

		MONTHLY AVERAGE	Apr-2016	May-2016	Jun-2016	2017Q1	Jul-2016	Aug-2016	Sep-2016	2017Q2	Oct-2016	Nov-2016	Dec-2016	2017Q3	Jan-2017	Feb-2017	Mar-2017	2017Q4	FY2017
		FY2016																	
Marketing Metrics																			
Awareness Measures																			
Druva.com																			
	Total number of visitor sessions	48,855	51,908	54,471	59,519	165,898				0				0				0	
	% Organic Search	44%	56%	57%	53%	55%				#DIV/0!				#DIV/0!				#DIV/0!	
	% Direct	26%	24%	24%	22%	23%				#DIV/0!				#DIV/0!				#DIV/0!	
	% Paid	18%	14%	10%	9%	11%				#DIV/0!				#DIV/0!				#DIV/0!	
	Page views per visitor session	1.9	1.66	1.72	1.74	1.71				#DIV/0!				#DIV/0!				#DIV/0!	
	Avg. visitor session duration (min)	1:46	1:20	1:28	1:29	1:25				#DIV/0!				#DIV/0!				#DIV/0!	
	Bounce rate	66%	72.70%	71%	71%	71.57%				#DIV/0!				#DIV/0!				#DIV/0!	
	Alexa.com US Ranking	65,264	50,462	36,027	41,147	42,545				#DIV/0!				#DIV/0!				#DIV/0!	
	Total Sites Linking	345	362	401	427	396.67				#DIV/0!				#DIV/0!				#DIV/0!	
PR	Relevant Druva Mentions	11	18	24	11	17.66666667				#DIV/0!				#DIV/0!				#DIV/0!	
	Feature Articles about Druva	12	41	16	18	25				#DIV/0!				#DIV/0!				#DIV/0!	
	Press Releases Issued	2	1	3	3	2.333333333				#DIV/0!				#DIV/0!				#DIV/0!	
AR	# of analyst reports and articles published that include Druva mention	2	2	1	5	2.666666667				#DIV/0!				#DIV/0!				#DIV/0!	
	Analyst Briefings	8	2	6	9	5.666666667				#DIV/0!				#DIV/0!				#DIV/0!	
Blog	Total Monthly Views	18,538	23,758	24,302		48,060				0				0				0	
	% of blog posts >50 shares	1	71%	57%		58				#DIV/0!				#DIV/0!				#DIV/0!	
	Avg. social shares per blog post	99.9	62	54		58				#DIV/0!				#DIV/0!				#DIV/0!	
	Druva.com sessions	14,960	21,099	21,607		42,706				0				0				0	
	% of overall traffic	31%	40.65%	39.67%		40.16%				#DIV/0!				#DIV/0!				#DIV/0!	
	Asset registrations [1]	6	23	21		44				0				0				0	
Social	Asset registrations from Druva social channels [2]	8	3			3				0				0				0	
	Druva mentions in 3rd party Tweets [3]	171	134	136	156	426				0				0				0	
	Social druva.com referral traffic [4]	388	390	414	482	1,296				0				0				0	
	Twitter followers	14,487	19,403	19,368	19,341	58,112				0				0				0	
	LinkedIn followers	9,351	13,114	13,582	14,102	40,796				0				0				0	
	Spiceworks followers [5]	1,067	n/a	n/a	n/a	0				0				0				0	
	Social engagement rate (conversation rate) [6]	16.94%	n/a	n/a	n/a	0				0				0				0	
	Twitter Impressions [7]	46,821	54,409	81,399	58,309	184,117				0				0				0	
	Twitter URL Clicks [8]	93	78	75	73	226				0				0				0	
Lead Generation Measures																			
	Google registrations [9]	88	155	177		332				0				0				0	
