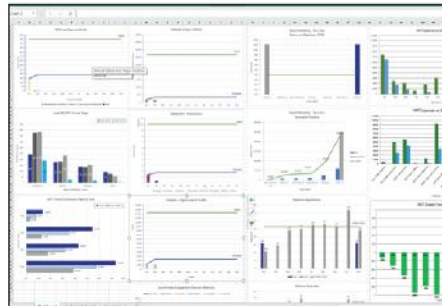
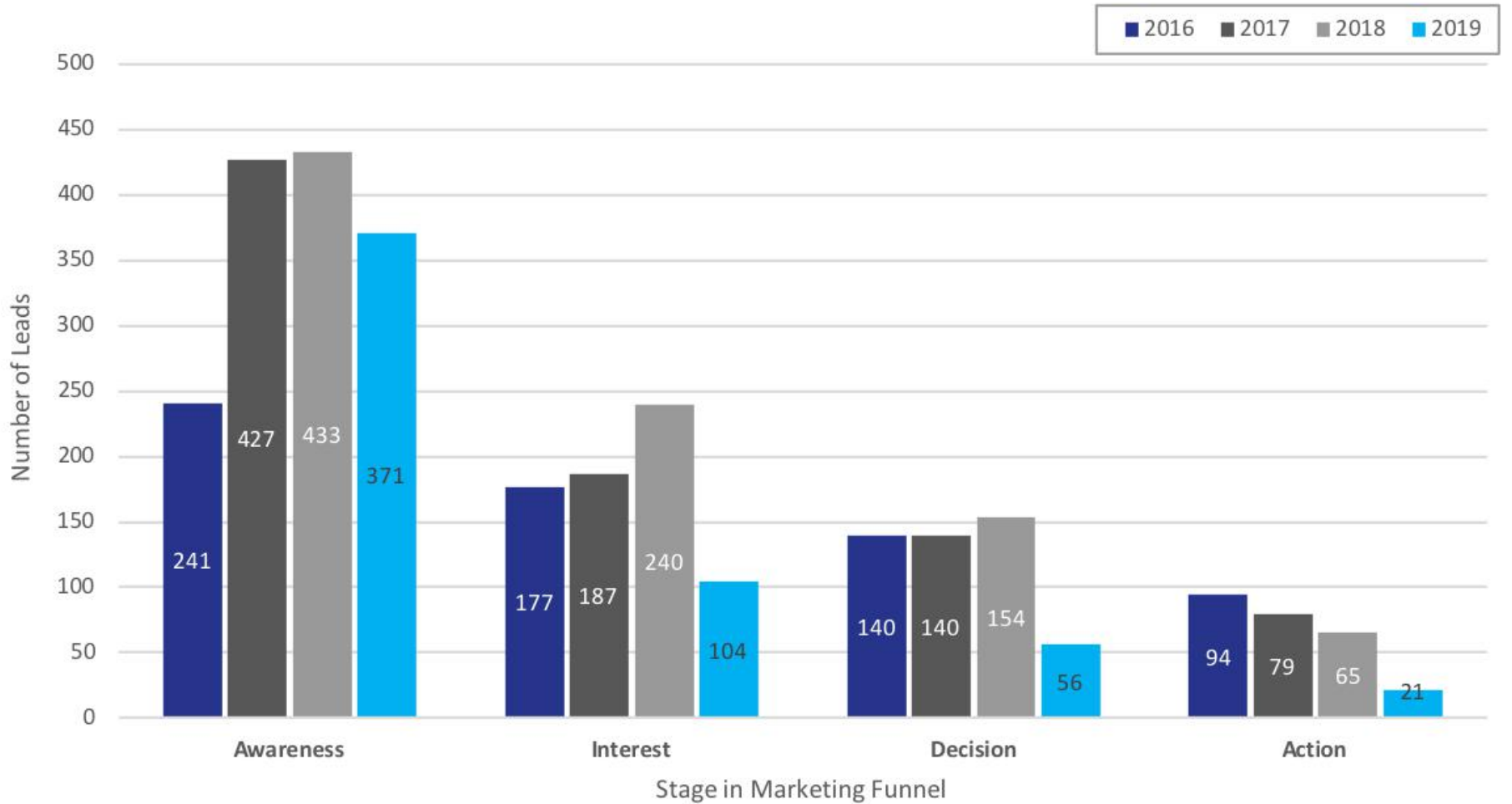




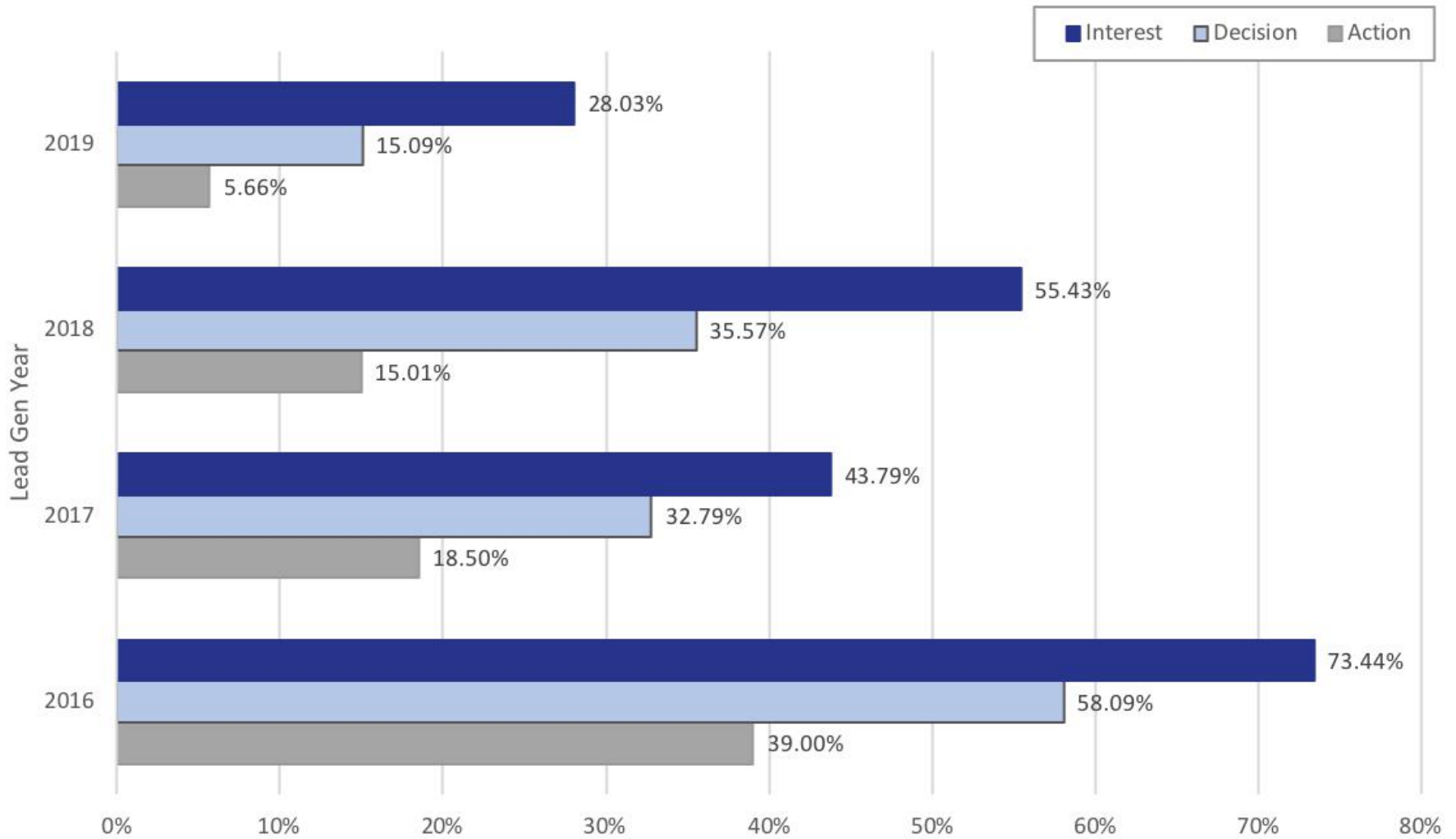
THIS DASHBOARD TRACKS MARKETING DATA AGAINST PRE-DETERMINED OBJECTIVES IN AREAS INCLUDING LEAD GENERATION, CONVERSIONS, DIGITAL MARKETING PERFORMANCE, AND BUDGET DISCIPLINE.



