



Insight

**Campaign
Analysis**

LAUTMAN MASKA NEILL & COMPANY			Insight Campaign Report							
Sample Client										
September 2017 Appeal										
Mail Date: 9/5/2017										
First Gift: 9/13/2017										
Gifts Through: 12/31/2017										
Number of Weeks: 15										
Days of Returns: 109										
Description	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
Low Dollar Control	3,542	264	7.45%	\$7,637	\$28.93	\$2,156	\$3,844	\$1,085	\$3,793	\$1,071
High Dollar Control	667	44	6.60%	\$5,975	\$135.80	\$8,958	\$924	\$1,386	\$5,051	\$7,572
Low Dollar Control	389	24	6.17%	\$745	\$31.04	\$1,915	\$422	\$1,085	\$323	\$830
High Dollar Control	228	5	2.19%	\$1,000	\$200.00	\$4,386	\$316	\$1,386	\$684	\$3,000
Low Dollar Test	3,543	272	7.68%	\$7,910	\$29.08	\$2,233	\$4,038	\$1,140	\$3,872	\$1,093
High Dollar Sig Card Test	667	47	7.05%	\$6,500	\$138.30	\$9,745	\$961	\$1,440	\$5,539	\$8,305
Low Dollar Sign and Return Card Test	388	21	5.41%	\$591	\$28.14	\$1,523	\$442	\$1,140	\$149	\$383
High Dollar Sign and Return Card Test	228	5	2.19%	\$900	\$180.00	\$3,947	\$328	\$1,440	\$572	\$2,507
White Mail	0	0		\$0			\$0		\$0	
	9,652	682	7.07%	\$31,258	\$45.83	\$3,238	\$11,276	\$1,168	\$19,982	\$2,070

Campaign Report: Provides campaign specific results at the summary, package and segment level with a variety of performance metrics included. Projections are also included to measure performance against budgeted goals, and a previous campaign can be displayed to compare performance year over year.

LAUTMAN MASKA NEILL & COMPANY			Insight Testing Report							
Sample Client										
March 2017 Appeal										
Control: Low Dollar Control High Dollar Control Low Dollar Control High Dollar Control					Test: Low Dollar OE Test High Dollar OE Test Low Dollar OE Test High Dollar OE Test					
Mail Date: 3/22/2017										
First Gift: 3/31/2017										
Gifts Through: 12/31/2017										
Number of Weeks: 39										
Days of Returns: 275										
	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
Total March 2017 Appeal										
Control	4,557	275	6.03%	\$13,517	\$49.15	\$2,966	\$3,600	\$790	\$9,917	\$2,176
Test	4,556	234	5.14%	\$10,712	\$45.78	\$2,351	\$3,599	\$790	\$7,113	\$1,561
90% Confidence Interval			4.34% - 5.93%			\$1,988 - \$2,715			\$1,198 - \$1,925	

Testing Report: Provides test results, at a statistically significant 90% confidence interval, of different panels within a campaign effort. Test results can be reviewed at both the package and segment level to determine a winner. Outlier gifts can be removed, and roll out costs added, to better determine the long term potential of a test result.

LAUTMAN MASKA NEILL & COMPANY				Insight Gift Array				
Sample Client March 2017 Appeal, Low Dollar OE Test								
Mail Date:	3/22/2017	Campaign Qty:	9,113	Selection Qty:	3,377	Projected Qty:	7,221	
First Gift:	3/31/2017	Campaign Gifts to Date:	511	Selection Gifts to Date:	183	Projected Gifts:	455	
Last Gift:	12/31/2017	Campaign Gross to Date:	\$24,284	Selection Gross to Date:	\$5,525	Projected Gross:	\$21,840	
Days of Returns:	276	Campaign Cost:	\$7,198	Selection Cost:	\$2,494	Projected Cost:	\$7,864	
		Campaign Net to Date:	\$17,086	Selection Net to Date:	\$3,031	Projected Net:	\$13,976	
Gifts					Gross Revenue			
Gift Amount	Gifts	% of total	Cum Gifts	Cum % of total	Gross	% of total	Cum Gross	Cum % of total
\$3.00	1	0.20%	1	0.20%	\$3.00	0.01%	\$3.00	0.01%
\$5.00	7	1.37%	8	1.57%	\$35.00	0.14%	\$38.00	0.16%
\$10.00	20	3.91%	28	5.48%	\$200.00	0.82%	\$238.00	0.98%
\$12.00	1	0.20%	29	5.68%	\$12.00	0.05%	\$250.00	1.03%
\$15.00	9	1.76%	38	7.44%	\$135.00	0.56%	\$385.00	1.59%
\$18.00	3	0.59%	41	8.02%	\$54.00	0.22%	\$439.00	1.81%
\$20.00	12	2.35%	53	10.37%	\$240.00	0.99%	\$679.00	2.80%
\$25.00	79	15.46%	132	25.83%	\$1,975.00	8.13%	\$2,654.00	10.93%
\$30.00	2	0.39%	134	26.22%	\$60.00	0.25%	\$2,714.00	11.18%
\$35.00	1	0.20%	135	26.42%	\$35.00	0.14%	\$2,749.00	11.32%
\$36.00	1	0.20%	136	26.61%	\$36.00	0.15%	\$2,785.00	11.47%
\$40.00	16	3.13%	152	29.75%	\$640.00	2.64%	\$3,425.00	14.10%
\$50.00	16	3.13%	168	32.88%	\$800.00	3.29%	\$4,225.00	17.40%
\$75.00	8	1.57%	176	34.44%	\$600.00	2.47%	\$4,825.00	19.87%
\$100.00	7	1.37%	183	35.81%	\$700.00	2.88%	\$5,525.00	22.75%

