

Business Communication. 12

I. Complete the dialogue with the missing phrases

○ <i>give us the low down</i> ○ <i>can you give us the facts and figures</i> ○ <i>the bottom line</i> ○ <i>roughly</i>	○ <i>drop</i> ○ <i>should we interpret this</i> ○ <i>according to my research</i> ○ <i>under</i> ○ <i>apparently</i>
--	--

- 1) - So, Louise, could you _____ on your research?
- 2) – Yes, I've been looking at how successful our email newsletter has been and the headline figures are very promising. _____, nearly 100% of the people who receive the email open it.
- 3) – That's good, so we are reaching _____ all our customers.
- 4) – Yes, but it's not all good news. If we look at the click through rates we see a substantial _____ off.
- 5) - _____ for the drop off rates?
- 6) – Yes, only 46% of those who open the email actually click on the links, and the average time they spend on our site is _____ two minutes.
- 7) – Just under half? How _____?
- 8) - _____, it means that we need to put more information in the email and not rely on customers clicking through to the website. People don't want to click on the links to get further information.
- 9) – Yes, _____ is we need to make sure more people are getting the information we want them to get from our newsletter.

