



Year End Marketing Dashboard

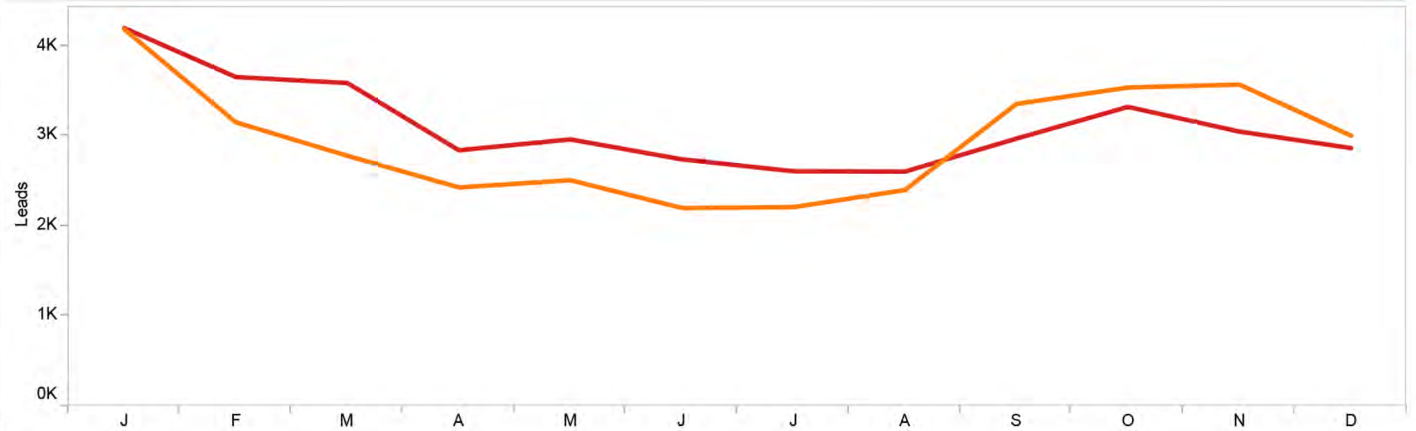


Epilog Laser Leads Dashboard

Leads to Date: 2014 vs. 2015

Month	2014	2015
January	4,181	4,194
February	3,149	3,651
March	2,778	3,585
April	2,426	2,839
May	2,507	2,959
June	2,199	2,738
July	2,208	2,606
August	2,397	2,602
September	3,353	2,968
October	3,535	3,320
November	3,568	3,046
December	3,001	2,863
Total	35,302	37,371

Leads to Date Chart



Lead Year
■ 2014
■ 2015

How Learned: 2014 vs. 2015

Source	2014	2015	% Change
Advertisement	2,625	2,313	-13.5%
Association List	8	0	
Cardpack	2,246	899	-149.8%
Direct Mail	5	59	91.5%
Existing Customer	799	598	-33.6%
Internet Search	20,901	23,886	12.5%
Referral	3,026	3,663	17.4%
Trade Show	5,277	5,563	5.1%
Webinar	328	270	-21.5%
Other Sources	87	120	27.5%
Grand Total	35,302	37,371	5.5%

How Contacted: 2014 vs. 2015

Method	2014	2015	% Change
Application Request	69	67	-3.0%
Chat System	81	88	8.0%
Distributor Supplied	531	615	13.7%
E-mail	25,463	29,112	12.5%
Other	231	9	-2466.7%
Phone	1,702	1,733	1.8%
Reader Response Card	616	536	-14.9%
Reply Card	1,689	148	-1041.2%
Technical Support	24	21	-14.3%
Trade Show Lead	4,576	4,778	4.2%
Webinar Lead	320	264	-21.2%
Total	35,302	37,371	5.5%

Biggest Lead Gains for 2015

Web: Instructables eNews	798
Search: Google	664
Referral: Friend	219
Web: You Tube	217
Trade Show: AWFS	153
Trade Show: NBM Long Beach	132
Trade Show: Houstex	122
Trade Show: Westec	113
Trade Show: FESPA	111
Trade Show: Eastec	110
Trade Show: Visual Impact Sydney	100
Trade Show: NBM Orlando	97
Referral: Distributor	88

Biggest Lead Losses for 2015

Web: Woodworker's Journal eZine	-1,064
Card: WSP (Workshop Sourcepack)	-512
Card: UOAP (Ultimate Outdoorsmen Actio..)	-504
Card: PWW (Products for Woodworkers)	-494
Trade Show: IMTS	-196
Trade Show: CES	-178
Trade Show: IWF	-169
Web: GlobalSpec Techs & Specs Newslett..	-154
Ad: Popular Woodworking	-148
Ad: The Family Handyman	-117
Trade Show: Woodworking	-116
Trade Show: Greenburg's Train & Toy Sho..	-83
Trade Show: NBM Charlotte	-76

Phone/Chat Leads

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Mark Schwarz	45	56	62	45	30	40	31	36	23	38	18	15	439
Bob Henry	43	42	49	41	22	40	22	22	29	32	21	18	381
Peck Sidara	19	35	46	41	37	26	28	34	23	14	36	37	376
Craig Nelson	26	27	36	28	21	22	19	16	21	22	9	12	259
Jon Stone	7	28	31	21	19	13	17	22	29	17	18	17	239
Jessica Carney	42	21	11	5	7	7	7	6	6	5	8	11	136
James Stanaway	3	7	8	11	18	6	15	11	5	6	8	6	104
Other	3	4	1		1	2	2			1	2		16
Total	188	220	244	192	155	156	141	147	136	135	120	116	1,950



2015 vs. 2014 Leads by Month

2015 Leads by Month

Distributor	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
International Distributo	734	534	593	566	713	714	565	620	598	733	711	683	7764
Engraving Concepts	442	500	372	306	323	228	262	284	289	462	332	332	4132
Dan Molchan	376	319	332	229	192	272	192	197	224	250	279	246	3108
Scott Jackson	264	293	235	221	184	147	164	176	241	195	201	168	2489
Tom Doran	300	232	202	239	155	166	161	192	182	218	184	181	2412
Steve Courtesy	394	243	197	159	151	137	310	122	236	153	155	148	2405
Roy Hatley	166	141	148	128	90	111	115	105	109	161	146	119	1539
Randy Sharp	168	122	123	73	90	96	98	91	101	102	122	104	1290
Terry Viles	169	144	132	79	101	80	61	77	87	103	87	87	1207
Mark Clements	158	107	92	85	120	71	111	74	104	88	87	87	1184
John Ketchem	129	132	138	86	83	96	87	85	106	82	73	78	1175
Tim Jasper	126	134	108	92	72	54	69	61	96	75	80	102	1069
Jeff Aichinger	114	109	120	66	75	50	51	62	119	80	64	78	988
Midwest Woodworking	61	84	135	43	58	94	37	57	32	45	121	43	810
Vic Cicchino	101	114	106	53	49	57	51	64	47	73	44	44	803
Scott Rushia	83	60	81	75	102	49	40	54	63	66	59	59	791
Synergy Products	73	66	59	70	71	83	31	37	58	83	59	50	740
Ryan Sprole	77	82	102	49	82	45	42	38	48	59	37	47	708
Gilles Frenette	114	96	128	80	44	17	16	29	29	25	31	22	631
Brad Wachowiak	70	59	79	34	39	33	39	51	31	51	53	49	588
Terry Fix		2	1	1	65	61	54	60	72	127	57	53	553
Allegheny Educational	16	11	15	19	27	14	4	9	20	19	11	18	183
Caribbean Awards	15	11	11	10	11	8	5	10	9	12	8	6	116
DEPCO, Inc.	3	15	14	11	8	7	1	12	5	10	7	8	101
First Technologies, Inc.	1	8	7	3	10	4	5	6	11	10	4	12	81
Saxton Bradley, Inc.	2	3	12	10	9	6	2	7	6	7	5	5	74
Teaching Systems, Inc.	6	8	9	7	7	2	5		9	4	3	5	65
Bob Henry	8	2	4	7	6	2	7	5	1	6	3	7	58
Buckeye Educational S	5	7	7	7	4	6	4	3	6	2	4	2	57
Advanced Educational	4	8	5	3	5	5	1	3	3	6	4	4	51
Diversified Educational	2	2	6	4	4	9	1	4	8	2	4	3	49
Klein Educational Syste	2	2	2	7	2	7	3	1	7	5	2	7	47
GSA/Epilog Laser	4		3	9	1		6	2	10	3	1		39
High Country Technolo	3	1	2	3	5	6	4			3	4	5	36
Jon Stone	1		5	1			2	3	1		4	1	18
Epilog Laser	1			2	1								4
Mark Schwarz	2			1				1					4
ID Integration				1									1
Peck Sidara						1							1
Totals	4194	3651	3585	2839	2959	2738	2606	2602	2968	3320	3046	2863	37371

