

**Client Name**

December 2012 Appeal

Mail Date: 12/3/2012

First Gift: 12/13/2012

Gifts Through: 3/29/2013

Number of Weeks: 15

Days of Returns: 106

Description	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
Low \$ Appeal Control	2,846	112	3.94%	\$3,550	\$31.70	\$1,247	\$3,722	\$1,308	(\$172)	(\$60)	-4.6%
Low \$ Appeal Blue OE Test	2,845	124	4.36%	\$3,492	\$28.16	\$1,227	\$3,721	\$1,308	(\$229)	(\$80)	-6.1%
High \$ Appeal Control	909	30	3.30%	\$3,951	\$131.70	\$4,347	\$1,189	\$1,308	\$2,762	\$3,039	232.4%
High \$ Appeal Blue OE Test	909	26	2.86%	\$4,605	\$177.12	\$5,066	\$1,189	\$1,308	\$3,416	\$3,758	287.4%
White Mail	0	21		\$7,445	\$354.52		\$0		\$7,445		
	7,509	313	4.17%	\$23,043	\$73.62	\$3,069	\$9,820	\$1,308	\$13,223	\$1,761	134.7%

**Projections**

Description	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
<b>Actual</b>	7,509	313	4.17%	\$23,043	\$73.62	\$3,069	\$9,820	\$1,308	\$13,223	\$1,761	134.7%
Projections	7,000	315	4.50%	\$23,625	\$75.00	\$3,375	\$8,400	\$1,200	\$15,225	\$2,175	181.3%
Difference	509	-2	-0.33%	(\$582)	(\$1.38)	(\$306)	\$1,420	\$108	(\$2,002)	(\$414)	-46.6%

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December 2012 Appeal

**Results by segment for: Low \$ Appeal Control**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
<b>0-12 months</b>											
\$5-9.99	130	5	3.85%	\$30	\$6.00	\$231	\$170	\$1,308	(\$140)	(\$1,077)	-82.4%
\$10-24.99	710	47	6.62%	\$818	\$17.40	\$1,152	\$928	\$1,308	(\$110)	(\$156)	-11.9%
\$25-49.99	681	28	4.11%	\$1,144	\$40.86	\$1,680	\$891	\$1,308	\$253	\$372	28.5%
\$50-99.99	372	16	4.30%	\$847	\$52.94	\$2,277	\$486	\$1,308	\$361	\$969	74.1%
<b>0-12 months</b>	<b>1,893</b>	<b>96</b>	<b>5.07%</b>	<b>\$2,839</b>	<b>\$29.57</b>	<b>\$1,500</b>	<b>\$2,475</b>	<b>\$1,308</b>	<b>\$364</b>	<b>\$192</b>	<b>14.7%</b>
<b>13-24 months</b>											
\$5-9.99	74	2	2.70%	\$19	\$9.50	\$257	\$97	\$1,308	(\$78)	(\$1,051)	-80.4%
\$10-24.99	360	3	0.83%	\$66	\$22.00	\$183	\$471	\$1,308	(\$405)	(\$1,124)	-86.0%
\$25-49.99	326	6	1.84%	\$240	\$40.00	\$736	\$426	\$1,308	(\$186)	(\$572)	-43.7%
\$50-99.99	186	5	2.69%	\$386	\$77.20	\$2,075	\$243	\$1,308	\$143	\$768	58.7%
<b>13-24 months</b>	<b>946</b>	<b>16</b>	<b>1.69%</b>	<b>\$711</b>	<b>\$44.44</b>	<b>\$752</b>	<b>\$1,237</b>	<b>\$1,308</b>	<b>(\$526)</b>	<b>(\$556)</b>	<b>-42.5%</b>
<b>Seed</b>											
Seed	7	0	0.00%				\$9	\$1,308	(\$9)	(\$1,308)	
<b>Seed</b>	<b>7</b>	<b>0</b>	<b>0.00%</b>				<b>\$9</b>	<b>\$1,308</b>	<b>(\$9)</b>	<b>(\$1,308)</b>	
<b>Total Low \$ Appeal Control</b>	<b>2,846</b>	<b>112</b>	<b>3.94%</b>	<b>\$3,550</b>	<b>\$31.70</b>	<b>\$1,247</b>	<b>\$3,722</b>	<b>\$1,308</b>	<b>(\$172)</b>	<b>(\$60)</b>	<b>-4.6%</b>