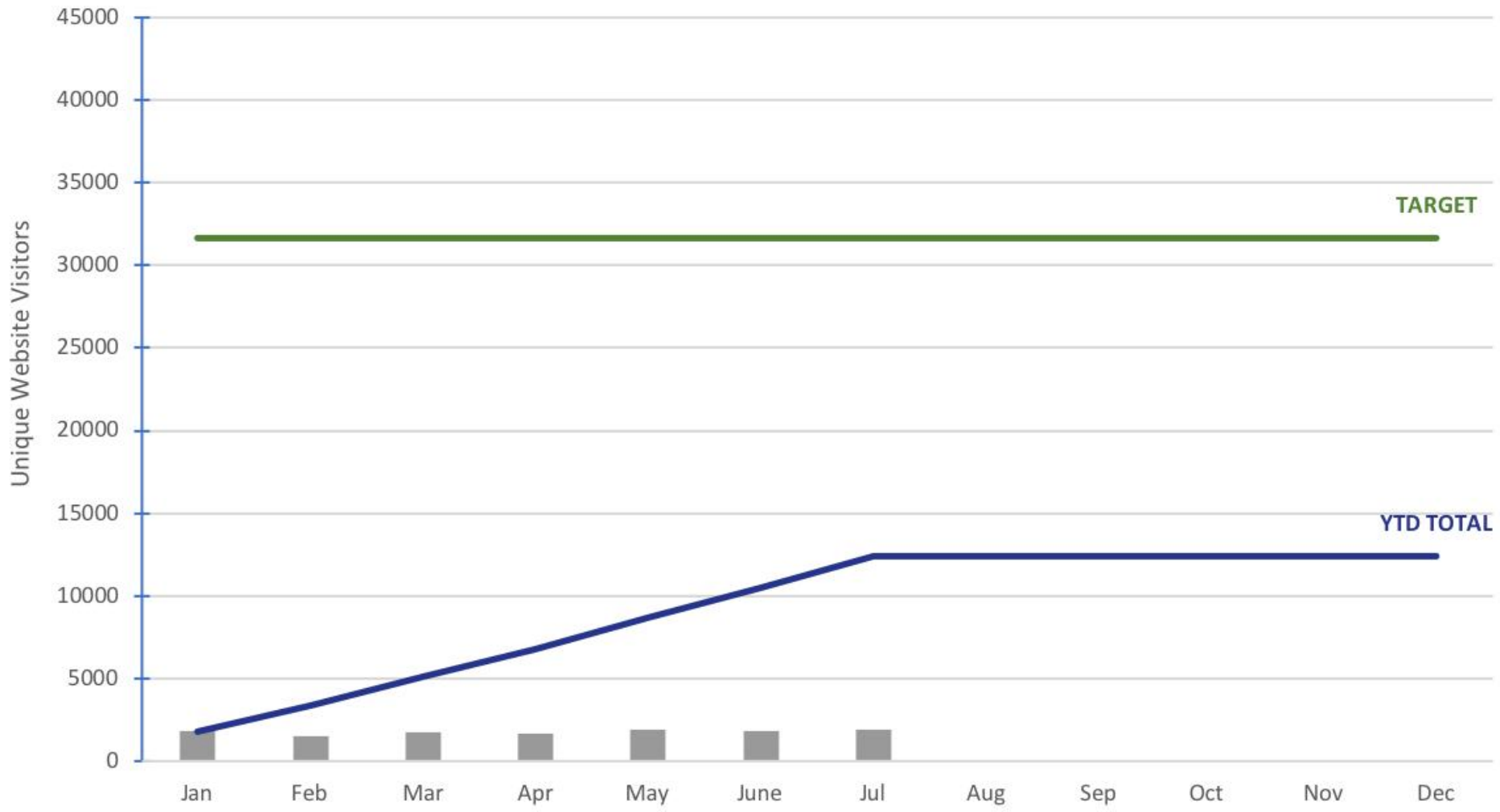
Leads By MKT Funnel Stage



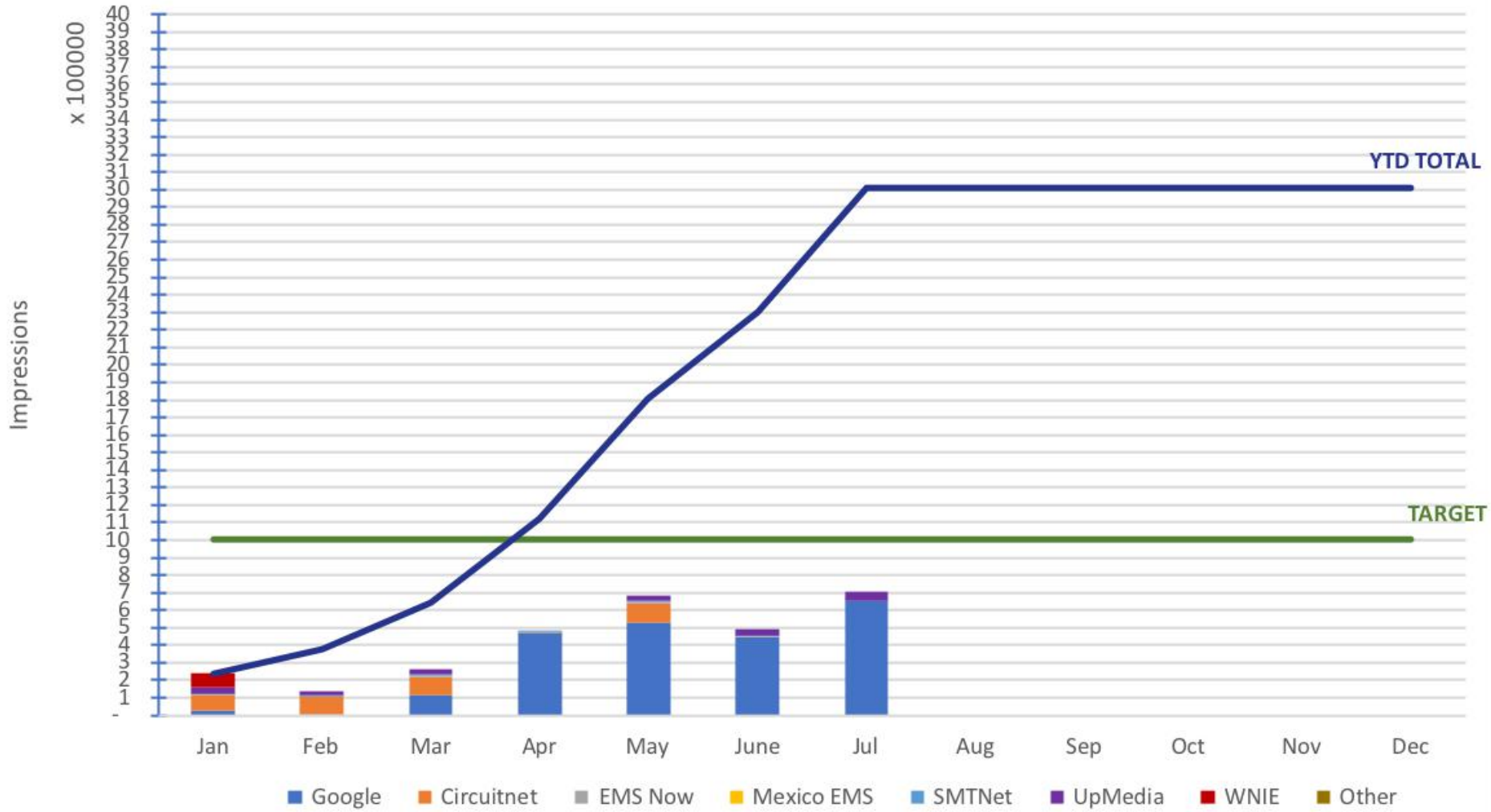
MKT Funnel Conversion Rate by Time