2014 Leads by Month

Distributor	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
International Distributo	909	821	515	484	620	511	537	540	619	660	616	538	7370
Engraving Concepts	380	329	353	194	253	202	228	245	435	319	364	284	3586
Dan Molchan	306	274	240	226	159	244	187	194	312	330	406	285	3163
Scott Jackson	287	188	151	234	145	160	145	212	281	223	264	203	2493
Steve Cortesy	535	216	145	125	109	115	137	111	147	215	192	139	2186
Tom Doran	273	161	135	128	173	110	121	148	183	254	195	208	2089
Roy Hatley	161	111	94	96	76	91	103	112	152	132	217	149	1494
Randy Sharp	129	127	83	60	96	110	96	121	105	122	163	121	1333
Mark Clements	164	97	67	78	119	54	68	76	98	100	134	101	1156
John Ketchem	108	98	120	74	79	63	62	75	115	108	101	103	1106
Terry Viles	91	106	93	58	72	68	64	61	115	120	126	110	1084
Jeff Aichinger	104	70	87	72	48	56	69	74	115	121	98	86	1000
Gilles Frenette	102	61	99	62	116	37	53	63	84	100	101	96	974
Tim Jasper	138	80	66	107	65	47	53	58	74	101	101	82	972
Ryan Sprole	73	46	136	61	76	38	36	47	88	79	76	88	844
Vic Cicchino	67	58	96	61	57	50	47	44	90	74	77	79	800
Scott Rushia	83	61	53	52	67	47	44	56	66	123	60	81	793
Midwest Woodworking	42	68	56	70	28	39	31	36	52	114	69	72	677
Synergy Products	62	48	42	50	67	67	38	27	62	93	55	64	675
Brad Wachowiak	72	55	94	57	19	40	39	39	60	51	73	54	653
Allegheny Educational	12	18	11	12	9	9	11	11	20	15	22	8	158
Caribbean Awards	10	9	6	5	3	9	7	4	9	13	7	4	86
DEPCO, Inc.	9	8	7	7	9	2	2	4	10	9	7	9	83
First Technologies, Inc.	8	13	2	6	7	3	2	3	3	17	7	7	78
Bob Henry	6	7	6	6	3	5	6	5	3	5	5	4	61
Teaching Systems, Inc.	4	3	1	7	8	3	2	3	9	7	8	4	59
Saxton Bradley, Inc.	7	3	1	10	4	1	2	3	5	5	3	2	46
GSA/Epilog Laser	4	2		2	1	2	8	7	10	6	2	2	46
Buckeye Educational S	2	4	4	6	5	5		4	2	4	3	3	42
Advanced Educational	3	3	3	3	3	3	3	3	8	6	2	2	42
Diversified Educational	2	1	4	5	1	2	4	2	6	2	4	9	42
Klein Educational Syste	3	3	5	2	2	2	1	3	5	3	4	2	35
High Country Technolo	4		2	2	2	2	1	3	5		1	1	23
Jon Stone	6				1	1			2	2			12
Epilog Laser	3				2	1		2		2		1	11
Peck Sidara	9				1								10
Terry Fix			1	1	2		1		1		2		8
Mark Schwarz	3			2				1			1		7
ID Integration				1					2		2		5
Totals	4181	3149	2778	2426	2507	2199	2208	2397	3353	3535	3568	3001	35302



2015 Lead Source ROI Report



Lead Source ROI 2015

By Revenue

Lead Source	YTD Revenue	Scheduled Cost	Sales	Existing Customers	2015 Leads	Avg Revenue Per Sale
Advertisement						
n/a	\$326,420	\$0	17	2	559	\$19,201
Ad: A&E	\$279,935	\$53,333	13	1	65	\$21,533
Ad: Engravers Journal	\$170,970	\$33,120	6	3	61	\$28,495
Ad: Sign & Digital Graphics	\$106,480	\$25,500	4		76	\$26,620
Ad: Wood Mag (Better Homes and Gardens)	\$62,475	\$17,184	5	1	234	\$12,495
Ad: Woodshop News	\$51,990	\$4,600	2		9	\$25,995
Ad: Graphics Pro	\$51,000	\$0	1		0	\$51,000
Ad: Small Business Opportunities	\$49,485	\$16,500	3		163	\$16,495
Ad: Popular Science	\$45,485	\$27,856	3		115	\$15,162
Ad: Custom Gift Retailer	\$44,490	\$0	2	2	0	\$22,245
Ad: Make Magazine	\$41,995	\$24,624	1	1	80	\$41,995
Ad: American Woodworker	\$31,995	\$0	1		1	\$31,995
Ad: Popular Mechanics	\$18,495	\$34,784	1		118	\$18,495
Ad: Wired Magazine	\$18,495	\$28,254	1		16	\$18,495
Ad: Handy	\$13,495	\$0	1		12	\$13,495
Ad: Signbuilder Illustrated	\$11,495	\$8,196	1	1	20	\$11,495
Ad: Woodworkers Journal	\$11,495	\$26,048	1		130	\$11,495
Total	\$1,336,195	\$299,999	63	11	1,659	\$21,209
Association List						
Association List: New ARA Member	\$133,960	\$0	8	4	0	\$16,745
Total	\$133,960	\$0	8	4		\$16,745
Cardpack						
Card: GL (Greenlinks)	\$82,475	\$0	5	5	0	\$16,495
Card: PWW (Products for Woodworkers)	\$69,975	\$11,500	5	1	140	\$13,995
n/a	\$59,990	\$0	2	1	445	\$29,995
Card: WSP (Workshop Sourcepack)	\$13,495	\$9,200	1		53	\$13,495
Total	\$225,935	\$20,700	13	7	638	\$17,380