	Spend	\$49,519	\$24,747	\$31,552		\$56,295				\$0				\$0				\$0	
	CPR	\$708	\$160	\$178		\$338				\$0				\$0				\$0	
	LinkedIn registrations	170	3			0				0				0				0	
	Spend	\$37,587	\$330	\$0	\$0	\$330				\$0				\$0				\$0	
	CPR	\$251	\$110			\$110				\$0				\$0				\$0	
	Adroll	18				0				0				0				0	
	Spend	1707		0	0	0				0				0				0	
	CPR	123				0				0				0				0	
	Content syndication registrations [10]	479	732			732				0				0				0	
	Event leads (sales-ready, SDR fuel line) [11]	458	371			371				0				0				0	
	Banner ad registrations	1				0				0				0				0	
	inSync Trials [12]	162	139			139				0				0				0	
	Phoenix Trials [13]	19	34			34				0				0				0	
	Live Demo registrations	6	0			0				0				0				0	
	Contact Us registrations [14]	66	80			80				0				0				0	
	# of Form Completions [15]	979	990			990				0				0				0	
	# Content Form Completions (minus SEM) [16]	61	56			56				0				0				0	
	Form Conversion Rates	8.21%				0				0				0				0	
	Partner-sourced deal registration leads [17]	74	37	31		68				0				0				0	
	Total New Leads from Marketing Pushed to SFDC [18]	4,262	4,116			4,116				0				0				0	
	Total leads added to SDRP Fuel Lines [19]	2,188	2,267			2,267				0				0				0	
	# of disqualified leads (added to fuel line) [20]	229	162			162				0				0				0	
	% of disqualified leads (added to Fuel Line)	9%	7%			7%				#DIV/0!				#DIV/0!				#DIV/0!	
Marketo																			
	# of Marketing Engagements [21]	19,114	5,066			5,066				0				0				0	
	Mailable Contacts	362,269	748,419			748,419				#DIV/0!				#DIV/0!				#DIV/0!	
	Organic contacts [22]	71,378	91,786			91,786				#DIV/0!				#DIV/0!				#DIV/0!	
	List purchase contacts [23]	707,272	656,633			656,633				#DIV/0!				#DIV/0!				#DIV/0!	
	Zombies [24]		480,659			480,659				#DIV/0!				#DIV/0!				#DIV/0!	
	% of Mailable Contacts that are Zombies		64.2%			64.2%				#DIV/0!				#DIV/0!				#DIV/0!	
	% of Delivery	88.4%	91.20%			91.20%				#DIV/0!				#DIV/0!				#DIV/0!	
	Aggregated monthly email open rate	8.7%	5.2%			5.2%				#DIV/0!				#DIV/0!				#DIV/0!	
	Monthly email click through rate (clicked/opened)	2.2%	5.8%			5.8%				#DIV/0!				#DIV/0!				#DIV/0!	
	Total Unsubscribed Contacts	3,954	4,412			4,412				0				0				0	
	Unsubscribe rate	0.42%	0.1%			0.1%				#DIV/0!				#DIV/0!				#DIV/0!	
	Partner-sourced converted opportunities (NA only) [25]	44	27	41		68				0				0				0	
Total Scheduled Meetings																			
	Total sc [26]	165	289			289				0				0				0	
	Total sc [27]	51	14			14				0				0				0	
	Total scheduled meetings (Global- LE, MM)	237	303			303				0				0				0	
	Lead to Completed Meeting conversion	11.90%	13.4%			13.4%				#DIV/0!				#DIV/0!				#DIV/0!	

