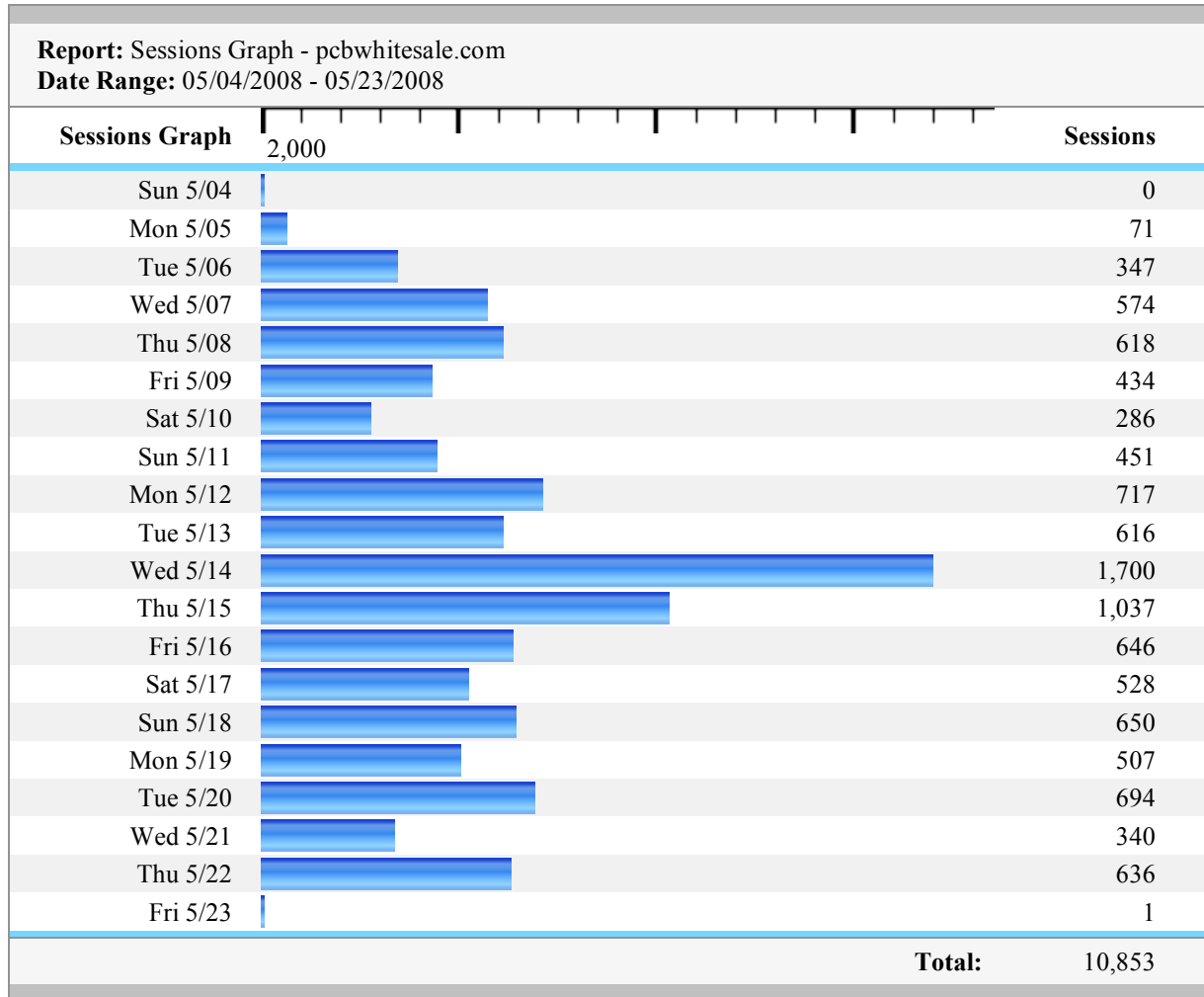


www.PCBWhiteSale.com Traffic: 5/4/08 – 5/22/08



Report: Summary - pcbwhitesale.com
Date Range: 05/04/2008 - 05/23/2008

Total Sessions	10,853.00
Total Pageviews	14,603.00
Total Hits	653,759.00
Total Bytes Transferred	7.82 GB
Average Sessions Per Day	542.65
Average Pageviews Per Day	730.15



Average Hits Per Day	32,687.95
Average Bytes Transferred Per Day	400.60 MB
Average Pageviews Per Session	1.35
Average Hits Per Session	60.24
Average Bytes Per Session	755.94 KB
Average Length of Session	00:08:46

Site Optimizations

- The partners now appear randomly, allowing a sense of fairness to all the offers
- The coupon PDF's are being repositioned so that they appear at the top of the page, as opposed to the middle. This will eliminate the white space some browsers show when they are downloaded.
- I will contact those partners whose photos appear to be represented poorly to see if they have a more horizontal photo that we can switch out.

