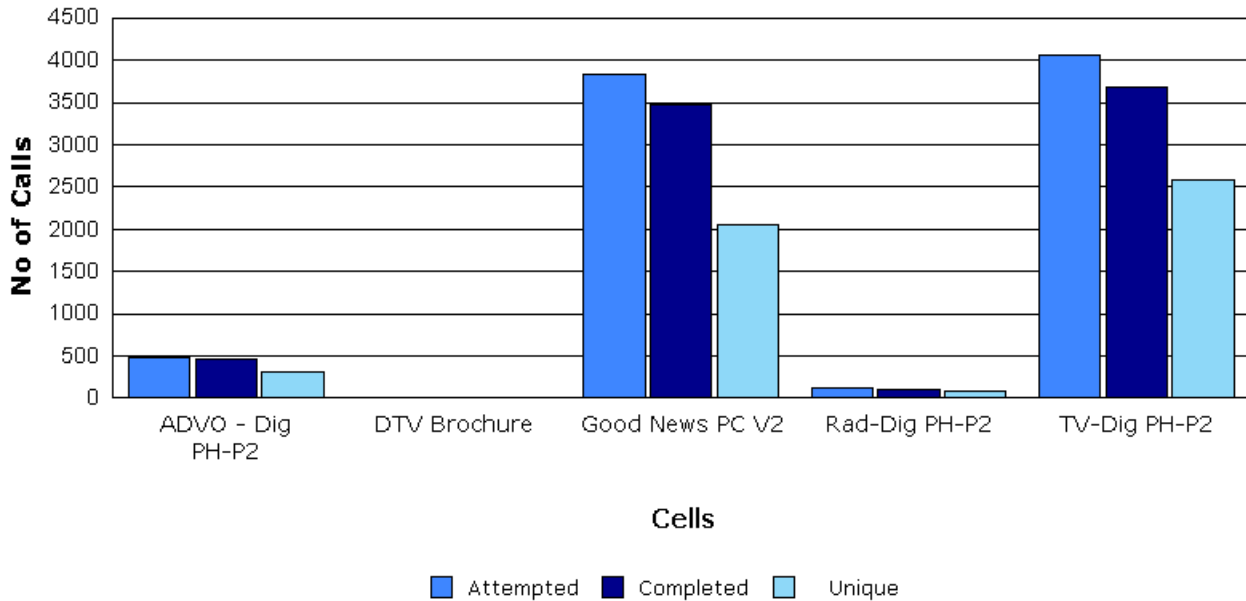


Company:	ABC Company	Campaign Begins:	04/14/2008
Campaign:	Q208 Marketing	Campaign Ends:	08/23/2008
Report:	Call Summary		
Report Range:	Campaign		
Tactics:	TV, Radio, DTV Brochure, Direct Mail, ADVO		
Cells:	TV-Dig PH-P2, Rad-Dig PH-P2, DTV Brochure, Good News PC V2, ADVO - Dig PH-P2		

## Call Summary



### Cumulative - Call Summary

	Total Attempted	Total Completed	% of Attempted	Total Unique	% of Completed
Calls	8,510	7,754	91 %	5,015	65 %

### Details - Call Summary

Cell Name	Attempted Calls	Complete Calls	% of Attempted	Unique Calls	% of Completed
ADVO - Dig PH-P2	485	468	96 %	301	64 %
Good News PC V2	3,828	3,481	91 %	2,054	59 %
DTV Brochure	13	12	92 %	6	50 %
Rad-Dig PH-P2	112	102	91 %	80	78 %
TV-Dig PH-P2	4,072	3,691	91 %	2,581	70 %