Marketing Metrics	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Awareness Measures																
Druva.com																
Total number of visitor sessions	39,845	46,576	41,427	58,236	53,291	59,092	43,391	40,932	49,291	44,377	49,799	54,195	38,450	47,931	49,614	56,227
% Organic Search	34%	34%	43%	34%	35%	32%	48%	50%	41%	49%	46%	39%	51%	49%	52%	52%
% Direct	19%	22%	22%	27%	26%	41%	22%	21%	26%	23%	30%	32%	27%	25%	26%	24%
% Paid	31%	25%	25%	29%	18%	13%	15%	19%	16%	16%	13%	22%	16%	18%	15%	16%
Page views per visitor session	2.12	1.93	2.1	2.2	2.01	1.87	1.93	1.92	1.82	1.98	1.79	1.68	1.85	1.85	1.79	1.81
Avg. visitor session duration (min)	1:53	1:48	2:04	3:05	1:56	1:39	1:47	1:49	1:28	1:35	1:32	1:20	1:34	1:35	1:35	1:44
Bounce rate	53%	64%	59%	60%	61%	66%	62%	62%	71%	71%	69%	73%	69%	67%	69%	70%
Alexa.com US Ranking	82,312	51,356	48,493	43,586	54,848	84,919	71,568	67,536	65,549	74,636	95,400	78,500	80,393	62,467	54,525	45,178
Total Sites Linking	354	352	356	358	358	347	353	349	352	339	348	338	341	323	321	342
PR																
Relevant Druva Mentions	12	5	10	11	10	9	12	19	8	12	10	5	21	6	19	14
Feature Articles about Druva	2	11	11	1	1	5	10	13	4	8	7	21	12	5	27	41
Press Releases Issued	2	1	2	2	3	2	2	2	1	1	3	3	1	0	1	4
AR																
# of analyst reports and articles published the	2	3	0	1	1	2	2	11	0	4	0	1	1	1	0	2
Analyst Briefings	5	2	10	7	4	15	15	8	5	2	6	14	3	2	19	5
Blog																
Total Monthly Views	10,286	16,115	11,674	13,102	16,199	18,087	15,887	15,261	23,544	24,540	21,483	23,197	16,954	18,242	20,355	23,423
% of blog posts >50 shares	54.5	50%	83%	60%	89%	89%	100%	75%	100%	100%	100%	80%	100%	90%	78%	78%
Avg. social shares per blog post	58	85	128	68	90	153	150	91	154	99	101	91	65	79	70	74
Druva.com sessions	7,857	12,608	9,235	11,934	12,382	15,121	13,079	12,352	19,395	17,281	17,608	19,776	13,574	15,570	14,831	19,659
% of overall traffic	20%	27%	22%	20%	23%	26%	30%	30%	39%	39%	37%	37%	35%	32.50%	29.89%	34.96%
Asset registrations	13	5	2	3	9	12	2	2	2	2	3	5	9	11	13	14
Social																
Asset registrations from Druva social channe	42	25	31	10	15	14	7	3	6	4	0	2	1	1	3	2
Druva mentions in 3rd party Tweets [35]	211	112	117	183	202	215	227	210	188	142	163	175	119	90	105	318
Social druva.com referral traffic [36]	448	411	435	611	441	470	408	299	335	418	270	317	347	341	283	439
Twitter followers	9,769	10,048	10,023	10,275	10,661	11,884	12,112	12,304	13,228	14,761	15,781	17,943	19,758	19,564	19,509	19,458
LinkedIn followers	6,189	6,498	6,775	7,009	7,292	7,653	8,334	8,554	9,118	10,000	10,341	10,614	11,207	12,001	12,117	12,747
Spiceworks followers	1,055	1,058	1,062	1,066	1,067	1,068	1,068	1,068	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069
