



PINNACLE LISTS

A division of West Coast Solutions, Inc.

Email Terms:

- Open Rate is the percentage of emails opened compared to the number sent
- Click through Rate is the percentage of emails where the recipient clicked on the link to the website, compared to open and sent
- Conversion Rate is the percentage of sales from the click through rate. We do not guarantee conversion rate. We can only support people's interest in visiting your site, and have no control over their actions

An example of a tracking report:

Campaign	Status	Launch Date	Size	Opens	Open Rate	Clicks	CTR (sent)	CTR (opens)
spokebusinessMM-10842	●	Wed Jul 26, 2006	18,185	12,750	70.1%	3,220	17.7%	25.3%

Campaign links for <u>spokebusinessMM-10842</u>		Clicks	CTR (sent)	CTR (opens)
marketersPI_724/	http://www.spoke.com/cmp/marketersPI_724/	3220	17.7%	25.3%

On Time, On Target, Complete List Solutions!
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