Lead Source	YTD Revenue	Scheduled Cost	Sales	Existing Customers	2015 Leads	Avg Revenue Per Sale
Existing Customer						
n/a	\$3,386,815	\$0	144	144	598	\$23,520
Total	\$3,386,815	\$0	144	144	598	\$23,520
Internet Search						
n/a	\$11,892,970	\$0	583	109	15,570	\$20,400
Search: Google	\$3,831,225	\$356,120	165	28	4,292	\$23,220
Web: Engravers Journal Ad Express	\$355,410	\$0	18	4	308	\$19,745
Web: You Tube	\$174,945	\$0	11		877	\$15,904
Web: Engineering 360	\$153,960	\$124,500	8	1	204	\$19,245
Web: Fine Woodworking Banner	\$149,970	\$0	6		5	\$24,995
Web: Woodworker's Journal eZine	\$142,955	\$12,000	9		337	\$15,884
Web: Distributor Website	\$137,460	\$0	8		51	\$17,183
Web: Instructables.com	\$94,730	\$0	5		104	\$18,946
Web: GlobalSpec Techs & Specs Newsletter	\$79,985	\$158,574	3	1	115	\$26,662
Search: Bing	\$64,980	\$0	4		57	\$16,245
Search: Direct Industry	\$54,980	\$3,740	4		17	\$13,745
Web: GlobalSpec Machine Tools and Metal	\$48,990	\$13,425	2	1	97	\$24,495
Web: E-Bay	\$46,485	\$0	3		91	\$15,495
Web: Sawmill Creek	\$43,990	\$0	2		17	\$21,995
Web: GSA	\$41,245	\$0	2		7	\$20,623
Web: Pinterest	\$36,990	\$0	2		51	\$18,495
Web: Woodworker's Guild of America	\$36,490	\$0	2		19	\$18,245
Web: NBM Registration	\$34,995	\$17,000	1		20	\$34,995
Web: GlobalSpec Electronic Product Design	\$31,995	\$7,025	1		8	\$31,995
Web: American Woodworker eBlast	\$31,995	\$0	1		0	\$31,995
Web: Instructables eNews	\$29,985	\$22,000	3		886	\$9,995
Web: Popular Woodworking E-News	\$28,990	\$4,305	2		124	\$14,495
Website: e-Newsletter Signup	\$28,490	\$0	2	2	0	\$14,245
Web: Facebook	\$28,490	\$0	2		171	\$14,245
Web: A&E eNews	\$26,995	\$0	1		28	\$26,995
Website: A&E	\$20,995	\$0	1	1	0	\$20,995
Web: GlobalSpec Electronic Components E-	\$20,995	\$0	1		0	\$20,995
Web: WWGOA eNews	\$18,495	\$0	1		88	\$18,495
Web: NBM Indy E-mail Blast	\$18,495	\$0	1		0	\$18,495

Lead Source	YTD Revenue	Scheduled Cost	Sales	Existing Customers	2015 Leads	Avg Revenue Per Sale
Web: Fine Woodworking E-Newsletter	\$17,995	\$11,400	1		25	\$17,995
Web: A&E Home Page Banner	\$16,495	\$4,512	1	1	9	\$16,495
Web: Qmed	\$13,495	\$0	1		0	\$13,495
Web: Reddit	\$13,495	\$0	1		24	\$13,495
Search: Yahoo	\$10,995	\$0	1		58	\$10,995
Web: Popular Woodworking E-Blast	\$9,995	\$0	1		0	\$9,995
Web: e-Newsletter Signup	\$9,250	\$0	1		0	\$9,250
Total	\$17,800,395	\$734,601	861	148	23,660	\$20,674
n/a						
n/a	\$300,910	\$0	18		71	\$16,717
Total	\$300,910	\$0	18		71	\$16,717
Nationwide Customer						
n/a	\$609,760	\$0	48	46	34	\$12,703
Total	\$609,760	\$0	48	46	34	\$12,703
Other						
Other: Franchise List	\$27,990	\$0	2	1	0	\$13,995
Other: Cold Call	\$24,995	\$0	1		0	\$24,995
Other: Shark Tank	\$11,995	\$0	1		0	\$11,995
Other: Association List	\$11,495	\$0	1		0	\$11,495
Total	\$76,475	\$0	5	1		\$15,295
Referral						
Referral: Customer	\$2,507,695	\$0	120	6	883	\$20,897
Referral: Distributor	\$1,919,985	\$0	107	29	291	\$17,944
Referral: GSA	\$1,430,035	\$0	47	12	40	\$30,426
n/a	\$1,259,155	\$0	69	4	1,069	\$18,249
Referral: Friend	\$1,073,195	\$0	65	17	1,005	\$16,511
Referral: Fab Lab	\$535,840	\$0	32	1	146	\$16,745
Referral: Educational Distributor	\$340,925	\$0	15	2	12	\$22,728
Referral: TechShop	\$101,475	\$0	5	1	73	\$20,295
Referral: JDS Industries	\$94,985	\$0	3	2	5	\$31,662
Referral: Project Lead the Way	\$70,470	\$0	6	2	14	\$11,745

Lead Source	YTD Revenue	Scheduled Cost	Sales	Existing Customers	2015 Leads	Avg Revenue Per Sale
Referral: Kern Laser Systems	\$56,490	\$0	2		7	\$28,245
Referral: Competition	\$39,490	\$0	2		30	\$19,745
Referral: Crown Trophy	\$32,990	\$0	2		2	\$16,495
Referral: ARA	\$22,995	\$0	1		1	\$22,995
Referral: Ben Heck Show	\$20,995	\$0	1		27	\$20,995
Total	\$9,506,720	\$0	477	76	3,605	\$19,930

Trade Show

n/a	\$587,865	\$0	27	1	251	\$21,773
Trade Show: NBM Long Beach	\$545,410	\$0	20	5	142	\$27,271
Trade Show: Shot Show	\$516,930	\$0	17	5	380	\$30,408
Trade Show: IMTS	\$450,430	\$0	14	6	8	\$32,174
Trade Show: Design 2 Part	\$424,425	\$0	16	1	232	\$26,527
Trade Show: Woodworking	\$325,430	\$0	14	2	115	\$23,245
Trade Show: Westec	\$309,465	\$0	10	1	118	\$30,947
Trade Show: ARA Las Vegas	\$289,940	\$0	13	4	68	\$22,303
Trade Show: SEMA	\$237,960	\$0	8	2	194	\$29,745
Trade Show: Eastec	\$220,980	\$0	6		110	\$36,830
Trade Show: NBM Indy	\$217,940	\$0	12		154	\$18,162
Trade Show: SGIA	\$207,455	\$0	9	1	116	\$23,051
Trade Show: CES	\$199,450	\$0	10	1	256	\$19,945
Trade Show: AmCon	\$187,710	\$0	9		173	\$20,857
Trade Show: NBM Arlington	\$177,955	\$0	9	1	92	\$19,773
Trade Show: NBM Philadelphia	\$162,975	\$0	6	1	51	\$27,163
Trade Show: AERODEF	\$154,490	\$0	4	3	1	\$38,623
Trade Show: ISA Int'l	\$135,470	\$0	6		113	\$22,578
Trade Show: AWFS	\$131,470	\$0	6		155	\$21,912
Trade Show: BIG Show Orlando	\$126,480	\$0	4	4	0	\$31,620
Trade Show: ISS Fort Worth	\$123,485	\$0	4		169	\$30,871
Trade Show: Fabtech	\$116,990	\$0	3	2	104	\$38,997
Trade Show: ASI Long Beach	\$100,980	\$0	4	1	59	\$25,245
Trade Show: NBM	\$97,990	\$0	3		23	\$32,663
Trade Show: MD & M West	\$92,980	\$0	4		110	\$23,245
Trade Show: Maker-Faire SF	\$82,980	\$0	4		31	\$20,745
Trade Show: ARA Webinar	\$74,485	\$0	3	1	0	\$24,828

