

KI Lead Tracker - Lifetime (from 1 May 2020)																
Total Leads		765	Percentage	17%												
Website		129	Percentage	1%												
Social Media		6	Percentage	1%												
TAWK		10	Percentage	1%												
Tracked Calls (Website & Online Up Until July 13, 2021)		402	Percentage	53%												
Tracked Calls Website Only		47	Percentage	6%												
Tracked Calls Other Online Platforms		162	Percentage	21%												
Internal/Referral		9	Percentage	1%												
Type of Lead		262	Percentage	34%	SOURCE									Call Answered?		Notes
Polygraph		137	Percentage	18%	Website	Facebook	Tawk	Instagram	Internal Referral	Tracked Call Website	Tracked Call Online	Tracked Call Social Media	Yes	No		
Private Investigation		10	Percentage	1%												
Litigation Support		15	Percentage	2%												
Other		339	Percentage	31%												
Number	Name	Email	Phone	Received	Type of Lead	Website	Facebook	Tawk	Instagram	Internal Referral	Tracked Call Website	Tracked Call Online	Tracked Call Social Media	Yes	No	Notes
1				31-Jan-2022	Private Investigation	x										pricing for PI services
2				28-Jan-2022	Polygraph	x										
3				28-Jan-2022	Polygraph						x			x		Polygraph, but for child so unable to do it.
4				28-Jan-2022	Private Investigation							x			x	asking for call back to discuss a case
5				26-Jan-2022	Private Investigation	x										looking for cost and information
6				26-Jan-2022	Private Investigation							x		x		divorce investigation
7				26-Jan-2022	Private Investigation						x			x		information about private investigator
8				25-Jan-2022	Polygraph	x					x			x		booking a polygraph
9				24-Jan-2022	Other	x					x			x		Crash reconstruction - not a service offered
10				24-Jan-2022	Polygraph						x			x		Looking for polygraph (travel to meet halfway to Alabama)
11				24-Jan-2022	Private Investigation						x			x		Process Serving for Order of Protection on Stalker
12				24-Jan-2022	Private Investigation						x			x		gathering evidence for harassment
13				24-Jan-2022	Polygraph						x			x		looking for polygraph price for infidelity
14				24-Jan-2022	Private Investigation						x			x		deleted images recovered on phone
15				22-Jan-2022	Private Investigation	x										background check and other issues
16				21-Jan-2022	Polygraph						x				x	polygraph test
17				21-Jan-2022	Polygraph						x				x	wants to book polygraph
18				20-Jan-2022	Private Investigation						x				x	PI for infidelity investigation
19				20-Jan-2022	Litigation Support						x			x		Attorney looking for help on Sam Sowers polygraph for trial
20				19-Jan-2022	Private Investigation	x									x	surveillance on boyfriend to determine cheating or not
21				19-Jan-2022	Other						x				x	Asking for call back, no details left (multiple calls/messages)
22				18-Jan-2022	Other						x				x	Asking for call back, no details left
23				17-Jan-2022	Polygraph	x										polygraph to prove not cheating
24				17-Jan-2022	Other						x				x	asking for call back, no details left
25				17-Jan-2022	Private Investigation							x		x		Background check, custody battle
26				14-Jan-2022	Polygraph						x			x		pricing for polygraph
27				14-Jan-2022	Other						x			x		Accident Reconstruction - not sure this is something you offer?
