



BLAZE ACTIVITY REPORT DATE **Monday, September 04, 2006**

COMPANY NAME Healthcare Business Ventures
BLAZE VIDEO NAME hbvcampaign_2006
BLAZE EMAIL CAMPAIGN DATE Thursday, August 24, 2006

TOTAL RECIPIENTS IN CONTACT LIST **1,523**

CAMPAIGN ACTIVITY

Recipients who opened mail	1,023
<i>Percentage of Recipients</i>	67.2%
Recipients who forwarded email	127
<i>Percentage of Recipients</i>	8.3%
Recipients who replied to email	52
<i>Percentage of Recipients</i>	3.4%
Recipients who unsubscribed	13
<i>Percentage of Recipients</i>	0.9%
Recipients whose email account bounced	27
<i>Percentage of Recipients</i>	1.8%

VIDEO CLICK THROUGH ACTIVITY

Total Click-Throughs	543
<i>Percentage of Recipients</i>	35.7%

FORWARDED RECIPIENT ACTIVITY

Forwarded Recipients	127
Forwarded recipients who opened mail	92
<i>Percentage of Recipients</i>	72.4%
Forwarded recipients who forwarded mail	15
<i>Percentage of Recipients</i>	11.8%

VIDEO VIEWERS

(list of emails)

- | | |
|-------------------|----------------------------|
| 1 Sarah Jackson | sjackson@company.com |
| 2 Dave Peterson | dpeterson@company.com |
| 3 Belinda Smith | bsmith@company.com |
| 4 Scott Abernathy | sabernathy@company.com |
| 5 Jesus Amado | jesusamado@corporation.com |
| 6 " " | " " |
| 7 " " | " " |
| 8 " " | " " |
| 9 " " | " " |
| 543 Cara Lin | cara@caralin.net |