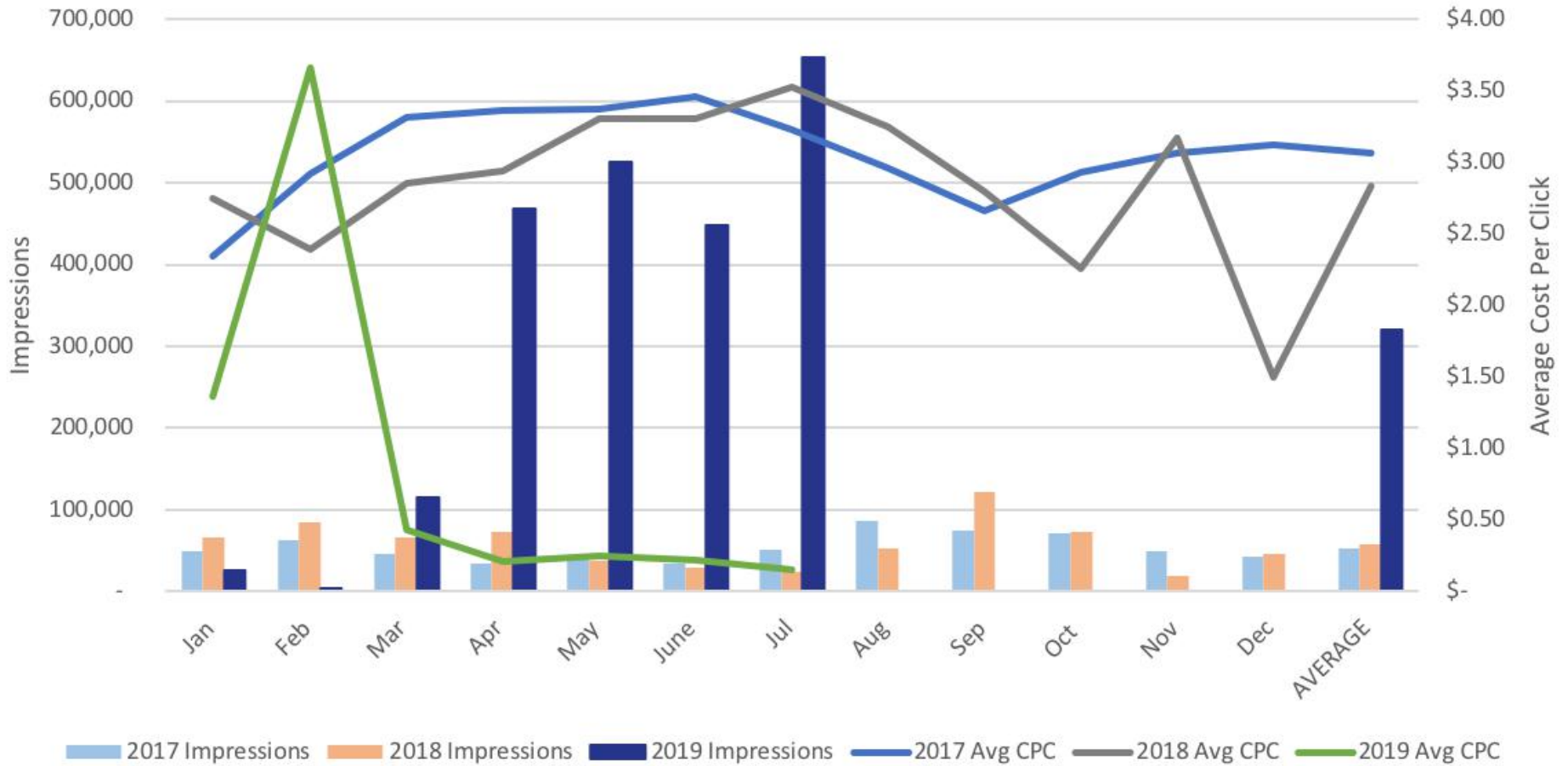
Website Unique Visitors



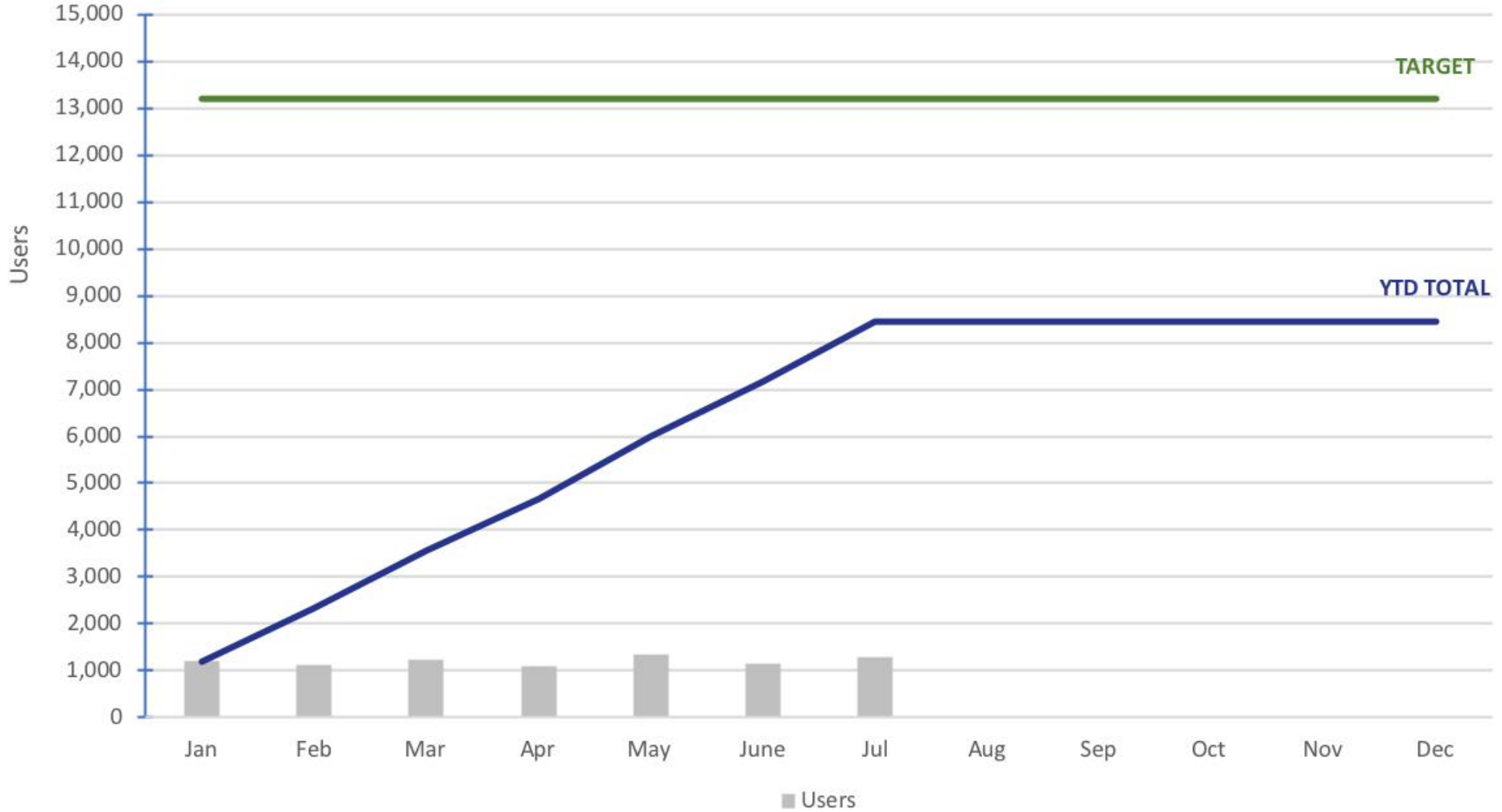
Digital Ads - Impressions



Google Ads Historical Performance