28				13-Jan-2022	Private Investigation						x			x		Surveillance of grandchildren to confirm safety
29				12-Jan-2022	Private Investigation						x			x		surveillance on injury lawsuit
30				11-Jan-2022	Polygraph	x						x		x		polygraph for spouse
31				11-Jan-2022	Polygraph	x						x		x		test for spouse regarding porn addiction
32				11-Jan-2022	Polygraph	x								x	x	pricing and info on polygraph
33				10-Jan-2022	Security Guards	x										fri and sat 9pm to 7am
34				8-Jan-2022	Private Investigation	x										background check/resume check
35				7-Jan-2022	Other	x										photo enhancement of security image
36				7-Jan-2022	Private Investigation						x				x	Locating Someone in Knoxville Area
37				7-Jan-2022	Private Investigation							x		x		Investigator to trace someone who tried to shoot her
38				6-Jan-2022	Polygraph	x										Polygraph for spouse
39				4-Jan-2022	Private Investigation						x			x		investigation into wife's affair
40				4-Jan-2022	Private Investigation						x			x		Wants to discuss some issues she has
41				3-Jan-2022	Polygraph						x				x	polygraph regarding cheating
42				1-Jan-2022	Polygraph	x										Concerns over spouse lying
43				31-Dec-2021	Private Investigation							x			x	Help with case involving son's death
44				29-Dec-2021	Polygraph	x										husband accusing wife of cheating
45				29-Dec-2021	Private Investigation							x		x		missing child
46				28-Dec-2021	Private Investigation	x										PI for custody case
47				27-Dec-2021	Polygraph						x			x		Polygraph for therapy disclosure
48				27-Dec-2021	Litigation Support						x			x		Process Serving & Background Check
49				27-Dec-2021	Litigation Support						x			x		Follow up on surveillance request for attorney
50				27-Dec-2021	Polygraph							x			x	price on polygraph
51				25-Dec-2021	Private Investigation	x										PI for custody case
52				21-Dec-2021	Private Investigation						x			x		infidelity investigation
53				21-Dec-2021	Private Investigation						x			x		private investigator - no details left
54				20-Dec-2021	Polygraph						x			x		polygraph for herself
55				19-Dec-2021	Polygraph	x										polygraph for couple
56				17-Dec-2021	Private Investigation						x				x	Attorney looking for help on dramshop case
57				16-Dec-2021	Polygraph	x										Polygraph to prove to wife he is faithful
58				16-Dec-2021	Polygraph							x			x	pricing on polygraph
59				15-Dec-2021	Private Investigation						x			x		Query about gang stalking case
60				15-Dec-2021	Polygraph						x				x	Polygraph
61				15-Dec-2021	Polygraph						x				x	Polygraph
62				14-Dec-2021	Private Investigation						x			x		Private Investigation/Surveillance
63				13-Dec-2021	Polygraph						x				x	
64				13-Dec-2021	Private Investigation						x				x	Online Sander Issue
65				13-Dec-2021	Polygraph						x				x	Polygraph cost
66				12-Dec-2021	Polygraph	x										wants to book polygraph
67				12-Dec-2021	Polygraph							x			x	polygraph for girlfriend
68				10-Dec-2021	Polygraph						x				x	rescheduling polygraph appointment
69				9-Dec-2021	Polygraph						x				x	relationship polygraph info
70				9-Dec-2021	Polygraph						x				x	counselor looking to discuss client's polygraph disclosure
71				9-Dec-2021	Polygraph						x				x	polygraph for fiance
72				8-Dec-2021	Polygraph						x			x		Polygraph to prove she is not lying
73				8-Dec-2021	Other						x				x	asked for call back no details
74				8-Dec-2021	Private Investigation						x			x		issue with checking electronic devices for pornography
75				7-Dec-2021	Polygraph							x			x	Looking to book January 11 or 12 for polygraph
76				5-Dec-2021	Polygraph	x										cheating boyfriend
77				3-Dec-2021	Private Investigation	x										set up at work to lose job looking for evidence
78				3-Dec-2021	Polygraph							x			x	pricing on polygraph
79				2-Dec-2021	Private Investigation	x										Surveillance & Social Media Search
80				2-Dec-2021	Security Guards						x					Looking for security guard for construction site for 2-4 weeks
81				2-Dec-2021	Polygraph						x				x	
82				1-Dec-2021	Private Investigation	x					x				x	Stalking/Harassment Issue (Called + Emailed)
83				1-Dec-2021	Polygraph							x				
84				30-Nov-2021	Private Investigation							x		x		Background Check
85				29-Nov-2021	Polygraph							x		x		Polygraph Pricing
86				29-Nov-2021	Polygraph							x		x		Polygraph information
87				26-Nov-2021	Polygraph							x		x		directions to appointment