Gift Array Report: Provides a snapshot of all the gift amounts received for any individual campaign. This helps identify giving level trends that can inform decisions regarding ask string builds, upgrade strategies, and other strategic decision making.

LAUTMAN MASKA NEILL & COMPANY		Insight					
Sample Client				Campaign Cash Flow Report			
March 2017 Appeal							
Mail Date:	3/22/2017	Actual Qty:	9,113	Comparison Qty:	9,643	Projected Qty:	7,221
First Gift:	3/31/2017	Gifts to Date:	511	Comparison Gifts:	595	Projected Gifts:	455
Last Gift:	12/31/2017	Gross to Date:	\$24,284	Comparison Gross:	\$28,578	Projected Gross:	\$21,840
Days of Returns:	276	Actual Cost:	\$7,198	Comparison Cost:	\$9,956	Projected Cost:	\$7,864
		Net to Date:	\$17,086	Comparison Net:	\$18,622	Projected Net:	\$13,976

Actual Results						March 2016 Appeal				
Week	Date	Gifts	Gross	Cum Gross	% Bdgt	Date	Gifts	Gross	Cum Gross	% Act
1	3/22/17	0	\$0	\$0	0%	3/21/16	0	\$0	\$0	0%
2	3/29/17	82	\$4,732	\$4,732	22%	3/28/16	0	\$0	\$0	0%
3	4/5/17	26	\$935	\$5,667	26%	4/4/16	79	\$5,204	\$5,204	18%
4	4/12/17	58	\$2,638	\$8,305	38%	4/11/16	70	\$2,631	\$7,835	27%
5	4/19/17	39	\$2,544	\$10,849	50%	4/18/16	53	\$1,869	\$9,704	34%
6	4/26/17	133	\$5,113	\$15,962	73%	4/25/16	71	\$2,367	\$12,071	42%
7	5/3/17	24	\$1,475	\$17,437	80%	5/2/16	105	\$3,908	\$15,979	56%
8	5/10/17	45	\$1,564	\$19,001	87%	5/9/16	52	\$3,132	\$19,111	67%
9	5/17/17	22	\$818	\$19,819	91%	5/16/16	14	\$625	\$19,736	69%
10	5/24/17	3	\$150	\$19,969	91%	5/23/16	13	\$671	\$20,407	71%
11	5/31/17	13	\$632	\$20,601	94%	5/30/16	1	\$20	\$20,427	71%
12	6/7/17	1	\$25	\$20,626	94%	6/6/16	16	\$828	\$21,255	74%
13	6/14/17	11	\$565	\$21,191	97%	6/13/16	13	\$855	\$22,110	77%
14	6/21/17	5	\$235	\$21,426	98%	6/20/16	14	\$1,405	\$23,515	82%
15	6/28/17	2	\$35	\$21,461	98%	6/27/16	7	\$375	\$23,890	84%
16	7/5/17	0	\$0	\$21,461	98%	7/4/16	4	\$200	\$24,090	84%
17	7/12/17	3	\$130	\$21,591	99%	7/11/16	1	\$25	\$24,115	84%
18	7/19/17	0	\$0	\$21,591	99%	7/18/16	6	\$370	\$24,485	86%
19	7/26/17	10	\$490	\$22,081	101%	7/25/16	7	\$260	\$24,745	87%

Campaign Cash Flow Report: Provides cash flow/revenue curves for an individual campaign, by week, in both chart and graphical form. This report compares revenue not only to campaign projections, but can compare revenue to a comparison campaign (i.e. the same campaign mailed one year prior).