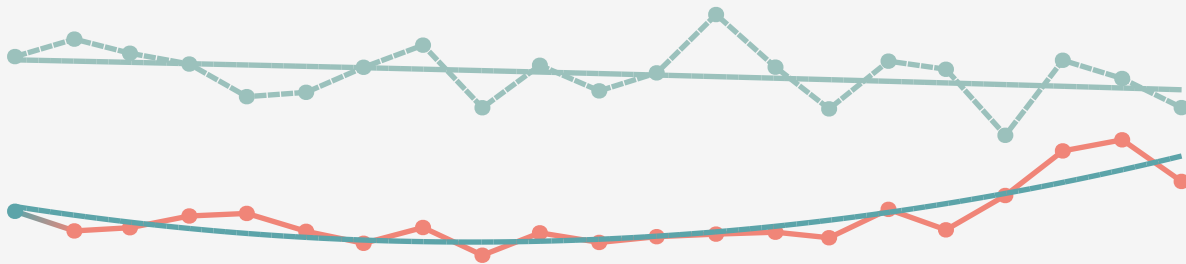


Marketing Lead Trends

13% Avg Conversion Rate

Lead Count & Conversion Rate Over Time



Highlight by monthly change rate

53%

Lead Source Over Time

	AR	CO	IL	ME	ND	OK	RI	SD	UT	WY
Search Engine Paid										
Search Engine Free										
Referral										
Purchased List										
Cold Call										
Channel										

Marketing Lead Trends

Lead Count