88				23-Nov-2021	Private Investigation							x			x	
89				22-Nov-2021	Other							x			x	
90				20-Nov-2021	Other							x			x	
91				19-Nov-2021	Other							x			x	
92				18-Nov-2021	Private Investigation	x										investigation into husband for infidelity
93				18-Nov-2021	Other							x			x	call back for consultation
94				18-Nov-2021	Polygraph							x			x	Booked polygraph for Dec 16 for disclosure
95				18-Nov-2021	Other							x			x	
96				18-Nov-2021	Polygraph							x			x	
97				17-Nov-2021	Private Investigation							x			x	investigation into neighbor
98				16-Nov-2021	Polygraph							x			x	
99				16-Nov-2021	Polygraph						x				x	call back to discuss polygraph
100				16-Nov-2021	Polygraph						x				x	looked in polygraph on nov 18
101				14-Nov-2021	Private Investigation							x			x	Child custody
102				12-Nov-2021	Polygraph							x			x	Polygraph to clear up incident at work
103				10-Nov-2021	Polygraph	x										false accusations from stepson
104				9-Nov-2021	Polygraph	x										Polygraph for infidelity
105				9-Nov-2021	Polygraph							x			x	looking to rebook after no-show
106				9-Nov-2021	Polygraph							x			x	Interested in Polygraph (I think this is Britney's partner - same number)
107				8-Nov-2021	Private Investigation						x			x		PI for Affair (mentioned website)
108				8-Nov-2021	Private Investigation							x			x	PI to obtain surveillance footage
109				8-Nov-2021	Other							x			x	
110				5-Nov-2021	Private Investigation				x							Custody Case - Ten Mile Area
111				5-Nov-2021	Polygraph							x			x	Following up on test results for Lauren
112				5-Nov-2021	Private Investigation								x		x	

499	29-Jan-2021	Other											x			
500	28-Jan-2021	Other											x			
501	28-Jan-2021	Other											x			
502	27-Jan-2021	Polygraph											x		Lawyer (Seeking Polygraph for Client)	
503	26-Jan-2021	Other											x		Inquiring about services	
504	26-Jan-2021	Other											x			
505	25-Jan-2021	Polygraph											x			
506	25-Jan-2021	Other											x			
507	25-Jan-2021	Polygraph											x			
508	25-Jan-2021	Other											x			
509	25-Jan-2021	Polygraph											x			
510	25-Jan-2021	Private Investigations											x			
511	22-Jan-2021	Polygraph											x		Looking for pricing information	
512	22-Jan-2021	Polygraph											x		looking for polygraph pricing	
513	22-Jan-2021	Private Investigation					x								cheating spouse	
514	21-Jan-2021	Private Investigation												x	Attorney for PI Work & Process Serving	
515	21-Jan-2021	Polygraph												x	Polygraph to Disprove Molestation Accusation	
516	21-Jan-2021	Other											x		No Message	
517	19-Jan-2021	Polygraph											x		Booking Polygraph - Fri 10.30am	
518	19-Jan-2021	Other											x		No Message	
519	19-Jan-2021	Polygraph											x		Attorney referring for polygraph in child custody	
520	19-Jan-2021	Polygraph											x			
521	18-Jan-2021	Other											x		No Message	
522	18-Jan-2021	Other											x		no message	
523	18-Jan-2021	Other											x		high school interview	
524	18-Jan-2021	Polygraph											x		ready to schedule polygraph	
525	15-Jan-2021	Polygraph											x		to schedule polygraph	
526	15-Jan-2021	Other											x			
527	14-Jan-2021	Other											x			
528	13-Jan-2021	Polygraph											x		Attorney for custody case polygraph	
529	13-Jan-2021	Polygraph					x								polygraph to prove innocence in rape accusation	
530	12-Jan-2021	Polygraph												x	arranging polygraph for medical resident	
531	11-Jan-2021	Private Investigation												x	Locating Someone in the area	
532	11-Jan-2021	Private Investigation	x				x								PI services for family member	
533	9-Jan-2021	Private Investigation												x	Retrieve a Deleted Text Message	
534	8-Jan-2021	Polygraph												x	Existing Client - Discussing Report	
535	7-Jan-2021	Other												x		
536	7-Jan-2021	Polygraph												x	Checking for Direction	
537	6-Jan-2021	Other												x		
538	5-Jan-2021	Polygraph												x	Looking to Prove she is Truthful About Sexual Abuse Claims	
539	5-Jan-2021	Other												x	Just looking for a chat with Ken (fan from TV)	
540	4-Jan-2021	Polygraph												x	Polygraph for Donald Potter (existing attorney client)	
541	4-Jan-2021	Private Investigation												x	Custody Case (Attorney Laura Webb)	
542	2-Jan-2021	Polygraph												x		
543	1-Jan-2021	Polygraph												x	He says he sent screenshots on Facebook Messenger, but I don't see them on the business page messages.	
