

Client Name

September 2012 Appeal

Control: Low \$ Appeal Control
 High \$ Appeal Control

Test: Low \$ Appeal Bookmark Test
 High \$ Appeal Bookmark Test

*** Gifts above \$999.99 have been removed.
 (7 control panel gift(s) totaling \$12,500 and 5 test panel gift(s) totaling \$7,000.)

Mail Date: 9/5/2012

First Gift: 9/11/2012

Number of Weeks: 28

Gifts Through: 3/29/2013

Days of Returns: 199

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
Total September 2012 Appeal										
Control	5,086	236	4.64%	\$12,697	\$53.80	\$2,496	\$5,557	\$1,093	\$7,140	\$1,404
Test	5,086	257	5.05%	\$14,845	\$57.76	\$2,919	\$5,692	\$1,119	\$9,153	\$1,800
90% Confidence Interval		4.35% - 5.76%		\$2,513 - \$3,325			\$1,394 - \$2,205			

0-12 months

Control	2,685	177	6.59%	\$9,919	\$56.04	\$3,694	\$2,934	\$1,093	\$6,985	\$2,602
Test	2,685	198	7.37%	\$11,348	\$57.31	\$4,226	\$3,005	\$1,119	\$8,343	\$3,107
90% Confidence Interval		6.23% - 8.52%		\$3,569 - \$4,884			\$2,449 - \$3,765			

13-24 months

Control	1,196	44	3.68%	\$2,028	\$46.09	\$1,696	\$1,307	\$1,093	\$721	\$603
Test	1,195	44	3.68%	\$3,106	\$70.59	\$2,599	\$1,337	\$1,119	\$1,769	\$1,480
90% Confidence Interval		2.41% - 4.95%		\$1,702 - \$3,496			\$583 - \$2,377			

90% confidence interval: If we mail this test repeatedly, 90% of the time the test results will fall within the ranges indicated. These ranges display the worst and best case scenarios of the test results. If the range is highlighted in yellow, the control result fell outside the range, and the test outperformed the control. If it is highlighted in pink, the control outperformed the test.

Gift data updated through: 4/5/2013 (29 weeks since first gift)

Report date: Monday, April 8, 2013

Client Name

September 2012 Appeal

Control: Low \$ Appeal Control
High \$ Appeal Control

Test: Low \$ Appeal Bookmark Test
High \$ Appeal Bookmark Test

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
25-36 months										
Control	1,198	15	1.25%	\$750	\$50.00	\$626	\$1,309	\$1,093	(\$559)	(\$467)
Test	1,199	15	1.25%	\$391	\$26.07	\$326	\$1,342	\$1,119	(\$951)	(\$793)
<i>90% Confidence Interval</i>		<i>0.50% - 2.00%</i>							<i>(\$988) - (\$598)</i>	
Seed										
Control	7	0	0.00%				\$8	\$1,093		\$0
Test	7	0	0.00%				\$8	\$1,120		\$0
<i>90% Confidence Interval</i>		<i>*** Confidence interval can not be calculated unless both panels have at least 5 responses. ***</i>								

90% confidence interval: If we mail this test repeatedly, 90% of the time the test results will fall within the ranges indicated. These ranges display the worst and best case scenarios of the test results. If the range is highlighted in yellow, the control result fell outside the range, and the test outperformed the control. If it is highlighted in pink, the control outperformed the test.

Gift data updated through: 4/5/2013 (29 weeks since first gift)

Report date: Monday, April 8, 2013