# Appointment report (lead report)

A sample lead report is shown on the right. This report is generated each time we have a lead or an appointment for your campaign. This report is typically released around 8 am CST each morning and will be sent via email along with the all calls report.

The **contact section** includes basic fields such as contact name, company, address, phone, email address, etc.

The **user fields section** shows additional data that might be helpful. In this sample, the user fields contains the sic code, sic header (type of business), number of employees, and county. User fields may be unique to each campaign.

The **call history section** details the activities that have led to the appointment and includes specific notes and history that will be helpful in conducting the appointment.

The **activity section** shows the recommended action for you. In the sample report, we see that our client needs to conduct an in-person appointment on 10-26 at 10 am. **This is the most important section.**

If you have any questions regarding the daily reports, please contact your Program Manager.