**Client Name**

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**Results by segment for: Low \$ Appeal Blue OE Test**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
<b>0-12 months</b>											
\$5-9.99	130	6	4.62%	\$30	\$5.00	\$231	\$170	\$1,308	(\$140)	(\$1,077)	-82.4%
\$10-24.99	710	42	5.92%	\$673	\$16.02	\$948	\$929	\$1,308	(\$256)	(\$360)	-27.5%
\$25-49.99	681	36	5.29%	\$1,177	\$32.69	\$1,728	\$891	\$1,308	\$286	\$421	32.2%
\$50-99.99	372	22	5.91%	\$1,161	\$52.77	\$3,121	\$486	\$1,308	\$675	\$1,813	138.6%
<b>0-12 months</b>	<b>1,893</b>	<b>106</b>	<b>5.60%</b>	<b>\$3,041</b>	<b>\$28.69</b>	<b>\$1,606</b>	<b>\$2,476</b>	<b>\$1,308</b>	<b>\$565</b>	<b>\$299</b>	<b>22.8%</b>
<b>13-24 months</b>											
\$5-9.99	74	1	1.35%	\$1	\$1.00	\$14	\$97	\$1,308	(\$96)	(\$1,294)	-99.0%
\$10-24.99	360	10	2.78%	\$155	\$15.50	\$431	\$471	\$1,308	(\$316)	(\$877)	-67.1%
\$25-49.99	326	4	1.23%	\$105	\$26.25	\$322	\$426	\$1,308	(\$321)	(\$986)	-75.4%
\$50-99.99	185	3	1.62%	\$190	\$63.33	\$1,027	\$242	\$1,308	(\$52)	(\$281)	-21.5%
<b>13-24 months</b>	<b>945</b>	<b>18</b>	<b>1.90%</b>	<b>\$451</b>	<b>\$25.06</b>	<b>\$477</b>	<b>\$1,236</b>	<b>\$1,308</b>	<b>(\$785)</b>	<b>(\$831)</b>	<b>-63.5%</b>
<b>Seed</b>											
Seed	7	0	0.00%				\$9	\$1,308	(\$9)	(\$1,308)	
<b>Seed</b>	<b>7</b>	<b>0</b>	<b>0.00%</b>				<b>\$9</b>	<b>\$1,308</b>	<b>(\$9)</b>	<b>(\$1,308)</b>	
<b>Total Low \$ Appeal Blue OE Test</b>	<b>2,845</b>	<b>124</b>	<b>4.36%</b>	<b>\$3,492</b>	<b>\$28.16</b>	<b>\$1,227</b>	<b>\$3,721</b>	<b>\$1,308</b>	<b>(\$229)</b>	<b>(\$80)</b>	<b>-6.1%</b>

**Client Name**

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**Results by segment for: High \$ Appeal Control**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
<b>0-12 months</b>											
\$100-249.99	482	18	3.73%	\$1,891	\$105.06	\$3,923	\$630	\$1,308	\$1,261	\$2,616	200.0%
\$250-499.99	113	4	3.54%	\$1,060	\$265.00	\$9,381	\$148	\$1,308	\$912	\$8,073	617.3%
<b>0-12 months</b>	<b>595</b>	<b>22</b>	<b>3.70%</b>	<b>\$2,951</b>	<b>\$134.14</b>	<b>\$4,960</b>	<b>\$778</b>	<b>\$1,308</b>	<b>\$2,173</b>	<b>\$3,652</b>	<b>279.3%</b>
<b>13-24 months</b>											
\$100-249.99	227	7	3.08%	\$850	\$121.43	\$3,744	\$297	\$1,308	\$553	\$2,437	186.3%
\$250-499.99	80	1	1.25%	\$150	\$150.00	\$1,875	\$105	\$1,308	\$45	\$567	43.4%
<b>13-24 months</b>	<b>307</b>	<b>8</b>	<b>2.61%</b>	<b>\$1,000</b>	<b>\$125.00</b>	<b>\$3,257</b>	<b>\$401</b>	<b>\$1,308</b>	<b>\$599</b>	<b>\$1,950</b>	<b>149.1%</b>
<b>Seed</b>											
Seed	7	0	0.00%				\$9	\$1,308	(\$9)	(\$1,308)	
<b>Seed</b>	<b>7</b>	<b>0</b>	<b>0.00%</b>				<b>\$9</b>	<b>\$1,308</b>	<b>(\$9)</b>	<b>(\$1,308)</b>	
<b>Total High \$ Appeal Control</b>	<b>909</b>	<b>30</b>	<b>3.30%</b>	<b>\$3,951</b>	<b>\$131.70</b>	<b>\$4,347</b>	<b>\$1,189</b>	<b>\$1,308</b>	<b>\$2,762</b>	<b>\$3,039</b>	<b>232.4%</b>