Lead Source	YTD Revenue	Scheduled Cost	Sales	Existing Customers	2015 Leads	Avg Revenue Per Sale
Trade Show: Maker-Faire NOCO	\$73,495	\$0	2		14	\$36,748
Trade Show: ISS Long Beach	\$71,480	\$0	4		170	\$17,870
Trade Show: SouthTec	\$66,500	\$0	1		50	\$66,500
Trade Show: ASI Dallas	\$62,980	\$0	4		70	\$15,745
Trade Show: MD & M	\$62,500	\$0	1		14	\$62,500
Trade Show: Texas Trophy Show	\$62,480	\$0	4	3	2	\$15,620
Trade Show: Distributor Product Showcase	\$60,990	\$0	2	1	2	\$30,495
Trade Show: ISS	\$60,490	\$0	2	1	8	\$30,245
Trade Show: A&E Webinar	\$56,490	\$0	2	1	0	\$28,245
Trade Show: Maker-Faire NYC	\$53,985	\$0	3		45	\$17,995
Trade Show: NBM Orlando	\$52,485	\$0	3	1	97	\$17,495
Trade Show: DAX (Decorated Apparel Expo)	\$46,490	\$0	2		100	\$23,245
Trade Show: ISS Atlantic City	\$45,990	\$0	2		84	\$22,995
Trade Show: NAMM	\$45,490	\$0	2		143	\$22,745
Trade Show: NBM Charlotte	\$44,985	\$0	3	1	1	\$14,995
Trade Show: MFG 4	\$41,995	\$0	1		0	\$41,995
Trade Show: IDEC (Interior Design Educator	\$39,490	\$0	2		33	\$19,745
Trade Show: TSI	\$37,995	\$0	1	1	0	\$37,995
Trade Show: ISS Orlando	\$37,995	\$0	1		66	\$37,995
Trade Show: MD & M East	\$36,490	\$0	2	1	44	\$18,245
Trade Show: Sign Show	\$29,995	\$0	1		6	\$29,995
Trade Show: IWF	\$28,490	\$0	2		6	\$14,245
Trade Show: Fab11	\$28,490	\$0	2		20	\$14,245
Trade Show: NBM Baltimore	\$26,995	\$0	1		0	\$26,995
Trade Show: Wisconsin Machine Tool	\$26,995	\$0	1		0	\$26,995
Trade Show: National Manufacturing Week	\$24,995	\$0	1	1	0	\$24,995
Trade Show: NBM Ft. Worth	\$24,995	\$0	1	1	0	\$24,995
Trade Show: NAMM (Summer)	\$24,995	\$0	1		45	\$24,995
Trade Show: ASI Chicago	\$22,995	\$0	1		1	\$22,995
Trade Show: NJ Woodworking Show	\$21,490	\$0	2	1	33	\$10,745
Trade Show: Pacific Coast Tool & Machine S	\$20,995	\$0	1		26	\$20,995
Trade Show: Visual Impact Sydney	\$20,995	\$0	1		101	\$20,995
Trade Show: ITEA	\$20,995	\$0	1		0	\$20,995
Trade Show: Fab Lab Symposium	\$18,495	\$0	1		9	\$18,495
Trade Show: Dallas Franchise Show	\$18,495	\$0	1		1	\$18,495

Lead Source	YTD Revenue	Scheduled Cost	Sales	Existing Customers	2015 Leads	Avg Revenue Per Sale
Trade Show: AIA (Amer. Institute of Archite	\$18,495	\$0	1		0	\$18,495
Trade Show: MMTS	\$17,995	\$0	1		0	\$17,995
Trade Show: Texas Technology Education Co	\$17,995	\$0	1		1	\$17,995
Trade Show: ISS Nashville	\$16,995	\$0	1		3	\$16,995
Trade Show: NNEP	\$16,495	\$0	1		38	\$16,495
Trade Show: Maker-Faire DC	\$16,495	\$0	1		50	\$16,495
Trade Show: ASI	\$13,495	\$0	1		2	\$13,495
Trade Show: Indy Woodworking Show	\$10,995	\$0	1		1	\$10,995
Trade Show: Houstex	\$9,250	\$0	1		122	\$9,250
Total	\$7,859,535	\$0	316	55	4,633	\$24,872
Webinar						
Webinar: GlobalSpec	\$350,950	\$31,000	11	1	269	\$31,905
Total	\$350,950	\$31,000	11	1	269	\$31,905

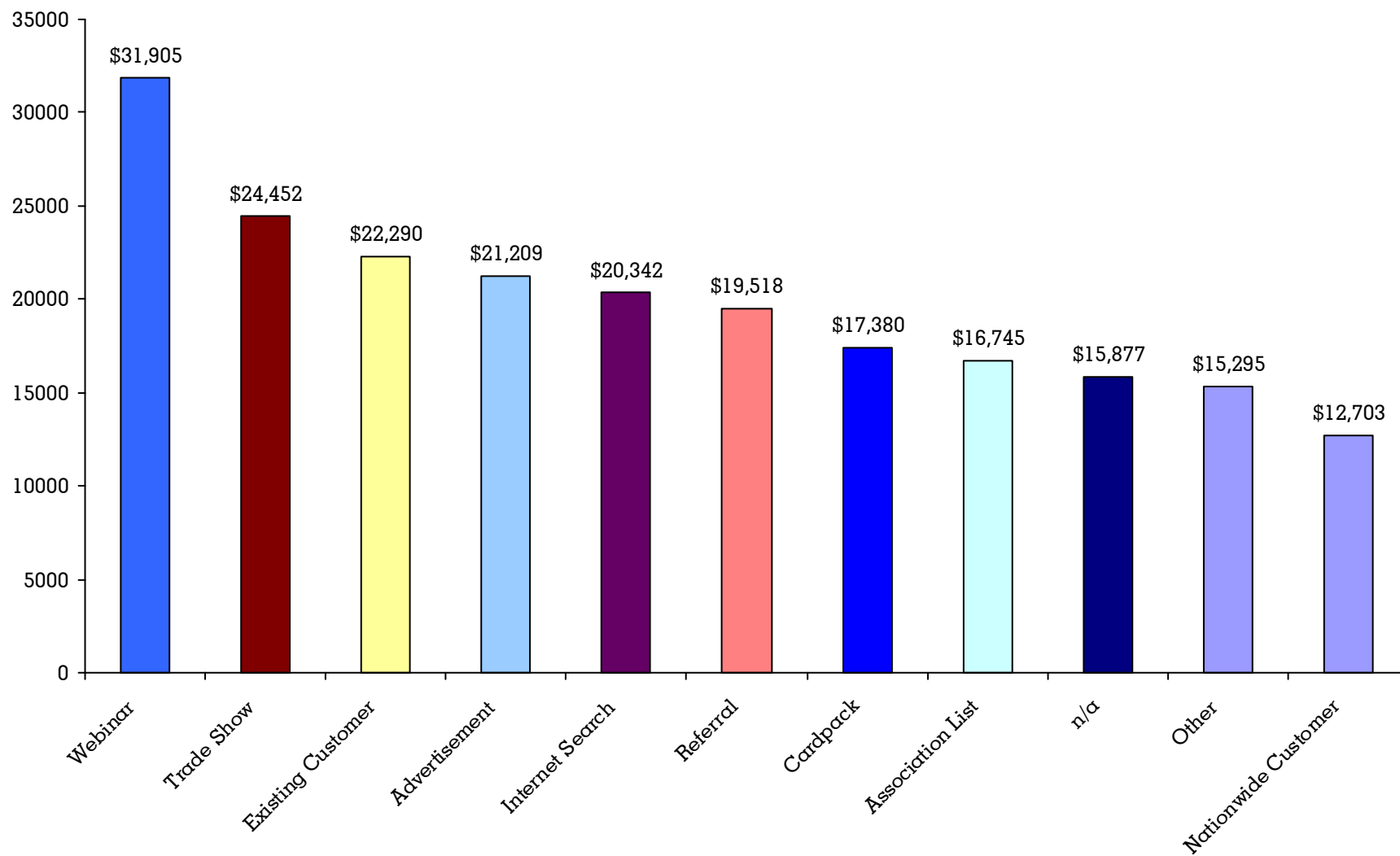
Total Revenue based on Recommended Sales Pricing