Social engagement rate (conversation rate)	N/A	N/A	N/A	N/A	N/A	N/A	15.1%	12.2%	17.0%	15.70%	13.9%	31.6%	15%	15%	[37]	
Twitter Impressions [38]														10,998	62,109	67,357
Twitter URL Clicks [39]														76	92	112
Lead Generation Measures																
Google registrations	80	79	76	68	76	45	42	61	57	62	99	95	111	105	168	170
Spend	\$195,580	\$139,367	\$119,780	\$90,075	\$51,849	\$42,329	\$38,856	\$34,762	\$32,283	\$32,011	\$27,407	\$22,705	\$21,407	\$28,874	\$30,577	\$30,498
CPR	\$2,445	\$2,178	\$1,576	\$1,325	\$682	\$941	\$925	\$570	\$566	\$516	\$277	\$239	\$193	\$275	\$182	\$179
LinkedIn registrations	41	192	267	354	306	246	170	196	177	118	54	71	102	181	67	49
Spend	\$28,290	\$32,920	\$50,677	\$69,401	\$63,210	\$50,647	\$30,133	\$41,725	\$54,724	\$27,846	\$24,986	\$20,796	\$24,737	\$43,824	\$14,094	\$14,091
CPR	\$690	\$204	\$190	\$196	\$207	\$288	\$177	\$213	\$309	\$236	\$463	\$293	\$243	\$242	\$210	\$288
Adroll				10	10	30	21	23	35	26	28	18	19	9	1	0
Spend				\$1,512	\$3,551	\$2,733	\$1,770	\$1,872	\$1,934	\$1,777	\$2,020	\$1,841	\$1,631	\$1,229	\$320	\$0
CPR				\$151	\$355	\$91	\$84	\$81	\$55	\$68	\$72	\$102	\$86	\$137	\$320	\$0
Content syndication registrations	432	667	28	560	285	490	233	194	107	555	821	417	747	1,008	921	159
Event leads (sales-ready; SDR fuel line)	445	0	69	18	625	639	1,027	140	1,027	532	177	55	296	856	205	1,204
Banner ad registrations	31	10	0	2	0	0	0	0	0	0	0	0	0	0	0	0
inSync Trials	240	218	181	175	183	172	139	147	170	176	194	137	91	127	122	191
Phoenix Trials	15	21	22	24	16	19	25	16	13	15	11	17	13	13	33	22
Live Demo registrations	20	7	8	4	5 [40]											
Contact Us registrations	66	89	53	71	78	77	59	58	65	66	61	56	56	69	73	66
# of Form Completions												519	979	1,029	1,428	941
druva.com (total) registrations	bad data	342	203	231	235	312	383	442								
# Content Form Completions (minus SEM)												69	61	42	71	61
Form Conversion Rates												8.39%	6.40%	9.30%	7.56%	9.40%
Partner-sourced deal registration leads	62	50	68	62	70	38	74		70	49	80	72	93	68	127	119
Total New Leads from Marketing Pushed to SDR	1,126	1,262	694	2,718 [41]	1,625	2,578 [42]	1,810	976	1,165	1,454	1,257	1,077	2,134	2,832	12,751	29,599
Total leads added to SDRP Fuel Lines		1,292	884	2,676	1,767	2,506	2,183	1,273	1,170	1,241	1,562	1,957	2,977	2,848	2,946	5,535
# of disqualified leads (added to fuel line)	55 [43]	61	16	24 [44]	80	14 [45]	52	83	18	19	305	424	743	793	354	451
% of disqualified leads (added to Fuel Line)	5%	5%	2%	1%	5%	1%	3%	9%	2%	2%	20%	22%	25%	28%	12%	8%
Marketo																
# of Marketing Engagements									24,916	23,155	22,640	23,725	10,749	3,928	13,653	30,145
Incremental Contacts	7,863	10,296	120,848	211,792	227,378	-44,652 [46]	-387	-293	24,909	23,153						

