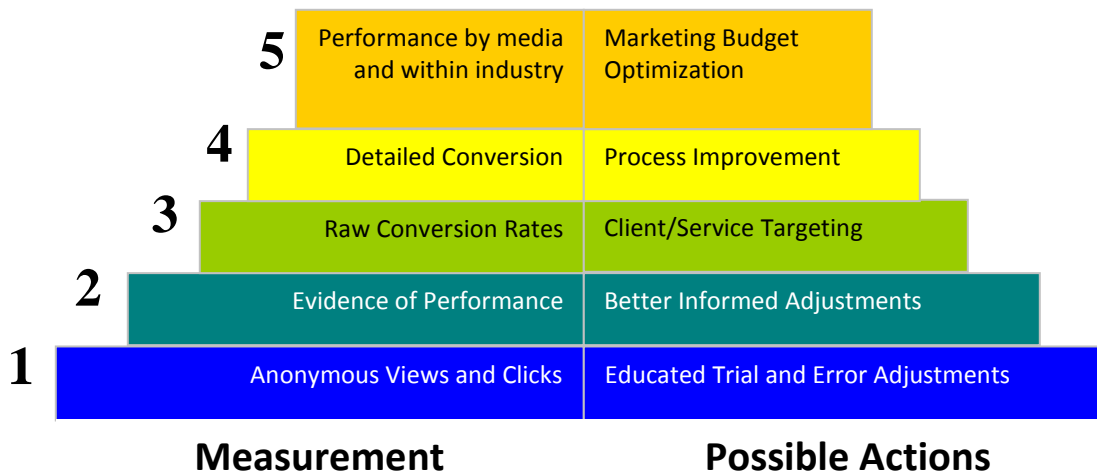


## Business Marketing - Metrics & Performance Reporting

### 5 Measurement Levels

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- 1) **Level One** – Online Only
  - a) Ad Metrics
  - b) Site Metrics
- 2) **Level Two** – Level One plus Call Tracking
  - a) Ad Metrics (as above)
  - b) Site Metrics (as above)
  - c) Call Tracking detail
- 3) **Level Three** – Level Two plus Response Tracking
  - a) Requires simple client tracking effort by customer
  - b) LawClick provides a manual online tracking capability
  - c) Provides cost per lead & cost per new client; conversion rates
- 4) **Level Four** – Level Three plus Client Tracking
  - a) Requires more detailed client tracking by customer
  - b) LawClick provides a manual online tracking capability
  - c) Lawclick and Client measure client activity and value
  - d) Provides ROI
- 5) **Level Five** – Adds external analysis
  - a) Assumes multiple media advertising (Online, Radio, TV, Print, Social)
  - b) Survey-based information capture – online and by phone
    - i) Client Level
    - ii) Industry level
  - c) Provides ROI per media, including data to support optimal allocations

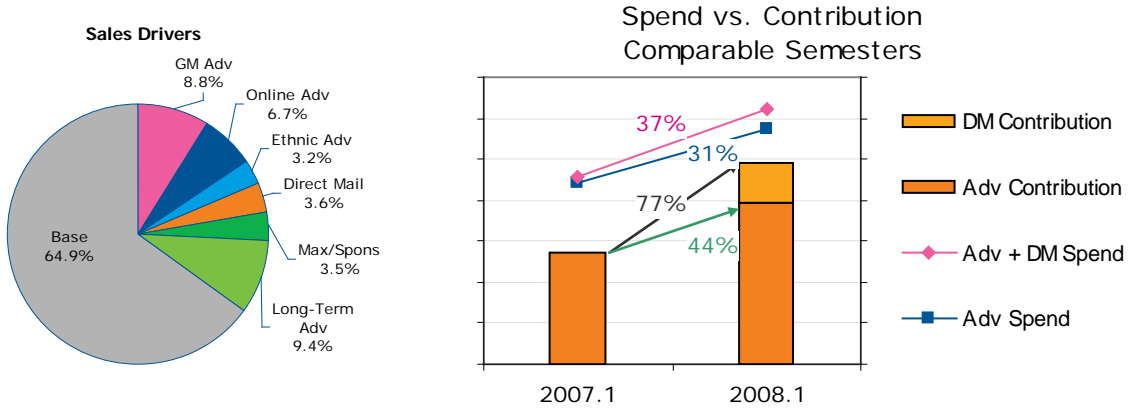


# BusinessClick: Consolidated Results

Six Months (Semester) Ended Mar 31, 2008 (2008.1)

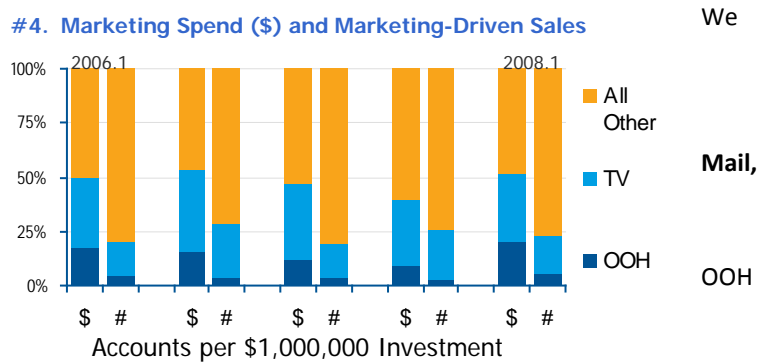
## Findings and Recommended Actions:

1. **More than 1 in 3 new clients were driven by Marketing.** Marketing drove 35% of new clients, including nearly 19% from short-term Advertising and over 9% driven by long-term advertising effects.



2. **Advertising plus Direct Mail spend increased 37% compared to a year ago, producing 77% more sales from Marketing.** A very efficient use of incremental budget.
3. **Advertising produced a best-ever Winter Semester ROI of 2.2,** due to solid Internet and Hispanic performance, and lower cost TV buys.

4. **54% of marketing spend drove just 24% of sales.** continue to underfund the top performing vehicles. Recommend eliminating OOH and increase more efficient vehicles.
5. **Top performing vehicles continue to be Direct Internet, Radio and Hispanic, all with ROIs > 3.**
6. **Outdoor advertising performed below all other vehicles (ROI = 0.6),** despite an all new campaign. should be eliminated from all ongoing campaigns, limiting its use to strategic, short term placements.



7. **Restoration of Direct Mail during the semester exceeded expectations** of a high ROMI by producing the ROMI (5.7) of all vehicles used in the period. Recommend increased budget allocation.

