

Testing Report

V
November 2010 Acquisition

Control: DUWU[Y BUa Y Control

Test: PUWU[Y BUa Y Test

Mail Date: 11/9/2010

First Gift: 11/16/2010

Number of Weeks: 29

Gifts Through: 6/9/2011

Days of Returns: 205

			Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	CTA	z/p Values
Total November 2010 Acquisition	Control		50,454	441	0.87%	\$17,313	\$39.26	\$343	\$15,434	\$306	\$1,879	\$37	(\$4.26)	2.6541
	Test		50,453	523	1.04%	\$21,637	\$41.37	\$429	\$15,434	\$306	\$6,203	\$123	(\$11.86)	99.60%
	90% Confidence Intervals:				0.94% - 1.14%			\$387 - \$471					(\$14.48) - (\$8.67)	
ABACUS MODEL TAP SYNERGY SEGMENT 1	Control		2,176	38	1.75%	\$1,245	\$25.08	\$572	\$751	\$345	\$494	\$227	(\$13.00)	0.6668
	Test		2,177	44	2.02%	\$812	\$18.45	\$373	\$751	\$345	\$61	\$28	(\$1.38)	74.22%
	90% Confidence Interval				1.34% - 2.70%			\$248 - \$498					(\$5.68) - \$7.27	
Total ABACUS MODEL	Control		2,176	38	1.75%	\$1,245	\$32.75	\$572	\$751	\$345	\$494	\$227	(\$13.00)	0.6668
	Test		2,177	44	2.02%	\$812	\$18.45	\$373	\$751	\$345	\$61	\$28	(\$1.38)	74.22%
	90% Confidence Interval				1.34% - 2.70%			\$248 - \$498					(\$5.68) - \$7.27	
BISHOP GASSIS SUDAN ACTIVE DONORS	Control		1,721	19	1.10%	\$405	\$21.73	\$235	\$689	\$400	(\$284)	(\$165)	\$14.93	1.5827
	Test		1,721	30	1.74%	\$660	\$22.00	\$383	\$689	\$400	(\$29)	(\$17)	\$0.95	94.29%
	90% Confidence Interval				1.08% - 2.41%			\$237 - \$530					(\$5.39) - \$15.15	
Total BISHOP GASSIS SUDAN	Control		1,721	19	1.10%	\$405	\$21.32	\$235	\$689	\$400	(\$284)	(\$165)	\$14.93	1.5827
	Test		1,721	30	1.74%	\$660	\$22.00	\$383	\$689	\$400	(\$29)	(\$17)	\$0.95	94.29%
	90% Confidence Interval				1.08% - 2.41%			\$237 - \$530					(\$5.39) - \$15.15	
BREAD FOR THE WORLD 24MO \$5+	Control		4,134	26	0.63%	\$720	\$28.14	\$174	\$1,380	\$334	(\$660)	(\$160)	\$25.37	0.1405
	Test		4,134	25	0.60%	\$715	\$28.60	\$173	\$1,380	\$334	(\$665)	(\$161)	\$26.59	55.57%
	90% Confidence Interval				0.32% - 0.89%			\$92 - \$254					\$8.95 - \$75.51	

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Total BREAD FOR THE WORLD	Control		4,134	26	0.63%	\$720	\$27.69	\$174	\$1,380	\$334	(\$660)	(\$160)	\$25.37	0.1405
	Test		4,134	25	0.60%	\$715	\$28.60	\$173	\$1,380	\$334	(\$665)	(\$161)	\$26.59	55.57%
	90% Confidence Interval			0.32% - 0.89%			\$92 - \$254			\$8.95 - \$75.51				
CHILDRENS HUNGER RELIEF FUND	6MO \$10+	Control	7,437	91	1.22%	\$1,896	\$20.39	\$255	\$2,104	\$283	(\$207)	(\$28)	\$2.28	1.2142
		Test	7,436	108	1.45%	\$2,161	\$20.01	\$291	\$2,103	\$283	\$58	\$8	(\$0.53)	88.69%
	90% Confidence Interval			1.14% - 1.76%			\$228 - \$353			(\$3.97) - \$4.77				
Total CHILDRENS HUNGER RELIEF FUND		Control	7,437	91	1.22%	\$1,896	\$20.84	\$255	\$2,104	\$283	(\$207)	(\$28)	\$2.28	1.2142
		Test	7,436	108	1.45%	\$2,161	\$20.01	\$291	\$2,103	\$283	\$58	\$8	(\$0.53)	88.69%
90% Confidence Interval			1.14% - 1.76%			\$228 - \$353			(\$3.97) - \$4.77					
INT'L RESCUE COMMITTEE	13-24MO \$10+	Control	2,526	19	0.75%	\$1,530	\$48.72	\$606	\$610	\$241	\$920	\$364	(\$48.45)	0.7658
		Test	2,526	24	0.95%	\$565	\$23.54	\$224	\$610	\$241	(\$45)	(\$18)	\$1.86	77.34%
	90% Confidence Interval			0.52% - 1.38%			\$123 - \$324			(\$6.01) - \$22.54				
	12MO \$10+ / OMIT OCT	Control	1,837	19	1.03%	\$840	\$36.49	\$457	\$445	\$242	\$395	\$215	(\$20.81)	0.1652
		Test	1,837	18	0.98%	\$510	\$28.33	\$278	\$445	\$242	\$65	\$36	(\$3.63)	55.96%
	90% Confidence Interval			0.44% - 1.52%			\$124 - \$432			(\$12.44) - \$27.15				
Total INT'L RESCUE COMMITTEE		Control	4,363	38	0.87%	\$2,370	\$62.37	\$543	\$1,054	\$242	\$1,316	\$302	(\$34.63)	0.4493
		Test	4,363	42	0.96%	\$1,075	\$25.60	\$246	\$1,054	\$242	\$21	\$5	(\$0.50)	67.00%
90% Confidence Interval			0.63% - 1.30%			\$160 - \$333			(\$7.00) - \$13.01					
MAP INTERNATIONAL	12MO \$10+	Control	1,154	13	1.13%	\$282	\$20.28	\$244	\$284	\$246	(\$2)	(\$2)	\$0.18	0.0022
		Test	1,153	13	1.13%	\$245	\$18.88	\$213	\$284	\$246	(\$39)	(\$34)	\$2.98	50.00%
	90% Confidence Interval			0.40% - 1.85%			\$76 - \$350			(\$5.58) - \$42.38				

