

The results you want

Mutually agreed upon goals

Coverage	Totals to Date	Metrics Forecasted	% to Date
Business Press Feature	34	11	309.09%
Business Press Brief	75	22	340.91%
Industry/Vertical Press Feature	42	25	168.00%
Industry/Vertical Press Brief	56	50	112.00%
Television Feature	5	3	166.67%
Verbatim release posting on relevant website	49	Not counted in forecast	n/a
Gift Guide Placement: Tier 1	34	20	170.00%
Gift Guide Placement: Tier 2/3	41	10	410.00%
ProSeller Case Study or Feature	7	6	116.67%
ProSeller Reference	7	7	100.00%
Special Event Support	1	2	50.00%
Feature Coverage of Special Event	4	8	50.00%
TOTAL Estimated Impressions to date	2,029,129,581	n/a	n/a

Results achieved to-date

Track progress towards goal monthly