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# PUBLICITY TRACKING

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Date	Campaign	Title of Piece	URL	Approx. Value (total size of piece)	Size of Piece	Total Value	Number outlets pitched	Outlet Interest	Number of Mentions	Pitch Conversion
7/09/2015	Bitcoin	"First ABC In Industry To Accept Bitcoin Payments"	<a href="http://webiste.link">http://webiste.link</a>	\$4,000	0.5	\$2,000	6	3	1	17%