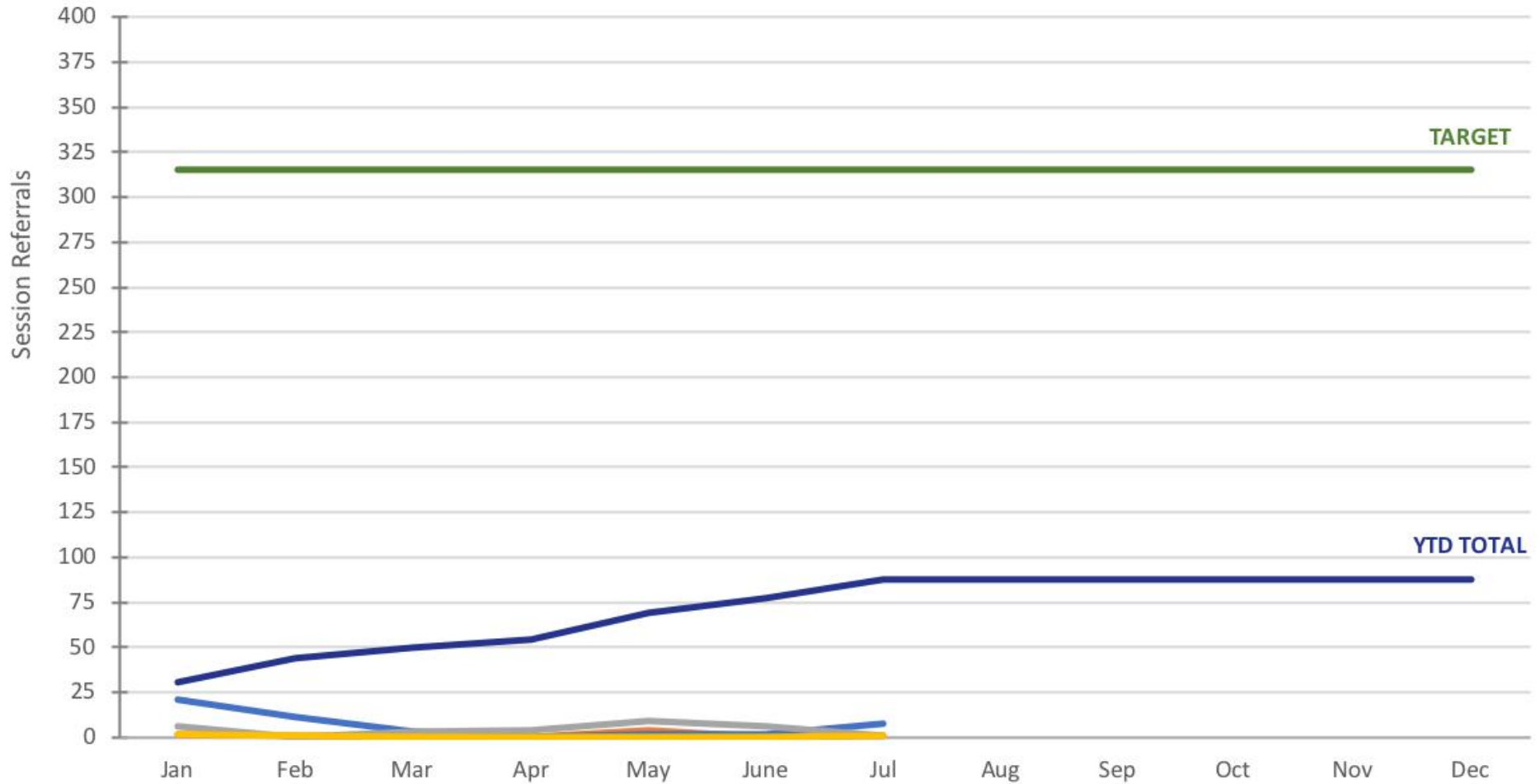


Website - Organic Search Traffic

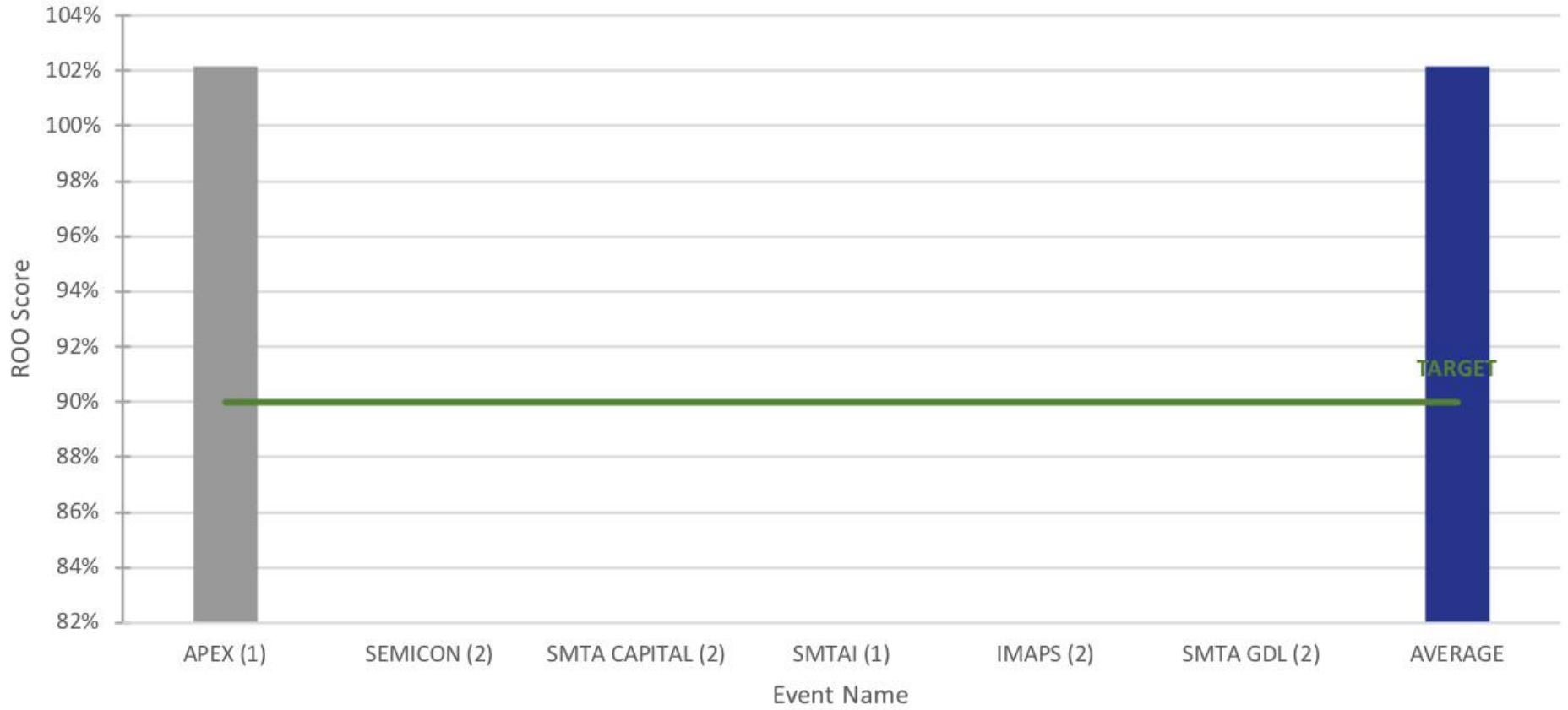


Social Media Engagement (Session Referrals)