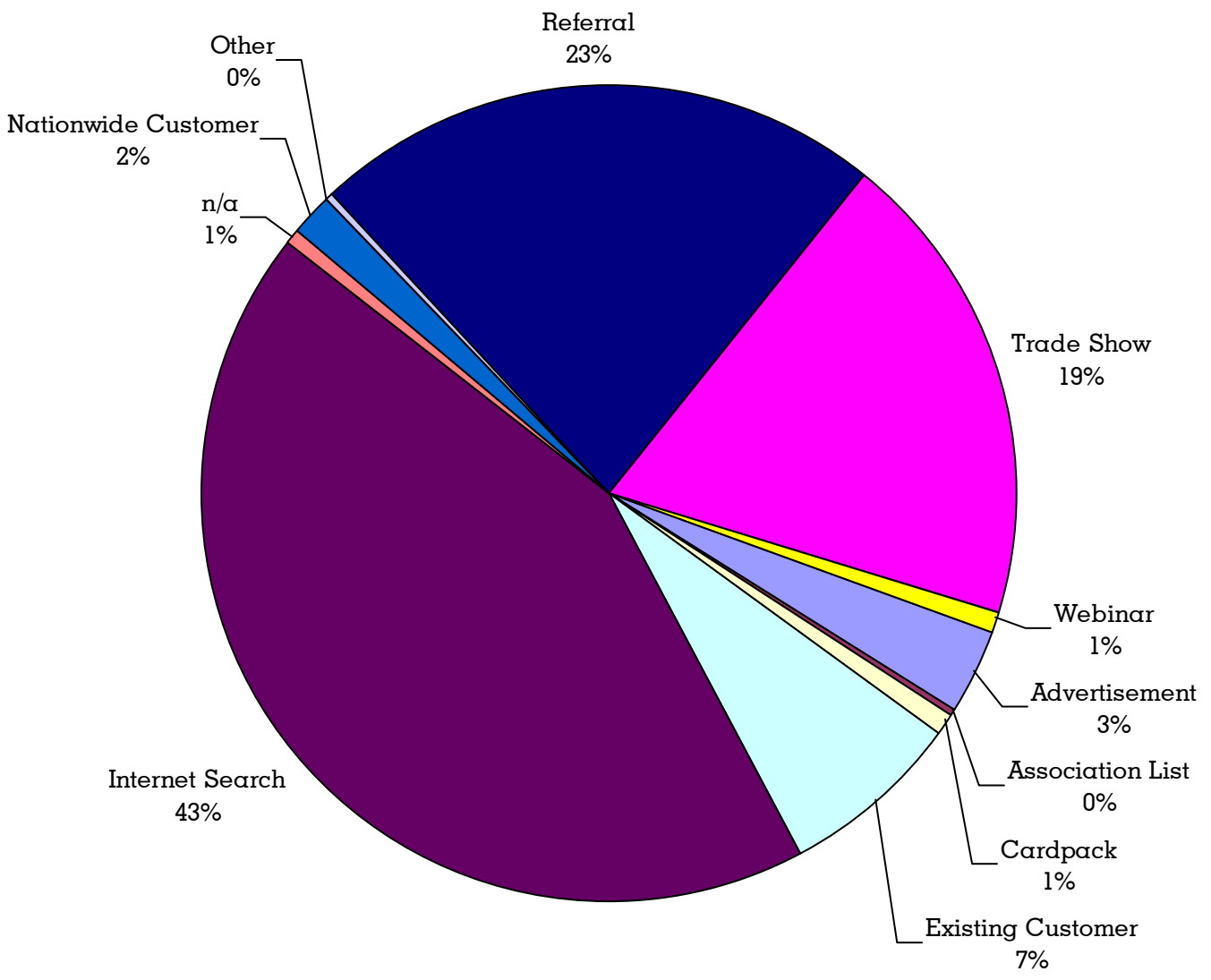
2015 Revenue Charts CO2 & Fiber



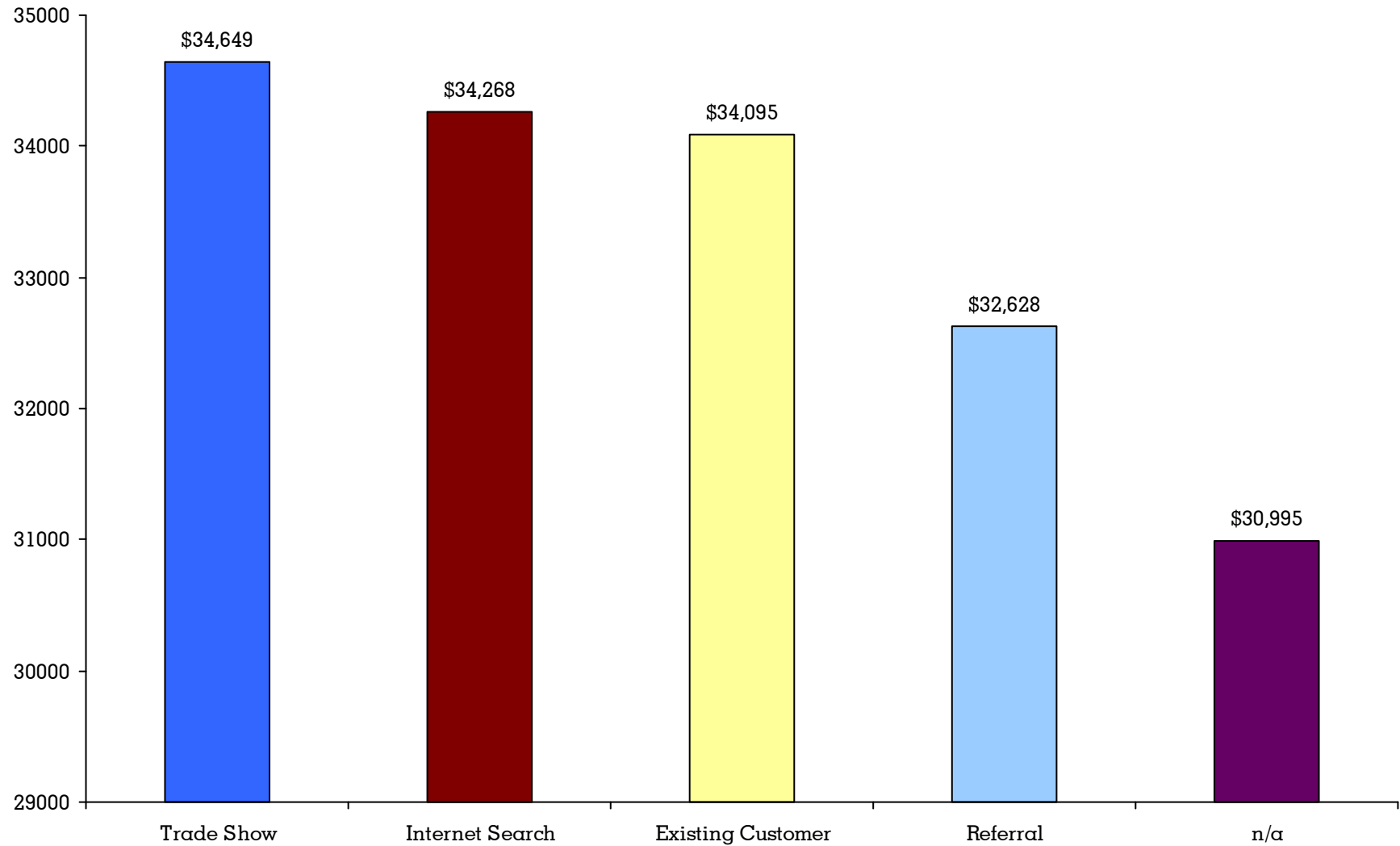
Average Revenue by Lead Source 2015 CO2 Laser



