

**Projected Inquiries & MQLs by Source**  
**Q4 2015**

Inquiries	Cost	Oct-15					Nov-15					Dec-15					Q4 Total Inquiries
		Bus	Corp	Strat	Unknown	Total	Bus	Corp	Strat	Unknown	Total	Bus	Corp	Strat	Unknown	Total	
Original Target		3,576	5,565	2,042	-	11,183	3,576	5,565	2,042	-	11,183	3,576	5,565	2,197	-	11,338	33,704
Target w/ Company		3,866	7,503	4,123	-	15,492	3,866	7,503	4,123	-	15,492	3,866	7,503	4,407	-	15,776	46,760
<b>Gap - Original Target</b>						<b>(153)</b>					<b>(132)</b>					<b>(1,598)</b>	<b>(1,883)</b>
Gap - Company Target						(4,462)					(4,441)					(6,036)	(14,939)
<b>Projections by Lead Source</b>																	
Paid Media		-	733	-	6,056	6,789	-	733	-	5,475	6,208	-	733	-	5,150	5,883	18,880
Third Party Events		-	-	-	1,105	1,105	-	-	-	880	880	-	-	-	350	350	2,335
Third Party Webinars		-	619	-	375	994	-	619	-	334	953	-	500	-	377	877	2,824
Company Webinars		-	-	-	800	800	-	-	-	900	900	-	-	-	900	900	2,600
Nurture		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Website		-	-	-	1,200	1,200	-	-	-	1,200	1,200	-	-	-	1,200	-	2,400
Social		-	-	-	12	12	-	-	-	12	12	-	-	-	12	12	36
Search		-	-	-	130	130	-	-	-	130	130	-	-	-	130	130	390
Campaigns		-	-	-	-	-	-	230	-	538	768	-	-	-	388	388	1,156
Other		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Inq/MQLs Projected</b>		-	<b>1,352</b>	-	<b>9,678</b>	<b>11,030</b>	-	<b>1,582</b>	-	<b>9,469</b>	<b>11,051</b>	-	<b>1,233</b>	-	<b>8,507</b>	<b>9,740</b>	<b>31,821</b>
<b>Actuals by Lead Source</b>																	
Paid Media		-	-	-	4,089	4,089	-	-	-	-	-	-	-	-	-	-	4,089
Third Party Events		-	-	-	723	723	-	-	-	-	-	-	-	-	-	-	723
Third Party Webinars		-	-	-	695	695	108	74	63	-	245	-	-	-	-	-	940
company Webinars		-	-	-	1,169	1,169	-	-	-	-	-	-	-	-	-	-	1,169
Nurture		-	-	-	1,614	1,614	-	-	-	-	-	-	-	-	-	-	1,614
Website		-	-	-	1,836	1,836	-	-	-	-	-	-	-	-	-	-	1,836
Social		-	-	-	21	21	-	-	-	-	-	-	-	-	-	-	21
Search		-	-	-	110	110	-	-	-	-	-	-	-	-	-	-	110
Campaigns		-	-	-	21	21	-	-	-	-	-	-	-	-	-	-	21
Other		-	-	-	332	332	-	-	-	-	-	-	-	-	-	-	332
<b>Total - Actual</b>		-	-	-	<b>10,610</b>	<b>10,610</b>	<b>108</b>	<b>74</b>	<b>63</b>	-	<b>245</b>	-	-	-	-	-	<b>10,855</b>
<b>Gap by Lead Source</b>																	
		<b>Oct-15</b>	<b>Nov-15</b>	<b>Dec-15</b>													
Paid Media		(2,700)	(6,208)	(5,883)													
Third Party Events		(382)	(880)	(350)													
Third Party Webinars		(299)	(708)	(877)													
Company Webinars		369	(900)	(900)													
Nurture		1,614	-	-													
Website		636	(1,200)	-													
Social		9	(12)	(12)													
Search		(20)	(130)	(130)													
Campaigns		21	(768)	(388)													
<b>Total MQL/Inquiry Gap</b>		<b>(752)</b>	<b>(10,806)</b>	<b>(8,540)</b>													