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**Results by segment for: High \$ Appeal Blue OE Test**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
<b>0-12 months</b>											
\$100-249.99	481	19	3.95%	\$3,055	\$160.79	\$6,351	\$629	\$1,308	\$2,426	\$5,044	385.7%
\$250-499.99	113	4	3.54%	\$1,050	\$262.50	\$9,292	\$148	\$1,308	\$902	\$7,984	610.5%
<b>0-12 months</b>	<b>594</b>	<b>23</b>	<b>3.87%</b>	<b>\$4,105</b>	<b>\$178.48</b>	<b>\$6,911</b>	<b>\$777</b>	<b>\$1,308</b>	<b>\$3,328</b>	<b>\$5,603</b>	<b>428.4%</b>
<b>13-24 months</b>											
\$100-249.99	227	2	0.88%	\$250	\$125.00	\$1,101	\$297	\$1,308	(\$47)	(\$206)	-15.8%
\$250-499.99	81	1	1.23%	\$250	\$250.00	\$3,086	\$106	\$1,308	\$144	\$1,779	136.0%
<b>13-24 months</b>	<b>308</b>	<b>3</b>	<b>0.97%</b>	<b>\$500</b>	<b>\$166.67</b>	<b>\$1,623</b>	<b>\$403</b>	<b>\$1,308</b>	<b>\$97</b>	<b>\$316</b>	<b>24.1%</b>
<b>Seed</b>											
Seed	7	0	0.00%				\$9	\$1,308	(\$9)	(\$1,308)	
<b>Seed</b>	<b>7</b>	<b>0</b>	<b>0.00%</b>				<b>\$9</b>	<b>\$1,308</b>	<b>(\$9)</b>	<b>(\$1,308)</b>	
<b>Total High \$ Appeal Blue OE Test</b>	<b>909</b>	<b>26</b>	<b>2.86%</b>	<b>\$4,605</b>	<b>\$177.12</b>	<b>\$5,066</b>	<b>\$1,189</b>	<b>\$1,308</b>	<b>\$3,416</b>	<b>\$3,758</b>	<b>287.4%</b>

**Client Name**

December 2012 Appeal

**Results by segment for: White Mail**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
<b>White Mail</b>											
White Mail	0	21		\$7,445	\$354.52		\$0		\$7,445		
White Mail	0	21		\$7,445	\$354.52		\$0		\$7,445		
<b>Total White Mail</b>	0	21		\$7,445	\$354.52		\$0		\$7,445		

**Client Name**

December 2012 Appeal

**Segment Summary**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
<b>0-12 months</b>											
\$5-9.99	260	11	4.23%	\$60	\$5.45	\$231	\$340	\$1,308	(\$280)	(\$1,077)	-82.4%
\$10-24.99	1,420	89	6.27%	\$1,491	\$16.75	\$1,050	\$1,857	\$1,308	(\$366)	(\$258)	-19.7%
\$25-49.99	1,362	64	4.70%	\$2,321	\$36.27	\$1,704	\$1,781	\$1,308	\$540	\$396	30.3%
\$50-99.99	744	38	5.11%	\$2,008	\$52.84	\$2,699	\$973	\$1,308	\$1,035	\$1,391	106.4%
\$100-249.99	963	37	3.84%	\$4,946	\$133.68	\$5,136	\$1,259	\$1,308	\$3,687	\$3,828	292.7%
\$250-499.99	226	8	3.54%	\$2,110	\$263.75	\$9,336	\$296	\$1,308	\$1,814	\$8,029	613.9%
<b>0-12 months</b>	<b>4,975</b>	<b>247</b>	<b>4.96%</b>	<b>\$12,936</b>	<b>\$52.37</b>	<b>\$2,600</b>	<b>\$6,506</b>	<b>\$1,308</b>	<b>\$6,430</b>	<b>\$1,292</b>	<b>98.8%</b>
<b>13-24 months</b>											
\$5-9.99	148	3	2.03%	\$20	\$6.67	\$135	\$194	\$1,308	(\$174)	(\$1,173)	-89.7%
\$10-24.99	720	13	1.81%	\$221	\$17.00	\$307	\$942	\$1,308	(\$721)	(\$1,001)	-76.5%
\$25-49.99	652	10	1.53%	\$345	\$34.50	\$529	\$853	\$1,308	(\$508)	(\$779)	-59.5%
\$50-99.99	371	8	2.16%	\$576	\$72.00	\$1,553	\$485	\$1,308	\$91	\$245	18.7%
\$100-249.99	454	9	1.98%	\$1,100	\$122.22	\$2,423	\$594	\$1,308	\$506	\$1,115	85.3%
\$250-499.99	161	2	1.24%	\$400	\$200.00	\$2,484	\$211	\$1,308	\$189	\$1,177	90.0%
<b>13-24 months</b>	<b>2,506</b>	<b>45</b>	<b>1.80%</b>	<b>\$2,662</b>	<b>\$59.16</b>	<b>\$1,062</b>	<b>\$3,277</b>	<b>\$1,308</b>	<b>(\$615)</b>	<b>(\$245)</b>	<b>-18.8%</b>
<b>Seed</b>											
Seed	28	0	0.00%				\$37	\$1,308	(\$37)	(\$1,308)	

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**Segment Summary**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	ROI
Seed	28	0	0.00%				\$37	\$1,308	(\$37)	(\$1,308)	
<b>White Mail</b>											
White Mail	0	21		\$7,445	\$354.52		\$0		\$7,445		
White Mail	0	21		\$7,445	\$354.52		\$0		\$7,445		
<b>Total December 2012 Appeal</b>	7,509	313	4.17%	\$23,043	\$73.62	\$3,069	\$9,820	\$1,308	\$13,223	\$1,761	134.7%