	Air Only	Call	2/22/2015	3/24/2015	3/25/2015				FALSE	
1020	FIT	Cold Call	3/25/2015		4/28/2015				FALSE	
1036	FIT	Cold Call	3/26/2015		4/1/2015			4/1/2015	FALSE	
1022	FIT	Paid Search	3/2/2015	3/2/2015					FALSE	
1038	FIT	Paid Search	3/2/2015	3/2/2015					FALSE	
1008	VacDept	Email	6/13/2015	7/4/2015	7/5/2015	8/23/2015	2002	8/23/2015	FALSE	\$50,000.00

Area	Territory	Retail Name	Owner Name	Registered Cell No	BOX	SFT
Sylhet	B.Baria	M/S Molla traders	Fahim ashab rahman molla	1717071648	1,047	15,392
Sylhet	B.Baria	Harun enterprise	Harun mia	1858231164	328	3,945
Sylhet	B.Baria	Takwa tiles and sanitory	Furkan ahmed	1945685814	369	4,787
Sylhet	B.Baria	Sonali Sanitory Mart	Shakhor Deb Gubto	1712411324	315	4,458
Sylhet	B.Baria	Al ekram tiles and sanitory	Md Abul fazal kamal	1727280187	492	7,565
Sylhet	B.Baria	Jonoprya Traders	Md Shibbir ahmed	1961399642	120	1,200
Sylhet	B.Baria	Mayer achol traders and elect.	Md Layes	1831713080	507	7,730
Sylhet	B.Baria	City ceramics	Md Ashraf ali azim	1885371558	660	8,637
Sylhet	B.Baria	Shotota Tiles	Md Darul islam	1880571077	349	4,290
Sylhet	B.Baria	Chad Mohon Roy and Sons	Goutom Roy	1711223034	2,649	37,660
Sylhet	B.Baria	Alif Enterprise	Md Sah Alam	1766851515	1,598	23,210