YTD TOTAL TARGET Twitter Facebook LinkedIn YouTube



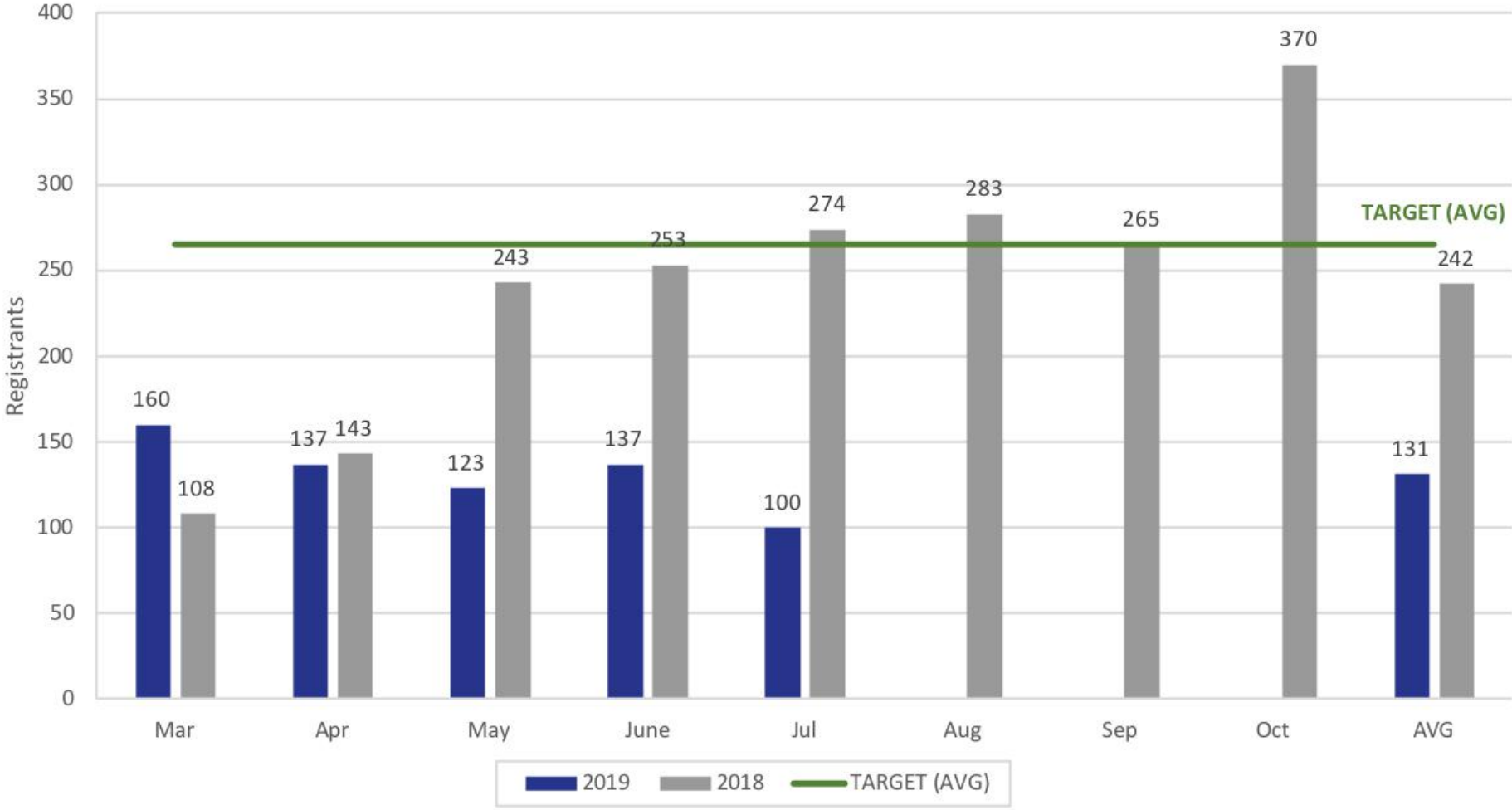
Event Marketing - Tier 1 & 2 Return on Objectives (ROO)