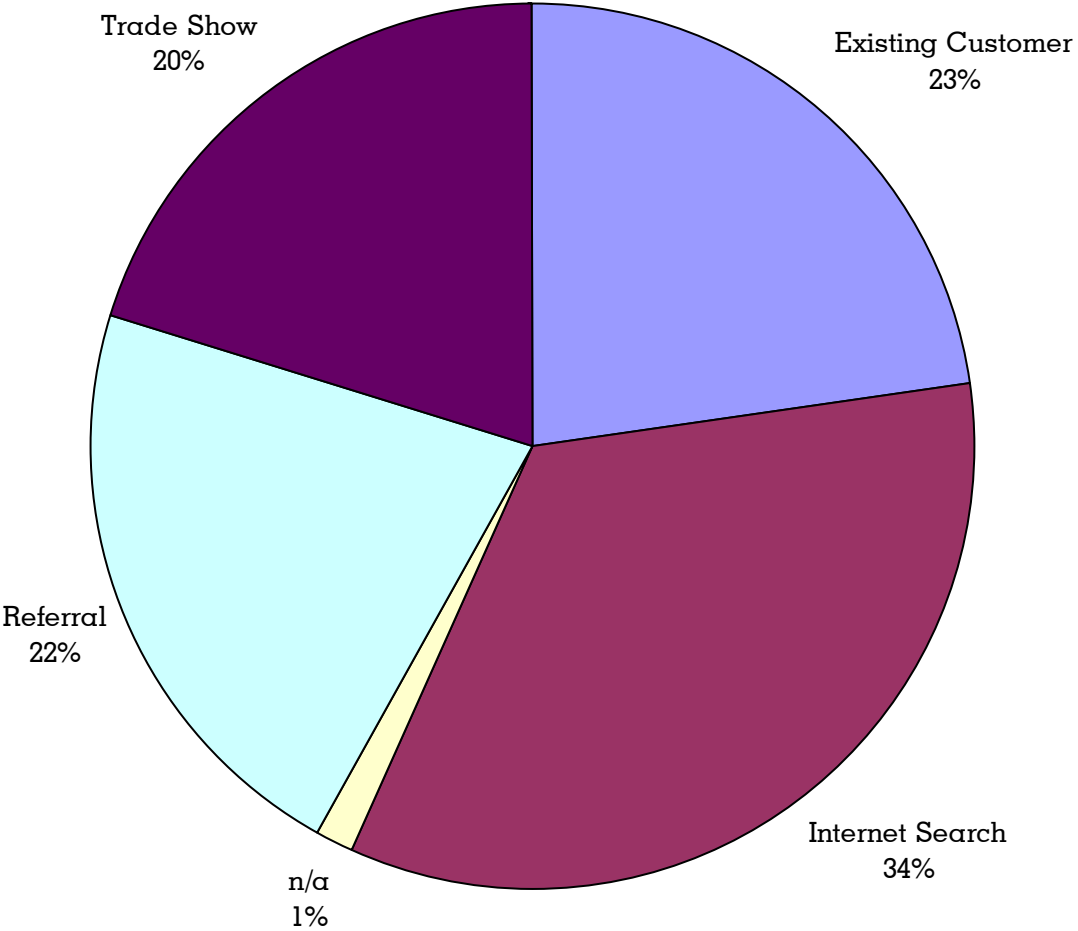
Percent of Revenue by Lead Source
2015 CO2 Laser



Average Revenue by Lead Source
2015 FiberMark Laser



Percent of Revenue by Lead Source
2015 FiberMark Laser





2015 Lead Source ROI (Sales & Non-Sales)

Lead Source ROI 2015

By Revenue

*Revenue calculated as average sales price.

Lead Source	Revenue	Scheduled Cost	Sales	2015 Leads	Revenue/Sale
Advertisement					
n/a	\$326,420	\$0	17	559	\$19,201
Ad: A&E	\$279,935	\$53,333	13	65	\$21,533
Ad: Engravers Journal	\$170,970	\$33,120	6	61	\$28,495
Ad: Sign & Digital Graphics	\$106,480	\$25,500	4	76	\$26,620
Ad: Wood Mag (Better Homes and Gardens)	\$62,475	\$17,184	5	234	\$12,495
Ad: Woodshop News	\$51,990	\$4,600	2	9	\$25,995
Ad: Graphics Pro	\$51,000	\$0	1	0	\$51,000
Ad: Small Business Opportunities	\$49,485	\$16,500	3	163	\$16,495
Ad: Popular Science	\$45,485	\$27,856	3	115	\$15,162
Ad: Custom Gift Retailer	\$44,490	\$0	2	0	\$22,245
Ad: Make Magazine	\$41,995	\$24,624	1	80	\$41,995
Ad: American Woodworker	\$31,995	\$0	1	1	\$31,995
Ad: Popular Mechanics	\$18,495	\$34,784	1	118	\$18,495
Ad: Wired Magazine	\$18,495	\$28,254	1	16	\$18,495
Ad: Handy	\$13,495	\$0	1	12	\$13,495
Ad: Woodworkers Journal	\$11,495	\$26,048	1	130	\$11,495
Ad: Signbuilder Illustrated	\$11,495	\$8,196	1	20	\$11,495
Ad: Manufacturing Engineering	\$0	\$23,640	0	4	\$0
Ad: Recognition Review	\$0	\$20,602	0	5	\$0
Ad: Popular Woodworking	\$0	\$18,360	0	383	\$0
Ad: Awards & Imaging	\$0	\$17,964	0	0	\$0
Ad: Fine Woodworking	\$0	\$14,351	0	83	\$0
Ad: Federal Buyers Guide	\$0	\$7,500	0	0	\$0
Ad: SignCraft Magazine	\$0	\$7,400	0	9	\$0
Ad: FDMC	\$0	\$7,200	0	12	\$0
Ad: Woodcraft Magazine	\$0	\$7,000	0	53	\$0
Ad: Visual Impact Magazine	\$0	\$6,000	0	0	\$0
Ad: IWA Outdoor Classics Show Daily	\$0	\$5,433	0	3	\$0
Ad: NBM Directory Ads	\$0	\$5,100	0	1	\$0
Ad: Musical Merchandise Review (MMR)	\$0	\$4,900	0	9	\$0
Ad: NBM Billboards	\$0	\$4,250	0	0	\$0

Lead Source	Revenue	Scheduled Cost	Sales	2015 Leads	Revenue/Sale
Ad: Woodworking Network	\$0	\$4,050	0	1	\$0
Ad: FF Journal	\$0	\$3,800	0	3	\$0
Ad: IWA News Preview	\$0	\$3,549	0	0	\$0
Ad: PPAI	\$0	\$2,500	0	0	\$0
Ad: Australian Wood Review	\$0	\$2,462	0	13	\$0
Ad: A&E 2011 Calendar	\$0	\$2,200	0	0	\$0
Ad: SEEN (Southeast Education Network)	\$0	\$2,135	0	0	\$0
Ad: Visual Impact 2015 Planner	\$0	\$1,600	0	0	\$0
Ad: Music Trades	\$0	\$1,600	0	1	\$0
Ad: APA Program Guide	\$0	\$1,300	0	0	\$0
Ad: AmCon Denver Show Directory	\$0	\$400	0	0	\$0
Total	\$1,336,195	\$475,295	63	2,239	\$21,209

