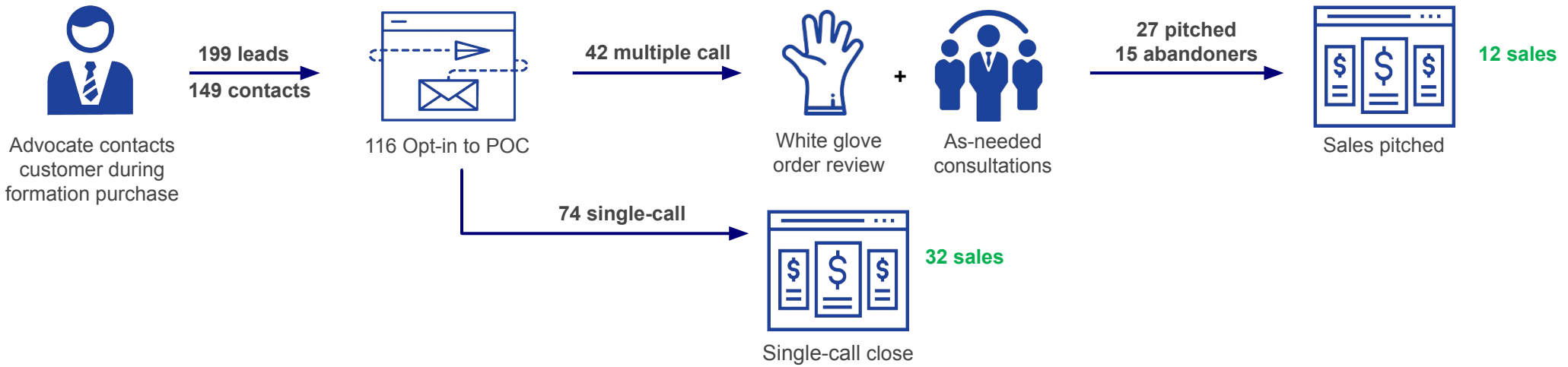
Proof-of-Concept (POC) Results



Metrics	Targets	Actuals
Length	-	4 Weeks
Leads	-	199
Contacts	-	149 (75%)
Opt-Ins	100	116 (78%)
Conversions	20%	44 (38%)
Avg. Talk Time for Converted	-	00:36:17
Avg. Loaded Talk Time	-	00:22:11
AOV	-	$151/m

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