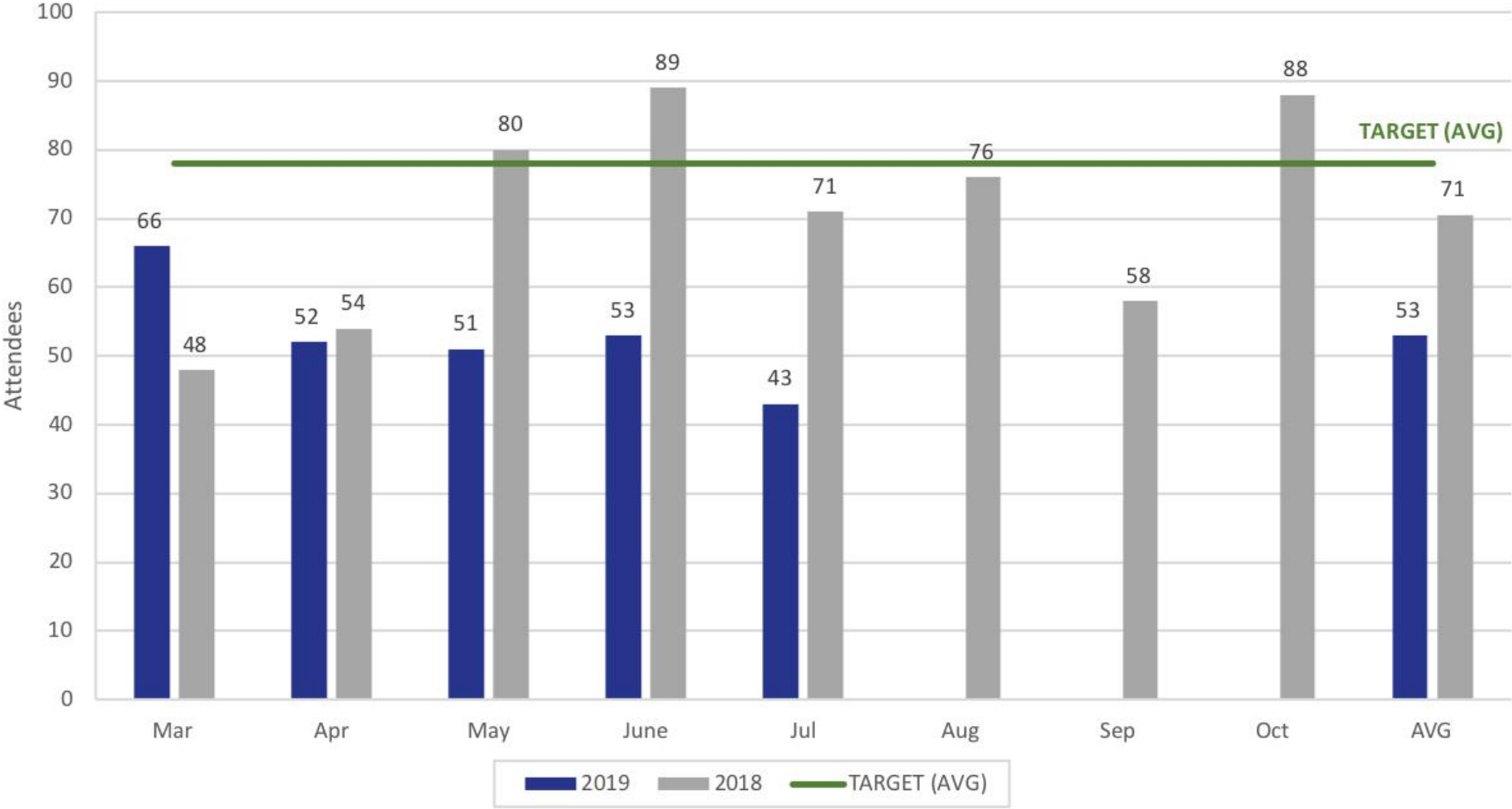
Event Marketing - Tier 1 & 2 Generated Pipeline