Association List

Association List: New ARA Member	\$133,960	\$0	8	0	\$16,745
Total	\$133,960	\$0	8		\$16,745

Cardpack

Card: GL (Greenlinks)	\$82,475	\$0	5	0	\$16,495
Card: PWW (Products for Woodworkers)	\$69,975	\$11,500	5	140	\$13,995
n/a	\$59,990	\$0	2	445	\$29,995
Card: WSP (Workshop Sourcepack)	\$13,495	\$9,200	1	53	\$13,495
Card: UOAP (Ultimate Outdoorsmen Action)	\$0	\$23,000	0	210	\$0
Card: DIY @Home	\$0	\$11,500	0	43	\$0
Total	\$225,935	\$55,200	13	891	\$17,380

Existing Customer

n/a	\$3,386,815	\$0	144	598	\$23,520
Total	\$3,386,815	\$0	144	598	\$23,520

Internet Search

n/a	\$11,892,970	\$0	583	15,570	\$20,400
Search: Google	\$3,831,225	\$356,120	165	4,292	\$23,220
Web: Engravers Journal Ad Express	\$355,410	\$0	18	308	\$19,745
Web: You Tube	\$174,945	\$0	11	877	\$15,904
Web: Engineering 360	\$153,960	\$124,500	8	204	\$19,245

Lead Source	Revenue	Scheduled Cost	Sales	2015 Leads	Revenue/Sale
Web: Fine Woodworking Banner	\$149,970	\$0	6	5	\$24,995
Web: Woodworker's Journal eZine	\$142,955	\$12,000	9	337	\$15,884
Web: Distributor Website	\$137,460	\$0	8	51	\$17,183
Web: Instructables.com	\$94,730	\$0	5	104	\$18,946
Web: GlobalSpec Techs & Specs Newsletter	\$79,985	\$158,574	3	115	\$26,662
Search: Bing	\$64,980	\$0	4	57	\$16,245
Search: Direct Industry	\$54,980	\$3,740	4	17	\$13,745
Web: GlobalSpec Machine Tools and Metal	\$48,990	\$13,425	2	97	\$24,495
Web: E-Bay	\$46,485	\$0	3	91	\$15,495
Web: Sawmill Creek	\$43,990	\$0	2	17	\$21,995
Web: GSA	\$41,245	\$0	2	7	\$20,623
Web: Pinterest	\$36,990	\$0	2	51	\$18,495
Web: Woodworker's Guild of America	\$36,490	\$0	2	19	\$18,245
Web: NBM Registration	\$34,995	\$17,000	1	20	\$34,995
Web: GlobalSpec Electronic Product Design	\$31,995	\$7,025	1	8	\$31,995
Web: American Woodworker eBlast	\$31,995	\$0	1	0	\$31,995
Web: Instructables eNews	\$29,985	\$22,000	3	886	\$9,995
Web: Popular Woodworking E-News	\$28,990	\$4,305	2	124	\$14,495
Web: Facebook	\$28,490	\$0	2	171	\$14,245
Website: e-Newsletter Signup	\$28,490	\$0	2	0	\$14,245
Web: A&E eNews	\$26,995	\$0	1	28	\$26,995
Website: A&E	\$20,995	\$0	1	0	\$20,995
Web: GlobalSpec Electronic Components E-	\$20,995	\$0	1	0	\$20,995
Web: WWGOA eNews	\$18,495	\$0	1	88	\$18,495
Web: NBM Indy E-mail Blast	\$18,495	\$0	1	0	\$18,495
Web: Fine Woodworking E-Newsletter	\$17,995	\$11,400	1	25	\$17,995
Web: A&E Home Page Banner	\$16,495	\$4,512	1	9	\$16,495
Web: Reddit	\$13,495	\$0	1	24	\$13,495
Web: Qmed	\$13,495	\$0	1	0	\$13,495
Search: Yahoo	\$10,995	\$0	1	58	\$10,995
Web: Popular Woodworking E-Blast	\$9,995	\$0	1	0	\$9,995
Web: e-Newsletter Signup	\$9,250	\$0	1	0	\$9,250
Search: GlobalSpec	\$0	\$72,043	0	0	\$0
Web: GlobalSpec Oil & Gas	\$0	\$48,364	0	10	\$0
Web: GlobalSpec Electronic Device Design	\$0	\$10,775	0	48	\$0

Lead Source	Revenue	Scheduled Cost	Sales	2015 Leads	Revenue/Sale
Web: MDDIOnline.com	\$0	\$7,500	0	6	\$0
Web: Eng360 Industry Perspective	\$0	\$7,500	0	3	\$0
Web: NBM eDirect	\$0	\$6,000	0	0	\$0
Web: FWW Rectangle	\$0	\$6,000	0	0	\$0
Web: Instructables.com rectangle	\$0	\$5,555	0	0	\$0
Web: SDG eNews Sponsorship	\$0	\$5,250	0	5	\$0
Web: A&E E-Newsletter	\$0	\$5,040	0	3	\$0
Web: WOOD rectangle	\$0	\$4,500	0	0	\$0
Web: Visual Impact InView	\$0	\$4,000	0	0	\$0
Web: WWGOA rectangle	\$0	\$3,600	0	8	\$0
Web: NBM eBillboard	\$0	\$3,546	0	21	\$0
Web: A&E Product Connection	\$0	\$2,880	0	33	\$0
Web: A&E Billboard	\$0	\$2,875	0	0	\$0
Web: Instructables.com Sticky Ad	\$0	\$2,777	0	3	\$0
Web: woodworkingnetwork.com	\$0	\$2,500	0	11	\$0
Web: Instructables.com banner	\$0	\$2,222	0	2	\$0
Web: NBM Show Special eBlast	\$0	\$2,010	0	0	\$0
Web: A&E Digital Sponsorship	\$0	\$1,050	0	8	\$0
Web: fdmedigital.com	\$0	\$1,050	0	5	\$0
Web: Woodworking Network Custom eBlast	\$0	\$1,000	0	1	\$0
Web: SDG Digital Sponsorship	\$0	\$575	0	0	\$0
Web: SBI Rectangle	\$0	\$414	0	0	\$0
Web: SBI Leaderboard	\$0	\$414	0	0	\$0
Total	\$17,800,395	\$944,041	861	23,827	\$20,674

n/a

n/a	\$300,910	\$0	18	71	\$16,717
Total	\$300,910	\$0	18	71	\$16,717

Nationwide Customer

n/a	\$609,760	\$0	48	34	\$12,703
Total	\$609,760	\$0	48	34	\$12,703

Other

Other: Franchise List	\$27,990	\$0	2	0	\$13,995
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Lead Source	Revenue	Scheduled Cost	Sales	2015 Leads	Revenue/Sale
Other: Cold Call	\$24,995	\$0	1	0	\$24,995
Other: Shark Tank	\$11,995	\$0	1	0	\$11,995
Other: Association List	\$11,495	\$0	1	0	\$11,495
Total	\$76,475	\$0	5		\$15,295