	Mailable Contacts	351,973	362,269															
	Organic contacts			64,001	70,345	65,373	66,425	66,894	67,647	73,191	73,262	74,578	63,006	64,145	64,642	94,735	91,052	
	List purchase contacts			364,904	570,352	802,702	756,998	756,142	755,096	816,979	818,566	819,668	706,318	703,160	705,995	665,299	659,632	
	% of Delivery	94.0%	88.6%	87.7%	83.3%	85.7%	84.9%	90.4%	94.0%	89.2%	89.50%	87.20%	82.00%	89.70%	93.20%	90.91%	90.20%	
	Aggregated monthly email open rate	6.9%	7.4%	11.5%	10.90%	8.40%	6.50%	8.60%	11.40%	4.70%	5.20%	5.15%	7.68%	14.20%	9.60%	9.78%	10.20%	
	Monthly email click through rate (clicked/open)	2.7%	2.4%	2.0%	2.20%	2.30%	1.90%	3.00%	4.80%	1.50%	2.10%	1.50%	1.75%	3.75%	1.70%	1.33%	1.46%	
	Total Unsubscribed Contacts	1,743	1,954	1,197	4,727	4,774	11,204	1,170	728	2,915	2,337	6,208	7,192	2,928	3,330	3,456	5,188	
	Unsubscribe rate	0.15%	0.22%	0.30%	0.70%	0.70%	0.80%	0.50%	0.40%	0.30%	0.40%	0.43%	0.30%	0.50%	0.30%	0.28%	0.20%	
	Partner-sourced converted opportunities	41	24	28	48	26	24	24 [47]	28	62	27	51	41	52	64	87	77	
	Total Scheduled Meetings																	
	Total scheduled meetings (NA - LE, MM)	122	191	153	111	140	131	117	141	152	241	171	142	188	182	226	189	
	Total scheduled Meetings (APAC/EMEA - LE,MM)									43	46	75	50	35	51	73	34	
	Total scheduled meetings (Global- LE, MM)									195	287	246	192	223	233	299	223	
	Lead to Completed Meeting conversion									16.67%	23.13%	15.75%	9.81%	7.49%	8.18%	10.15%	4.03%	
	Total Completed Meetings																	
	Total completed meetings (NA - LE, MM)	86	124	141	70	94	98	93	113	114	133	119	104	89	151	154	162	
	Total completed meetings (APAC/EMEA - LE,MM)									45	31	55	50	36	38	68	49	
	Total completed meetings (Global - LE, MM)									159	164	174	154	125	189	222	211	
	Lead to completed meetings conversion									13.6%	13.2%	11.1%	7.9%	4.2%	6.6%	7.5%	3.8%	
	Total New Business Opps Created																	
	Total New Business opps created (NA - LE, MM)	36	86	71	74	50	29	29	47	41	46	36	33	35	54	42	25	
	Total New Business (APAC/EMEA - LE,MM)									20	19	28	23	14	21	27	21	
	Total New Business opps created (Global - LE, MM)									61	65	64	56	49	75	69	46	
	Total New Business opps created (Global - SMB)	37	31	88	80	74	57	80	86	94	80	94	85	77	127	109	106	
	Total New Business opps created (Global - LE, MM, SMB)									155	145	158	141	126	202	178	152	
	Lead to opp conversion	3.2%	6.8%	10.2%	2.7%	3.1%	1.1%	1.6%	4.8%	13.2%	11.7%	10.1%	7.2%	4.2%	7.1%	6.0%	2.7%	
	Pipeline - Marketing Generate [48]																	
	NAmerica (LE, MM - New only)	\$1,237,638	\$1,287,415	\$1,880,985	\$2,948,526	\$1,609,665	\$280,280	\$2,364,405	\$1,722,079	\$1,357,587	\$1,519,697	\$2,448,151	\$636,714	\$1,681,706	\$1,715,834	\$2,135,029	\$815,363	
	EMEA (LE, MM - New only)	\$237,131	\$312,610	\$316,485	\$997,022	\$123,433	\$174,484	\$1,547,553	\$1,476,851	\$364,251	\$386,924	\$405,570	\$254,614	\$205,678	\$1,306,002	\$14,253	\$177,490	
	APAC (LE, MM - New only)	\$1,119,862	\$163,478	\$701,463	\$607,876	\$344,045	\$246,565	\$495,753	\$348,989	\$345,127	\$53,776	\$534,612	\$104,058	\$128,221	\$28,146	\$192,543	\$110,089	
	Total Pipeline (LE, MM - New Only)	\$2,594,631	\$1,763,503	\$2,898,933	\$4,553,423	\$2,077,143	\$701,328	\$4,407,711	\$3,547,919	\$2,066,965	\$1,960,397	\$3,388,333	\$995,386	\$2,015,605	\$3,049,982	\$2,341,825	\$1,102,942	
												https://druva2.my.salesforce.com/00O50000044CCb						
	Pipeline - Total [49]																	
	NAmerica (LE, MM - New only)	\$2,423,218	\$2,606,363	\$2,276,646	\$3,079,905	\$1,665,825	\$401,240	\$2,475,050	\$2,461,898	\$1,337,084	\$1,780,270	\$2,535,575	\$638,717	\$1,696,345	\$2,202,419	\$3,481,427	\$1,190,449	
	EMEA (LE, MM - New only)	\$1,329,570	\$440,112	\$403,158	\$1,043,597	\$321,534	\$174,584	\$686,672	\$1,803,153	\$259,576	\$397,264	\$1,186,429	\$292,274	\$241,803	\$2,095,982	\$216,306	\$265,047	
	APAC (LE, MM - New only)	\$1,245,600	\$166,591	\$728,482	\$612,001	\$344,045	\$279,839	\$1,658,108	\$378,989	\$533,721	\$720,054	\$739,281	\$264,324	\$316,635	\$67,660	\$961,505	\$129,737	
	Total Pipeline (LE, MM - New only)	\$4,998,388	\$3,213,065	\$3,408,286	\$4,735,502	\$2,331,403	\$855,662	\$4,819,830	\$4,644,040	\$2,130,381	\$2,897,588	\$4,461,285	\$1,195,315	\$2,254,783	\$4,366,061	\$4,659,238	\$1,585,233	

