

Index List Metrics	Conversion Percentage High	Example	Conversion Percentage Average	Example	Conversion Percentage Low	Example
Total Leads/Inquiries	1,000	1,000	1,000	1,000	1,000	1,000
Leads-to-Product Reply Rate	4.00%	40	4.00%	40	2.00%	20
Total Cost (includes direct-response advertising)	---	400	---	400	---	400
Cost Per Lead	4.00%	400	25.00%	100	5.00%	80
Total Reply Rate	10.00%	42	4.00%	16	2.00%	8
Cost Per Reply	10.00%	21	25.00%	8	5.00%	4
Leads-to-Product Reply Rate (via LAM through AT)	8.50%	85	4.25%	42	2.12%	21
Conversion (includes)	10.00%	70	75.00%	30	25.00%	15
Product Sales	70.00%	81	80.00%	16	40.00%	8
Product Sales/Inquiries	10.00%	16	80.00%	7	40.00%	3
Profitability	80.00%	16	80.00%	8	40.00%	1
Conversion	70.00%	14	80.00%	7	40.00%	3
# of New Customers	---	14	---	7	---	3

*Includes a minimum ACP of \$400/lead
 *Only if the LAM program is set