Week-4 Results Update

SAMPLE REPORT · FICTIONAL DATA

Example Plumbing & Drain · Westminster Q1 2027 · Spot w27q1-07 · Westminster's only featured plumber

4 WEEKS IN

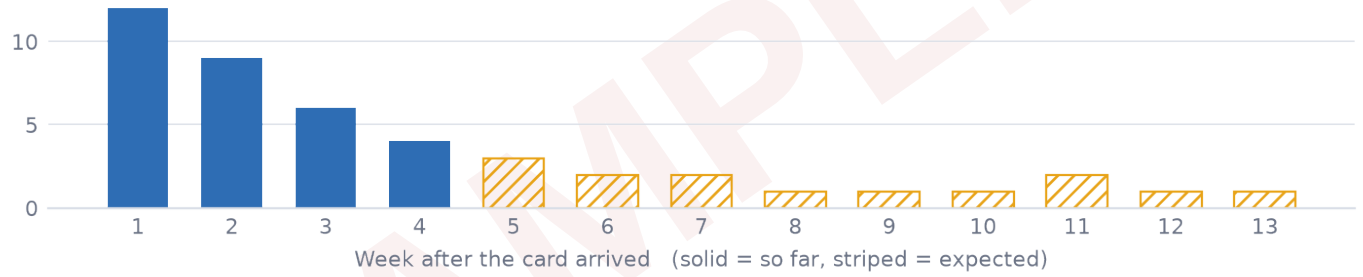
Based on sponsor-provided data so far: about $1,275 from 3 new customers.

Most cards are only about 67% of the way through their scans by week 4. The rest is still to come.

SO FAR

31	26	9	11
Scans	Different people	Tapped to call you	Visited your website

WHERE THIS QUARTER IS HEADING



Expected total this quarter: about 42–51 scans, based on how cards typically keep working after delivery. You're #4 of 15 ads on the card so far.

ONE QUICK WIN BEFORE THE NEXT CARD

Add a deadline to your offer ("through March 31"). Urgency lifts response.

YOUR RENEWAL WINDOW · 20 DAYS LEFT

Renew by March 1 to keep the plumber spot for next quarter.

After that date, the spot opens to any business in your category, including your competitors.

Founding advertiser: you keep 10% off the current rate as long as you renew (one skipped edition allowed).

Your full quarterly Business Intelligence Report arrives after week 13, with every number, your response data, and when your customers are deciding. To renew, reply to this report or email anthony@colo1st.com.

SAMPLE