

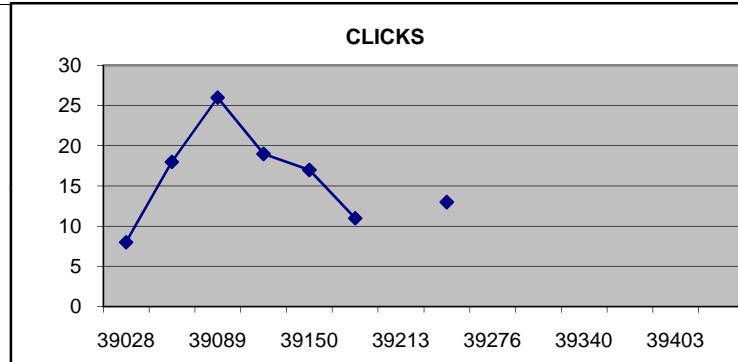
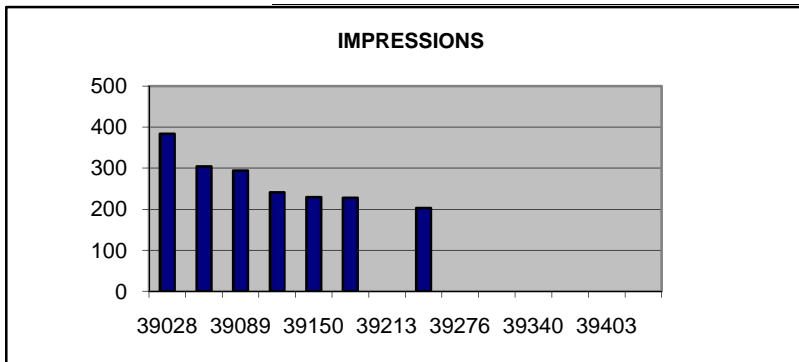


## Yellow Pages Scorecard

Business Name:

### YELLOWPAGES.COM Scorecard USER ACTIVITY ANALYSIS

	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Total Number of Impressions	384	304	294	241	229	228		203						
Total Number of Clicks	8	18	26	19	17	11		13						
Click Ratio	2.82%	5.92%	8.84%	7.88%	7.42%	4.83%		6.40%						



### ANALYSIS DETAIL

	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Click on Click to Call		2	1	2	1	4								
Click on Custom Link	1	3	2	2	3	1		1						
Click on Customer Name	1	7	5	3	4	2		8						
Click on Email Icon			1											
Click on Graphic			2		2	1		1						
Click on More Info	2	1	9	5	1			1						
Click on Website Icon	4	5	6	7	6	3		2						
<b>TOTAL CLICKS</b>	<b>8</b>	<b>18</b>	<b>26</b>	<b>19</b>	<b>17</b>	<b>11</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

#### Terms Descriptions

Impressions: The number of times an ad is displayed

Click: The action that occurs when an ad is selected.

Click Ratio (%): The number of clicks divided by the number of impressions.