544	1-Jan-2021	Polygraph												x		
545	1-Jan-2021	Other												x	No Message	
546	1-Jan-2021	Other												x	No Message	
547	31-Dec-2020	Other												x	no message	
548	31-Dec-2020	Other												x		
549	30-Dec-2020	Other												x		
550	30-Dec-2020	Other												x		
551	30-Dec-2020	Polygraph												x	Follow up on Oct Test - to discuss results with her husband	
552	29-Dec-2020	Polygraph												x	Following up on Polygraph from previous day	
553	29-Dec-2020	Polygraph												x		
554	29-Dec-2020	Private Investigation												x		
555	28-Dec-2020	Private Investigation													Private Investigator Stolen Trailer - Stephen to Call him	
556	27-Dec-2020	Other												x	no message	
557	26-Dec-2020	Other												x	no message	
558	24-Dec-2020	Other												x	Unanswered	
559	24-Dec-2020	Other												x	Unanswered	
560	24-Dec-2020	Polygraph												x	Looking to Schedule Appointment. New Client	
561	23-Dec-2020	Other												x	No Message	
562	22-Dec-2020	Private Investigation												x	PI work for Cheating Spouse Found on Google	
563	22-Dec-2020	Other												x	No Message	
564	18-Dec-2020	Other	x													
565	17-Dec-2020	Private Investigation	x													
566	17-Dec-2020	Other												x	no message	
567	17-Dec-2020	Polygraph												x		
568	16-Dec-2020	Other												x		
569	15-Dec-2020	Polygraph												x	Wrong Number	
570	15-Dec-2020	Polygraph												x	Crak	
571	15-Dec-2020	Polygraph												x		
572	15-Dec-2020	Polygraph												x		
573	14-Dec-2020	Private Investigation												x	Surveillance for Malpractice	
574	10-Dec-2020	Other												x	no message	
575	10-Dec-2020	Private Investigation	x												Husband Cheating looking for evidence for divorce	
576	10-Dec-2020	Polygraph												x	Booked Polygraph Dec16	
577	9-Dec-2020	Private Investigation												x	Referred to Stephen Williams	
578	8-Dec-2020	Polygraph												x	Looking for Same Day Test	
579	8-Dec-2020	Other												x	no message	
580	7-Dec-2020	Other												x	no message	
581	4-Dec-2020	Polygraph												x	Interested in Polygraph	
582	4-Dec-2020	Litigation Support												x	Process Serving Required	
583	4-Dec-2020	Other												x	no message	
584	4-Dec-2020	Other												x	no message	
585	4-Dec-2020	Polygraph												x	Lawyer looking for Polygraphs	
586	4-Dec-2020	Other												x	no message	
587	3-Dec-2020	Litigation Support												x	Existing Lawyer Client	
588	3-Dec-2020	Polygraph													Called to Book Earlier & again to discuss results	
589	3-Dec-2020	Other												x	no message	
590	3-Dec-2020	Other	x												Asset Search	
591	1-Dec-2020	Other												x	no message	
592	1-Dec-2020	Private Investigation					x									
593	30-Nov-2020	Polygraph												x	To Book Polygraph	
594	30-Nov-2020	Private Investigation												x	Surveillance	
595	28-Nov-2020	Other												x	no message	
596	27-Nov-2020	Other												x	no message	
597	27-Nov-2020	Other												x	no message	
598	27-Nov-2020	Other												x	New Enquiry About Services	
599	25-Nov-2020	Other												x	no message	
600	25-Nov-2020	Other												x	no message	
601	24-Nov-2020	Polygraph												x	Attorney for Polygraph	
602	22-Nov-2020	Polygraph					x								Wants to make appointment	
603	19-Nov-2020	Polygraph												x	Confirming Appointment	
604	18-Nov-2020	Polygraph												x	Interested in booking polygraph	
605	18-Nov-2020	Polygraph												x	Booked Polygraph But Ken Said she cancelled	
606	17-Nov-2020	Other												x	no message left	
607	17-Nov-2020	Other												x	no message left	
608	16-Nov-2020	Polygraph												x	Existing Client	
609	13-Nov-2020	Other												x	Spam	
610	12-Nov-2020	Other												x	no message left	
611	12-Nov-2020	Other												x	no message left	
612	11-Nov-2020	Other												x	no message left	
613	10-Nov-2020	Other												x	no message left	
614	10-Nov-2020	Other												x	no message left	
615	10-Nov-2020	Other												x	no message left	
616	10-Nov-2020	Other												x	no message left	
617	10-Nov-2020	Other												x	no message left	
618	10-Nov-2020	Polygraph					x								looking to book polygraph	
619	10-Nov-2020	Other												x	no message left	
620	9-Nov-2020	Other												x	Lawyer Requesting Records	
621	7-Nov-2020	Other												x	no message left	
622	7-Nov-2020	Other												x	no message left	
623	6-Nov-2020	Other												x	no message left	
624	6-Nov-2020	Private Investigator												x	looking for private investigator	
625	4-Nov-2020	Polygraph	x												Wants to Book Polygraph	

