

# pr2go Statistics – June 2011

## Totals for June 2011

Total reach – 1,695,428

Total AVE – £77,033.81

Average client ROI – x 25.7 times

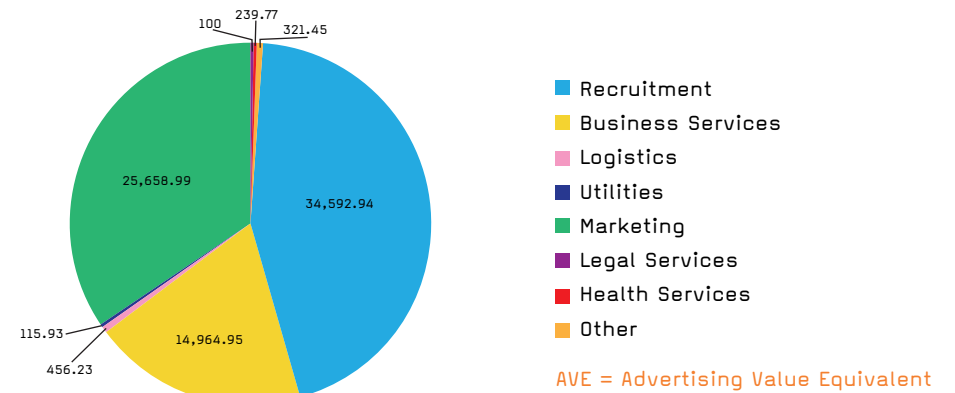
### Description:

Reach = number of people who read a pr2go story

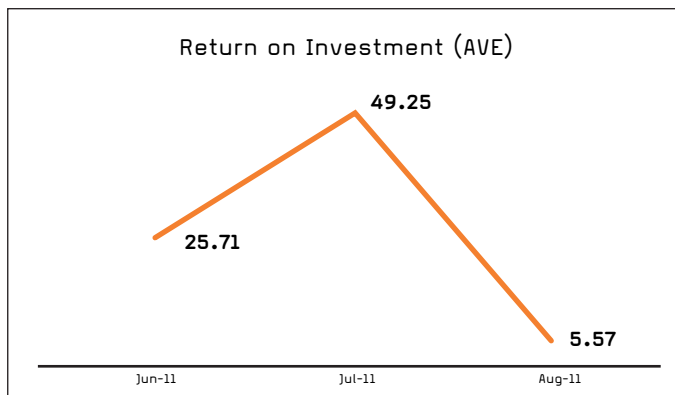
AVE = Advertising Value Equivalent

ROI = AVE/Client spend

## AVE by Industry Sector – June 2011

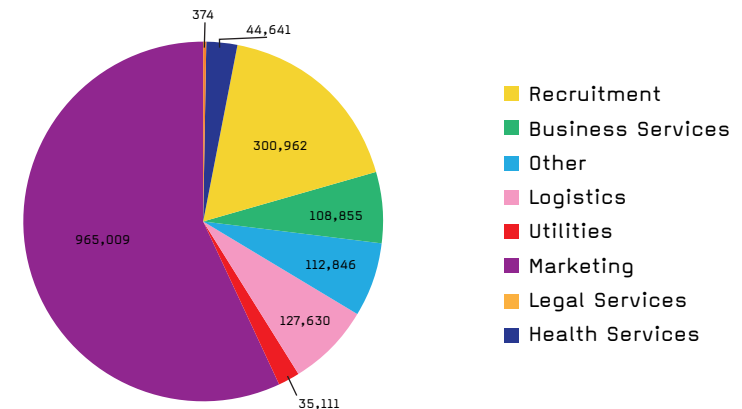


## Average ROI for clients – June, July, August



In June, on average, pr2go clients received 25.71 times return on their investment. This is calculated by AVE/client spend.

## Reach by Industry Sector – June 2011



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