Referral

Referral: Customer	\$2,507,695	\$0	120	883	\$20,897
Referral: Distributor	\$1,919,985	\$0	107	291	\$17,944
Referral: GSA	\$1,430,035	\$0	47	40	\$30,426
n/a	\$1,259,155	\$0	69	1,069	\$18,249
Referral: Friend	\$1,073,195	\$0	65	1,005	\$16,511
Referral: Fab Lab	\$535,840	\$0	32	146	\$16,745
Referral: Educational Distributor	\$340,925	\$0	15	12	\$22,728
Referral: TechShop	\$101,475	\$0	5	73	\$20,295
Referral: JDS Industries	\$94,985	\$0	3	5	\$31,662
Referral: Project Lead the Way	\$70,470	\$0	6	14	\$11,745
Referral: Kern Laser Systems	\$56,490	\$0	2	7	\$28,245
Referral: Competition	\$39,490	\$0	2	30	\$19,745
Referral: Crown Trophy	\$32,990	\$0	2	2	\$16,495
Referral: ARA	\$22,995	\$0	1	1	\$22,995
Referral: Ben Heck Show	\$20,995	\$0	1	27	\$20,995
Total	\$9,506,720	\$0	477	3,605	\$19,930

Trade Show

n/a	\$587,865	\$0	27	251	\$21,773
Trade Show: NBM Long Beach	\$545,410	\$0	20	142	\$27,271
Trade Show: Shot Show	\$516,930	\$0	17	380	\$30,408
Trade Show: IMTS	\$450,430	\$0	14	8	\$32,174
Trade Show: Design 2 Part	\$424,425	\$0	16	232	\$26,527
Trade Show: Woodworking	\$325,430	\$0	14	115	\$23,245
Trade Show: Westec	\$309,465	\$0	10	118	\$30,947
Trade Show: ARA Las Vegas	\$289,940	\$0	13	68	\$22,303
Trade Show: SEMA	\$237,960	\$0	8	194	\$29,745
Trade Show: Eastec	\$220,980	\$0	6	110	\$36,830
Trade Show: NBM Indy	\$217,940	\$0	12	154	\$18,162

Lead Source	Revenue	Scheduled Cost	Sales	2015 Leads	Revenue/Sale
Trade Show: SGIA	\$207,455	\$0	9	116	\$23,051
Trade Show: CES	\$199,450	\$0	10	256	\$19,945
Trade Show: AmCon	\$187,710	\$0	9	173	\$20,857
Trade Show: NBM Arlington	\$177,955	\$0	9	92	\$19,773
Trade Show: NBM Philadelphia	\$162,975	\$0	6	51	\$27,163
Trade Show: AERODEF	\$154,490	\$0	4	1	\$38,623
Trade Show: ISA Int'l	\$135,470	\$0	6	113	\$22,578
Trade Show: AWFS	\$131,470	\$0	6	155	\$21,912
Trade Show: BIG Show Orlando	\$126,480	\$0	4	0	\$31,620
Trade Show: ISS Fort Worth	\$123,485	\$0	4	169	\$30,871
Trade Show: Fabtech	\$116,990	\$0	3	104	\$38,997
Trade Show: ASI Long Beach	\$100,980	\$0	4	59	\$25,245
Trade Show: NBM	\$97,990	\$0	3	23	\$32,663
Trade Show: MD & M West	\$92,980	\$0	4	110	\$23,245
Trade Show: Maker-Faire SF	\$82,980	\$0	4	31	\$20,745
Trade Show: ARA Webinar	\$74,485	\$0	3	0	\$24,828
Trade Show: Maker-Faire NOCO	\$73,495	\$0	2	14	\$36,748
Trade Show: ISS Long Beach	\$71,480	\$0	4	170	\$17,870
Trade Show: SouthTec	\$66,500	\$0	1	50	\$66,500
Trade Show: ASI Dallas	\$62,980	\$0	4	70	\$15,745
Trade Show: MD & M	\$62,500	\$0	1	14	\$62,500
Trade Show: Texas Trophy Show	\$62,480	\$0	4	2	\$15,620
Trade Show: Distributor Product Showcase	\$60,990	\$0	2	2	\$30,495
Trade Show: ISS	\$60,490	\$0	2	8	\$30,245
Trade Show: A&E Webinar	\$56,490	\$0	2	0	\$28,245
Trade Show: Maker-Faire NYC	\$53,985	\$0	3	45	\$17,995
Trade Show: NBM Orlando	\$52,485	\$0	3	97	\$17,495
Trade Show: DAX (Decorated Apparel Expo)	\$46,490	\$0	2	100	\$23,245
Trade Show: ISS Atlantic City	\$45,990	\$0	2	84	\$22,995
Trade Show: NAMM	\$45,490	\$0	2	143	\$22,745
Trade Show: NBM Charlotte	\$44,985	\$0	3	1	\$14,995
Trade Show: MFG 4	\$41,995	\$0	1	0	\$41,995
Trade Show: IDEC (Interior Design Educator)	\$39,490	\$0	2	33	\$19,745
Trade Show: ISS Orlando	\$37,995	\$0	1	66	\$37,995
Trade Show: TSI	\$37,995	\$0	1	0	\$37,995

Lead Source	Revenue	Scheduled Cost	Sales	2015 Leads	Revenue/Sale
Trade Show: MD & M East	\$36,490	\$0	2	44	\$18,245
Trade Show: Sign Show	\$29,995	\$0	1	6	\$29,995
Trade Show: Fab11	\$28,490	\$0	2	20	\$14,245
Trade Show: IWF	\$28,490	\$0	2	6	\$14,245
Trade Show: Wisconsin Machine Tool	\$26,995	\$0	1	0	\$26,995
Trade Show: NBM Baltimore	\$26,995	\$0	1	0	\$26,995
Trade Show: NAMM (Summer)	\$24,995	\$0	1	45	\$24,995
Trade Show: NBM Ft. Worth	\$24,995	\$0	1	0	\$24,995
Trade Show: National Manufacturing Week	\$24,995	\$0	1	0	\$24,995
Trade Show: ASI Chicago	\$22,995	\$0	1	1	\$22,995
Trade Show: NJ Woodworking Show	\$21,490	\$0	2	33	\$10,745
Trade Show: Visual Impact Sydney	\$20,995	\$0	1	101	\$20,995
Trade Show: Pacific Coast Tool & Machine S	\$20,995	\$0	1	26	\$20,995
Trade Show: ITEA	\$20,995	\$0	1	0	\$20,995
Trade Show: AIA (Amer. Institute of Archite	\$18,495	\$0	1	0	\$18,495
Trade Show: Dallas Franchise Show	\$18,495	\$0	1	1	\$18,495
Trade Show: Fab Lab Symposium	\$18,495	\$0	1	9	\$18,495
Trade Show: MMTS	\$17,995	\$0	1	0	\$17,995
Trade Show: Texas Technology Education C	\$17,995	\$0	1	1	\$17,995
Trade Show: ISS Nashville	\$16,995	\$0	1	3	\$16,995
Trade Show: NNEP	\$16,495	\$0	1	38	\$16,495
Trade Show: Maker-Faire DC	\$16,495	\$0	1	50	\$16,495
Trade Show: ASI	\$13,495	\$0	1	2	\$13,495
Trade Show: Indy Woodworking Show	\$10,995	\$0	1	1	\$10,995
Trade Show: Houstex	\$9,250	\$0	1	122	\$9,250
Total	\$7,859,535	\$0	316	4,633	\$24,872

Webinar

Webinar: GlobalSpec	\$350,950	\$31,000	11	269	\$31,905
Total	\$350,950	\$31,000	11	269	\$31,905

Total Revenue based on Recommended Sales Pricing