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Ad Campaign Summary

February 25, 2013

Overview:

LE Johnson, represented by the Walt Denny Inc. ad agency, contracted with AsktheBuilder.com to deliver 10,000 clicks to the LE Johnson website from December 1, 2012 until November 30, 2013.

One promotion was done by AsktheBuilder.com during the month of December. This happened on December 19, 2012.

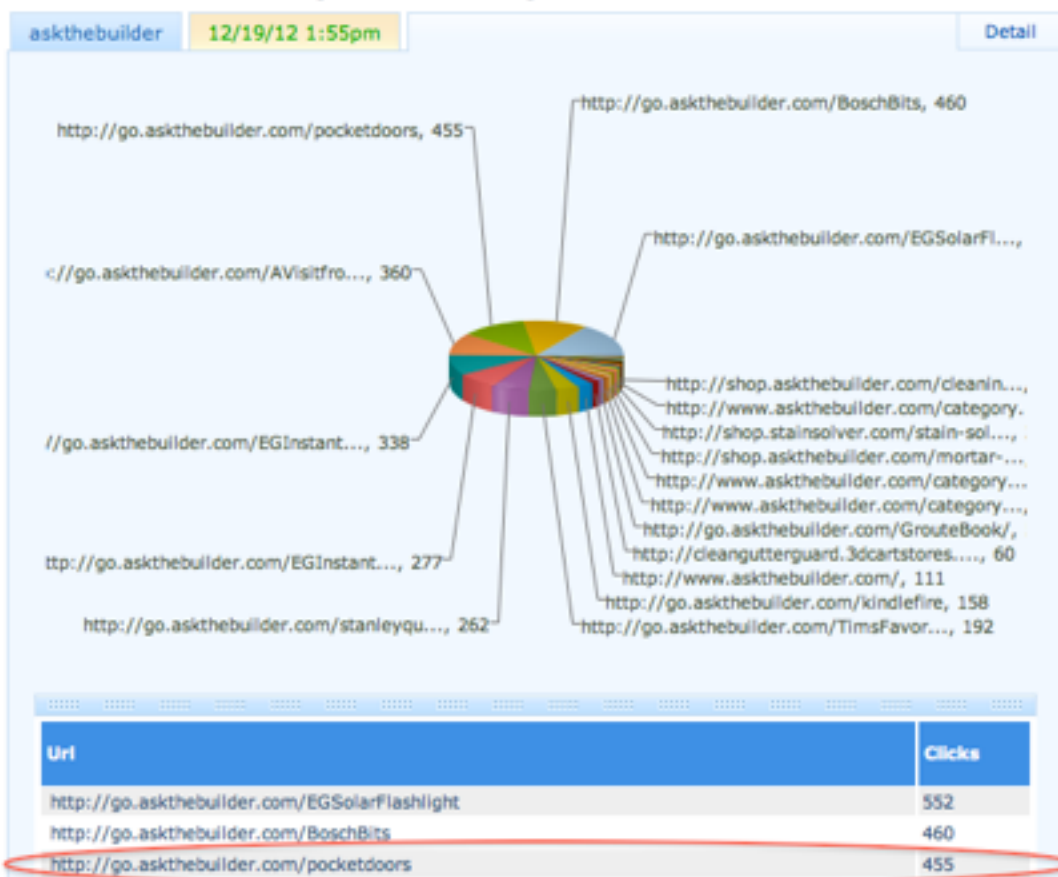
The next big push was a five-day treasure hunt event that began on January 15, 2013 and concluded on January 20, 2013.

December 19th Statistics:

This mention in the newsletter generated 455 clicks as of 2-25-2013.