[1] <https://app-ab07.marketo.com/#SL21802280B2>

[2] <https://app-ab07.marketo.com/#SL21650237B2>

[3] Total mentions per month | Collected via SproutSocial reporting feature

[4] Source = Social (GA)

[5] Not measuring this at this time (Kathy 5/2/16)

[6] Not measuring this metric at this time. (Kathy 5/2/16)

[7] Total Impressions: <https://docs.google.com/spreadsheets/d/1E4VU633mhPLavUek9IxMbynMjg8kXYNiaISEDXTjqI4/edit#gid=0>

[8] Total URL clicks: <https://docs.google.com/spreadsheets/d/1E4VU633mhPLavUek9IxMbynMjg8kXYNiaISEDXTjqI4/edit#gid=0>

[9] <https://app-ab07.marketo.com/#SL34437308A1>

[10] <https://druva2.my.salesforce.com/00O38000004bHTE>

[11] <https://druva2.my.salesforce.com/00O38000004bHTE>

[12] Count members for that month in these two Marketo Programs:

<https://app-ab07.marketo.com/#PG1151A1>

<https://app-ab07.marketo.com/#PG1152A1>

[13] Count # of members in the month in this Marketo program:

<https://app-ab07.marketo.com/#PG1127A1>

[14] Count # of members in the month in this Marketo program:

<https://app-ab07.marketo.com/#PG1175A1>

[15] <https://app-ab07.marketo.com/#SL33547953B2>

[16] Marketo Smart List:

<https://app-ab07.marketo.com/#SL33547954A1>

[17] Marketo Smart List:

<https://app-ab07.marketo.com/#SL33547959A1>

Salesforce Report for this (Wynn): <https://druva2.my.salesforce.com/00O38000004QdTJ>

[18] <https://app-ab07.marketo.com/#SL33547965A1>

[19] <https://druva2.my.salesforce.com/00O38000004bHTE>

[20] <https://app-ab07.marketo.com/#SL33547990A1>

[21] Pulled from the Marketing Activities

[22] <https://app-ab07.marketo.com/#SL33548036A1>

[23] <https://app-ab07.marketo.com/#SL33548072A1>

[24] <https://app-ab07.marketo.com/#SL21441393B2>

[25] <https://druva2.my.salesforce.com/00O38000004QNwe>

[26] <https://druva2.my.salesforce.com/01Z50000000wpkG>

[27] <https://druva2.my.salesforce.com/01Z50000000x20S>

[28] <https://druva2.my.salesforce.com/01Z50000000wpkG>

[29] <https://druva2.my.salesforce.com/01Z50000000x20S>

[30] <https://druva2.my.salesforce.com/01Z50000000wpkG>

[31] <https://druva2.my.salesforce.com/01Z50000000x20S>

[32] <https://druva2.my.salesforce.com/00O38000004bHTn>

[33] <https://druva2.my.salesforce.com/00O38000004bHTx>

[34] <https://druva2.my.salesforce.com/00O38000004bHU2>

[35] Total mentions per month | Collected via SproutSocial reporting feature

[36] Source = Social (GA)

[37] PLease update and document how this is calculated

[38] Total Impressions: <https://docs.google.com/spreadsheets/d/1E4VU633mhPLavUek9IxMbynMjg8kXYNialSEDXTjqI4/edit#gid=0>

[39] Total URL clicks: <https://docs.google.com/spreadsheets/d/1E4VU633mhPLavUek9IxMbynMjg8kXYNialSEDXTjqI4/edit#gid=0>

[40] 2 live, 3 on-demand

[41] Breakdown of this #:

1,296 leads (excluding event leads and SDR email blasts)

995 leads from events that were sent to SDRs

427 leads sent to SDRs from the SDR email blasts

[42] Breakdown of this #:

718 leads (excluding event leads and SDR email blasts)

638 leads from events that were sent to SDRs

1222 leads sent to SDRs from the SDR email blasts

[43] This # is a subset of the 1126 leads above, where the Lead Status = "Disqualified - Bad Data"

[44] Breakdown of this #:

313 from leads (excluding event leads and SDR email blasts)

92 leads from events that were sent to SDRs

136 leads sent to SDRs from the SDR email blasts

[45] Breakdown of this #:

154 leads (excluding event leads and SDR email blasts)

102 leads from events that were sent to SDRs

210 leads sent to SDRs from the SDR email blasts

[46] looking more into this. This # reflects a large # of leads from our purchased lists that hard bounced or were otherwise undeliverable.

[47] lead source = partner lead registration

[48] <https://druva2.my.salesforce.com/00O38000004bHTx>

[49] <https://druva2.my.salesforce.com/00O500000044CCg>