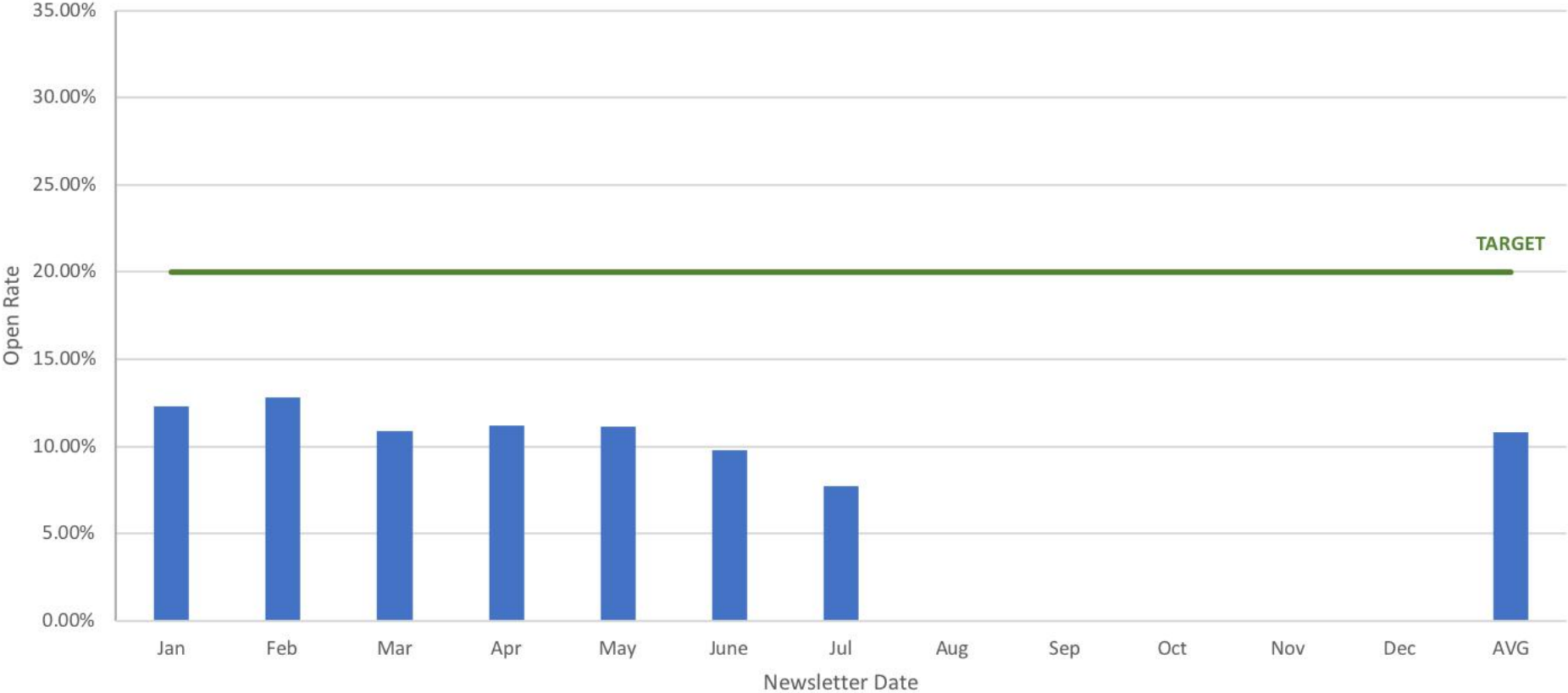
ZESTRON Academy Webinar Registrations



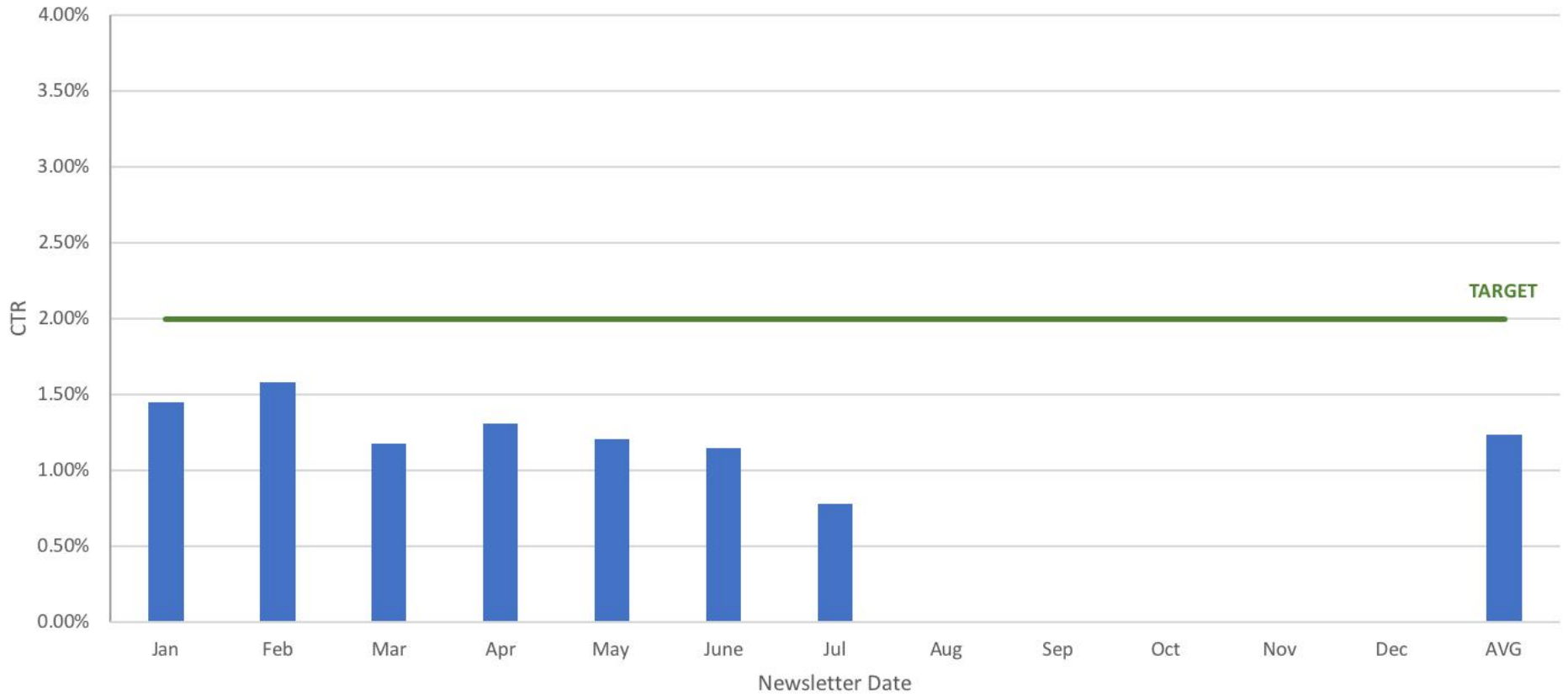
ZESTRON Academy Webinar Attendees



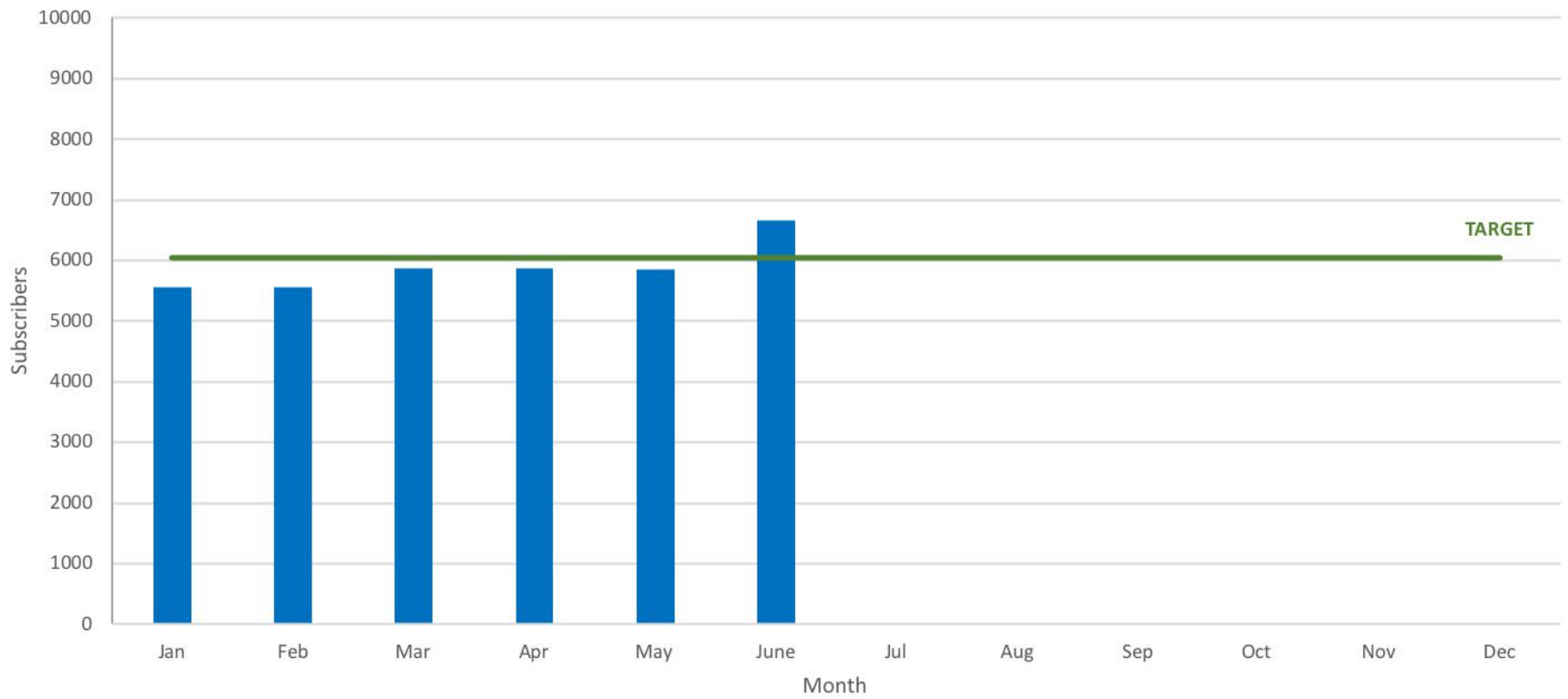
Email Newsletter Open Rate



