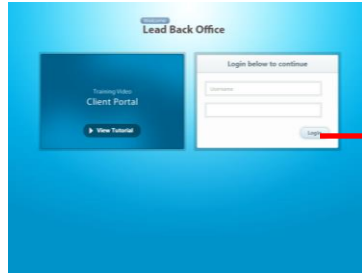




Client Reporting Tool:

<http://lead-backoffice.com/Login.aspx>



Delivery Summary

Today:	11
Week:	34
Month:	265
Total:	29469

Webogonic - Reporting Tool

Welcome... Please let us know if you should have any questions.

Primary Contact:
Eric Benjamin
Phone: 602-989-7665
Email: eric@webogonic.com

Helpful Information:

Reporting:
Utilize the "Reports" tab to gauge how many leads are being delivered by day or use a specific date range to pull a top level summary report in real time.

Summary Report - Drop Down:
Utilize the "Summary Report" to pull on the fly real time top level reporting for the number of working (valid) leads, returned (invalid) leads, trashed (deleted) leads, and emailed (not currently used).

Leads Received by Day - Drop Down:
You can pull a specific date range to receive a graphical interpretation of the leads delivered by day.

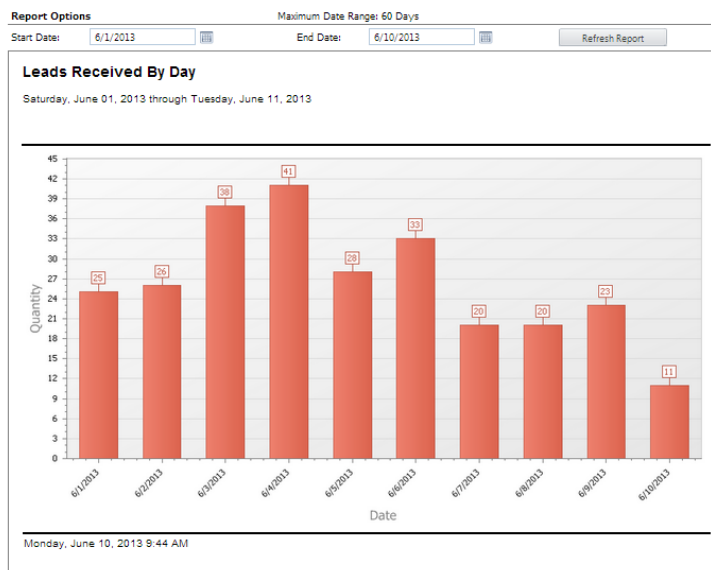
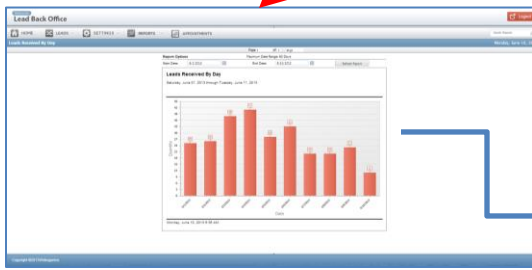
Lead Management:
Utilize the "Leads" tab to manage and view all of your individual leads, including returns.

Leads Manager - Drop Down:
By selecting the "Leads Manager" drop down tab, you'll be able to view all of the individual leads detail, along with open any specific lead for additional information. There are also editable actions that can be made directly to the leads, including "Return" and "Trash". See additional notes below.

Actions: NOTE - DO NOT "Return" or "Trash" any leads, unless they're invalid (Creditable Leads), until at which time you've reviewed the return procedures with Webogonic.

Export: You can download a file in (Excel or CSV).

Returns Manager - Drop Down:
By selecting the "Returns Manager" drop down tab, you'll be able to view all of the individual returns (invalid leads). These are leads that have been returned for credit and you will not be charged for. It's best to allow Webogonic to manage the return process for you directly, and can be done easily using an one imported file, saving you lots of time.



User Assigned	Working	Returned	Trashed	Emailed
Universal Technical Institute	352	53	0	0
Total:	352	53	0	0

Report Options Maximum Date Range: 60 Days
Start Date: 5/1/2013 End Date: 5/15/2013 Refresh Report

Lead Summary
Wednesday, May 01, 2013 through Wednesday, May 15, 2013

User Assigned	Working	Returned	Trashed	Emailed
Universal Technical Institute	352	53	0	0
Total:	352	53	0	0

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