Interactive Banner Results: 5/4/08 – 5/23/08

Site	CTR	CPC
AJC	.10%	\$14.55
Ill Interactive	.51%	\$1.07
Undertone	.10%	\$7.71
Yahoo	.13%	\$8.07
Subtotal	0.18% CTR	\$5.50
Google Keywords	1.47%	\$1.71
Yahoo Keywords	1.74%	\$1.47

Comments: This new campaign is off to a solid start. We will be working over the next weeks to reduce our CPC and optimize our placements.

Optimization:

- We will be moving away from the Entertainment section placements on AJC and moving the remaining impressions to the Travel content.
- Our reps at Undertone will be working to hone in on the better performing sites on their network. We hope to see an increase in CTR of these adjustments.
- We will move our rectangle Mail section placement to better performing placements.

eBlast Program: Dropped 5/14/08



1.) PCVB Database

Sent: 25,555
 Delivered: 20,028
 Open: 5,595 – 27%
 Clicks: 2,723 – 48% (of opened emails)
 White Sale: 1,810
 Newsletter: 1,044

Optimizations

- Clean-up the database
- Test multiple subject lines

2.) Vendor Database

Sent: 392,174
 Open: 1,075 - .2%
 Clicks: 158 – 14%
 White Sale: 86
 Newsletter: 75

Optimizations

- Test multiple subject lines

Coupon Downloads

Report: Downloads - pcbwhitesale.com			
Date Range: 05/04/2008 - 05/23/2008			
Downloads (1-48) / 48	Hits	Percent	
1. /coupons/cpn_shipwreck.pdf	337	7.27%	
2. /coupons/cpn_captjacks.pdf	218	4.70%	
3. /coupons/cpn_calypso.pdf	208	4.49%	
4. /coupons/cpn_breakers.pdf	200	4.31%	
5. /coupons/cpn_bishops.pdf	189	4.08%	
6. /coupons/cpn_harpsons.pdf	181	3.90%	
7. /coupons/cpn_edgewater.pdf	180	3.88%	
8. /coupons/cpn_commodore.pdf	169	3.65%	
9. /coupons/cpn_a_best.pdf	163	3.52%	
10. /coupons/cpn_gulf_world.pdf	153	3.30%	
11. /coupons/cpn_origin.pdf	143	3.08%	
12. /coupons/cpn_sandpiper.pdf	141	3.04%	
13. /coupons/cpn_longbeach.pdf	130	2.80%	
14. /coupons/cpn_baypoint.pdf	122	2.63%	
15. /coupons/cpn_flamingo.pdf	122	2.63%	
16. /coupons/cpn_emerald.pdf	121	2.61%	
17. /coupons/cpn_sunspreet.pdf	120	2.59%	



18.	/coupons/cpn_majestic.pdf	106	2.29%	
19.	/coupons/cpn_royalty.pdf	101	2.18%	
20.	/coupons/cpn_seahaven.pdf	100	2.16%	
21.	/coupons/cpn_captanders.pdf	99	2.14%	
22.	/coupons/cpn_waterstone.pdf	96	2.07%	
23.	/coupons/cpn_splash.pdf	85	1.83%	
24.	/coupons/cpn_sands.pdf	83	1.79%	
25.	/coupons/cpn_treasure_island.pdf	82	1.77%	
26.	/coupons/cpn_rockit.pdf	73	1.57%	
27.	/coupons/cpn_shores.pdf	72	1.55%	
28.	/coupons/cpn_hidden_dunes.pdf	71	1.53%	
29.	/coupons/cpn_summit.pdf	71	1.53%	
30.	/coupons/cpn_beach_tower.pdf	69	1.49%	
31.	/coupons/cpn_by_the_sea.pdf	58	1.25%	
32.	/coupons/cpn_summerhouse.pdf	53	1.14%	
33.	/coupons/cpn_beachside.pdf	50	1.08%	
34.	/coupons/cpn_sterling_reef.pdf	49	1.06%	
35.	/coupons/cpn_counts_oaks.pdf	46	0.99%	
36.	/coupons/cpn_sterling.pdf	44	0.95%	
37.	/coupons/cpn_sunbird.pdf	44	0.95%	
38.	/coupons/cpn_pinacle.pdf	41	0.88%	
39.	/coupons/cpn_princess.pdf	36	0.78%	
40.	/coupons/cpn_reflections.pdf	35	0.75%	
41.	/coupons/cpn_bikinibeach.pdf	34	0.73%	
42.	/coupons/cpn_breeze.pdf	34	0.73%	
43.	/coupons/cpn_gulfgate.pdf	33	0.71%	
44.	/coupons/cpn_top_gulf.pdf	28	0.60%	
45.	/coupons/cpn_sts.pdf	27	0.58%	
46.	/coupons/cpn_seascreamer.pdf	17	0.37%	
47.	//coupons/cpn_flamingo.pdf	1	0.02%	
48.	//coupons/cpn_a_best.pdf	1	0.02%	
View Total:		4,636	100.00%	
Total:		4,636	100.00%	