

EXHIBIT 14: DESCRIBING THE TERRAIN FEATURES

	Internal Terrain Features				External Terrain Features					
Primary Terrain Features	Name	Function	Object	Data Needs	Name	Function	Object	Data Needs		
	x-axis	Campaign Revenue	Depicts the weekly and accumulated revenue for the campaign.	Intersection of x- and y-axes are visualized by blue triangles.	Actual weekly revenue generated by the campaign.	x-axis	Competitor Revenue	Depicts the estimated monthly and accumulated revenue for each competitor.	Intersection of x- and y-axes are visualized by red triangles. Monthly revenue and profit estimates described around points, sides and centers of triangles.	Estimated monthly revenue generated by each competitor.
	y-axis	Campaign Profit Margin	Depicts the weekly and accumulated profit for the campaign.	Monthly revenue and profit estimates described around points, sides and centers of triangles.	Actual weekly profit generated by the campaign.	y-axis	Competitor Profit Margin	Depicts the estimated monthly and accumulated profit for each competitor.	Estimated monthly profit generated by each competitor.	
Secondary Terrain Features	Internal Terrain Features				External Terrain Features					
	Name	Function	Object	Data Needs	Name	Function	Object	Data Needs		
	Internal Customers	Depicts the top 10-20 internal customers by revenue.	Depicted by dollar signs in a blue circle w/notations around it.	Weekly revenue and profitability for leading customers.	Competitor Customers	Depicts top 50 target customers "owned" by competitors.	Depicted by dollar signs in a red circle w/notations around it.	Weekly estimates of top 50 customers potential and "ownership."		
	Internal Channels	Depicts internal marketing channels.	Depicted by colored dotted lines.	Weekly revenue and "impact" from channels.	Competitor Channels	Depicts leading external sales channels.	Depicted by colored dotted lines.	Weekly updated changes to channels.		
Internal Products	Depicts leading product lines.	Depicted by product-objects w/notations.	Weekly updates about internal product lines.	Competitor Products	Depicts competitor products.	Depicted by product-objects w/notations.	Weekly updated changes to products.			