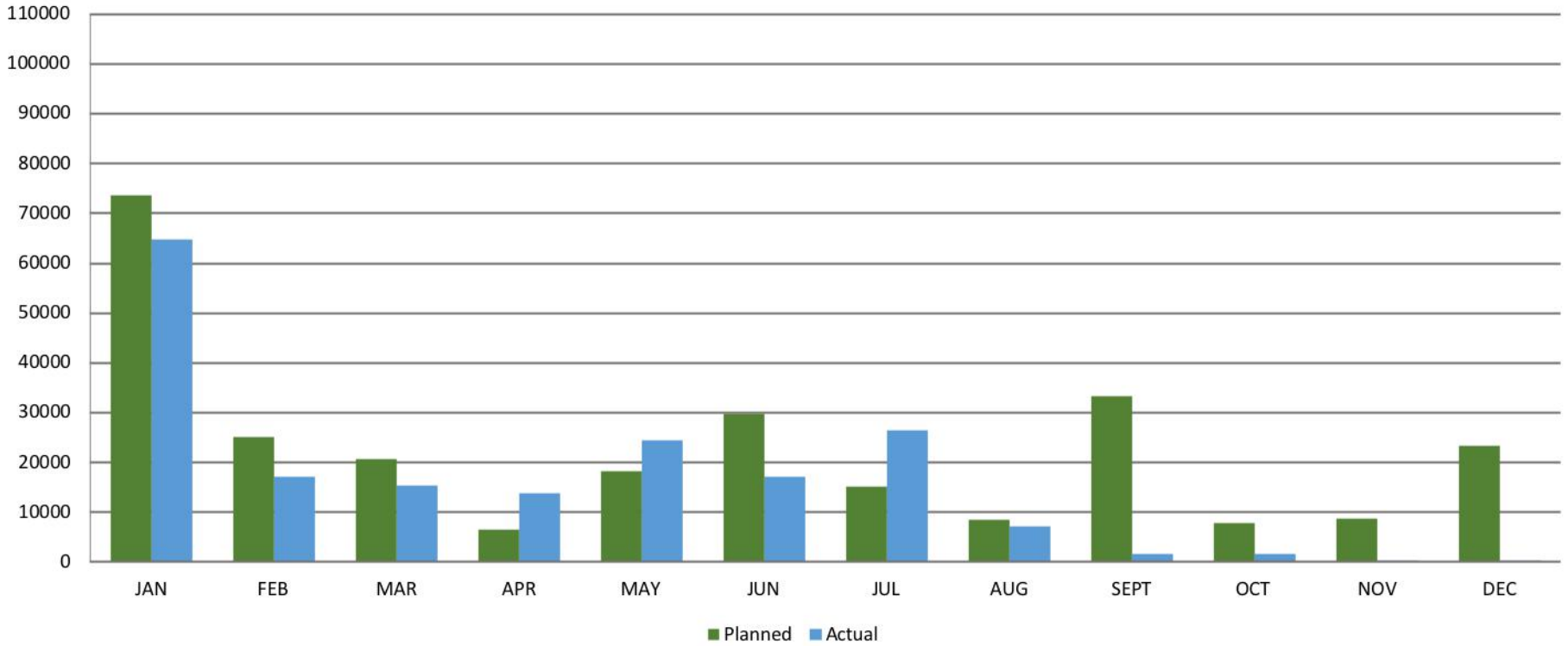
Email Newsletter Click Through Rate



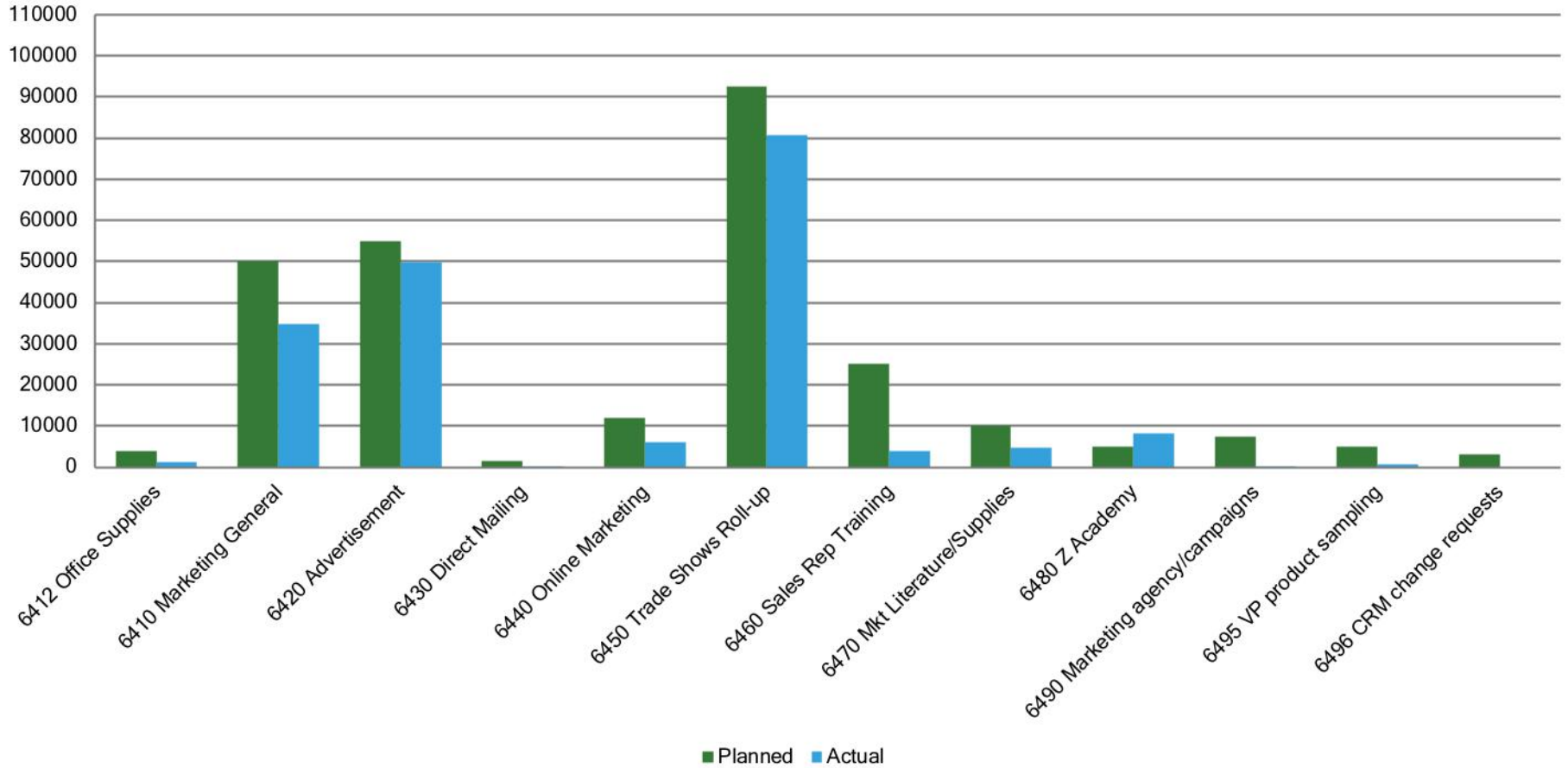
Email Newsletter Subscribers



MKT Expenses vs. Budget (Monthly)



MKT Expenses vs. Budget (Category)



MKT Expenses - Planned vs. EOY Forecast