Clicks for Broadcast sent on 12/19/12 1:55pm

Overall breakdown of message clicks for a message

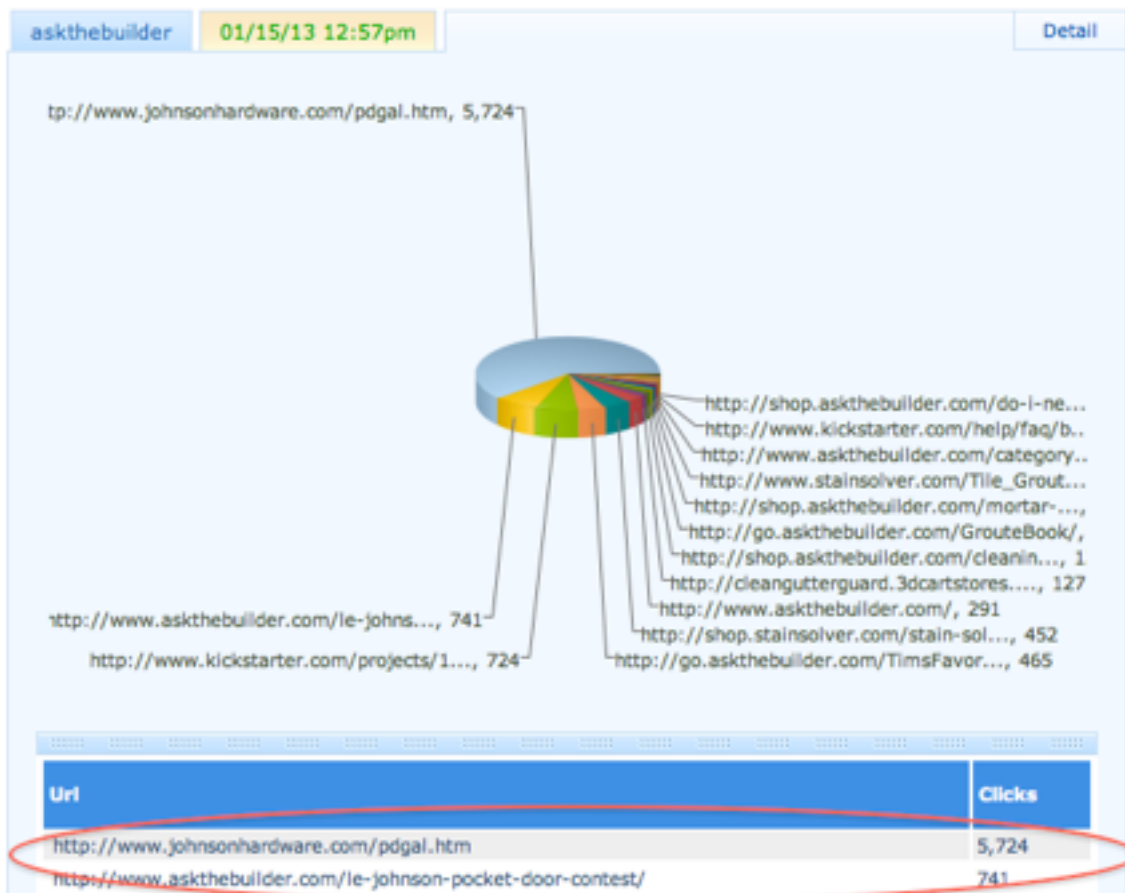


January 15, 2013:

This was the first day of the treasure hunt announcement. As of 2-25-2013, it's generated 5,724 clicks via a direct link in the newsletter and 423 clicks via a secondary link to the LE Johnson website from a landing page at AsktheBuilder.com.

Clicks for Broadcast sent on 01/15/13 12:57pm

Overall breakdown of message clicks for a message



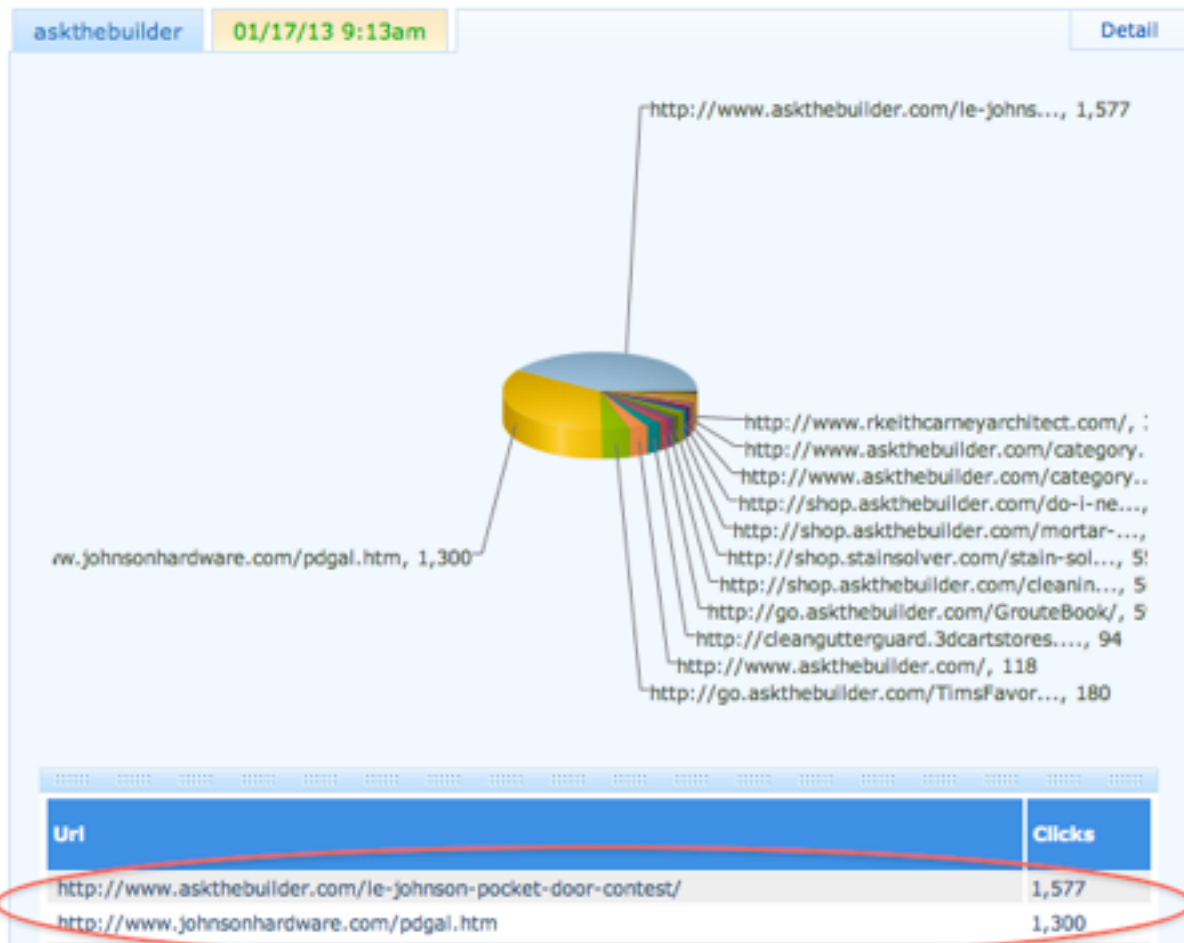
January 17, 2013:

This was a second message that went out because some people needed a verbal clue because of eyesight issues.

It generated 1,300 direct clicks to the LE Johnson website directly from the newsletter and 898 clicks via a secondary link from an AsktheBuilder.com contest landing page.

Clicks for Broadcast sent on 01/17/13 9:13am

Overall breakdown of message clicks for a message



January 20, 2013:

A final reminder email was sent to the newsletter list telling them that just a few hours remained to enter the treasure hunt contest.

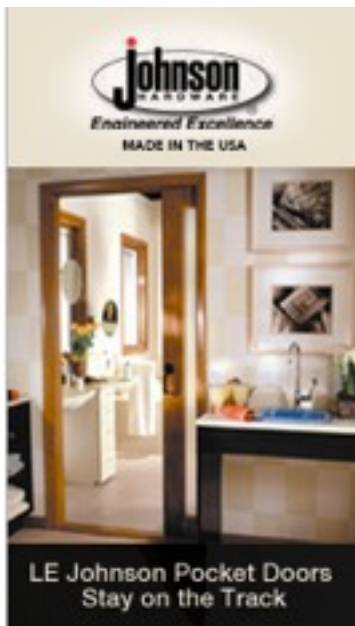
This generated 436 clicks to the LE Johnson website via a redirect tracking link created that day.

Report for token: lejohnsoncontest

Date	Count
2013-02-25	1
2013-02-22	1
2013-02-17	1
2013-02-13	1
2013-02-08	1
2013-02-07	2
2013-02-03	4
2013-02-02	1
2013-02-01	2
2013-01-30	1
2013-01-28	1
2013-01-27	1
2013-01-26	1
2013-01-25	2
2013-01-24	5
2013-01-23	14
2013-01-22	35
2013-01-21	65
2013-01-20	299

Graphic Ad in Sidebar of AsktheBuilder.com Newsletter:

A special graphic ad was created at the conclusion of the treasure hunt contest. This ad has run in every newsletter since the end of the treasure hunt contest. It's generated 1,005 clicks.



Report for token: lejohnsonsidead

Date	Count
2013-02-25	1
2013-02-23	5
2013-02-22	7
2013-02-21	1
2013-02-20	15
2013-02-19	35
2013-02-18	30
2013-02-17	55
2013-02-16	4
2013-02-15	4
2013-02-14	14
2013-02-13	34
2013-02-11	2
2013-02-10	7
2013-02-09	1
2013-02-08	7
2013-02-07	8
2013-02-06	11
2013-02-05	42
2013-02-04	33
2013-02-03	152
2013-02-02	2
2013-02-01	3
2013-01-31	6
2013-01-30	15
2013-01-29	56
2013-01-28	20
2013-01-27	26
2013-01-26	72
2013-01-25	303

Summary:

Since December 1, 2012, AsktheBuilder.com has delivered **10,241 clicks** to the LE Johnson website.

The data shows the treasure hunt concept was an overwhelming success, and the simple graphic ad in the right column has tremendous pulling power.

This report prepared by Tim Carter, Founder - www.AsktheBuilder.com

February 25, 2013