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Total MAP INTERNATIONAL	Control	1,154	13	1.13%	\$282	\$21.69	\$244	\$284	\$246	(\$2)	(\$2)	\$0.18	0.0022
	Test	1,153	13	1.13%	\$245	\$18.88	\$213	\$284	\$246	(\$39)	(\$34)	\$2.98	50.00%
	90% Confidence Interval			0.40% - 1.85%			\$76 - \$350					(\$5.58) - \$42.38	
NATIVE AMERICAN AID 24MO \$10+	Control	3,986	34	0.85%	\$1,069	\$29.21	\$268	\$1,275	\$320	(\$206)	(\$52)	\$6.06	0.0010
	Test	3,987	34	0.85%	\$917	\$26.97	\$230	\$1,276	\$320	(\$359)	(\$90)	\$10.54	50.00%
	90% Confidence Interval			0.51% - 1.19%			\$138 - \$322					(\$0.15) - \$35.40	
Total NATIVE AMERICAN AID	Control	3,986	34	0.85%	\$1,069	\$31.44	\$268	\$1,275	\$320	(\$206)	(\$52)	\$6.06	0.0010
	Test	3,987	34	0.85%	\$917	\$26.97	\$230	\$1,276	\$320	(\$359)	(\$90)	\$10.54	50.00%
	90% Confidence Interval			0.51% - 1.19%			\$138 - \$322					(\$0.15) - \$35.40	
OREGON PUBLIC BROADCASTING 12MO	Control	7,989	30	0.38%	\$1,340	\$43.65	\$168	\$2,639	\$330	(\$1,299)	(\$163)	\$43.29	1.6307
	Test	7,990	44	0.55%	\$1,890	\$42.95	\$237	\$2,639	\$330	(\$749)	(\$94)	\$17.03	94.84%
	90% Confidence Interval			0.37% - 0.73%			\$160 - \$313					\$2.42 - \$45.49	
Total OREGON PUBLIC BROADCASTING	Control	7,989	30	0.38%	\$1,340	\$44.67	\$168	\$2,639	\$330	(\$1,299)	(\$163)	\$43.29	1.6307
	Test	7,990	44	0.55%	\$1,890	\$42.95	\$237	\$2,639	\$330	(\$749)	(\$94)	\$17.03	94.84%
	90% Confidence Interval			0.37% - 0.73%			\$160 - \$313					\$2.42 - \$45.49	
PROJECT HOPE 6MO \$10+	Control	2,489	37	1.49%	\$750	\$22.89	\$301	\$894	\$359	(\$144)	(\$58)	\$3.90	0.2330
	Test	2,488	39	1.57%	\$990	\$25.38	\$398	\$894	\$359	\$96	\$39	(\$2.47)	59.10%
	90% Confidence Interval			0.99% - 2.14%			\$252 - \$544					(\$8.61) - \$10.76	
Total PROJECT HOPE	Control	2,489	37	1.49%	\$750	\$20.27	\$301	\$894	\$359	(\$144)	(\$58)	\$3.90	0.2330
	Test	2,488	39	1.57%	\$990	\$25.38	\$398	\$894	\$359	\$96	\$39	(\$2.47)	59.10%
	90% Confidence Interval			0.99% - 2.14%			\$252 - \$544					(\$8.61) - \$10.76	

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SEEDS		Control	10	0	0.00%				\$2	\$220		\$0		
		Test	10	0	0.00%				\$2	\$220		\$0		
90% Confidence Interval			*** Confidence interval can not be calculated unless both panels have at least 5 responses. ***											
Total SEEDS		Control	10	0	0.00%				\$2	\$220		\$0		
		Test	10	0	0.00%				\$2	\$220		\$0		
90% Confidence Interval			*** Confidence interval can not be calculated unless both panels have at least 5 responses. ***											
SIOUX NATION RELIEF FUND	12MO \$10+	Control	2,053	10	0.49%	\$187	\$17.69	\$91	\$494	\$241	(\$307)	(\$150)	\$30.71	3.4122
		Test	2,053	32	1.56%	\$556	\$17.38	\$271	\$494	\$241	\$62	\$30	(\$1.93)	99.97%
90% Confidence Interval					1.04% - 2.08%			\$181 - \$361					(\$5.78) - \$5.74	
Total SIOUX NATION RELIEF FUND		Control	2,053	10	0.49%	\$187	\$18.70	\$91	\$494	\$241	(\$307)	(\$150)	\$30.71	3.4122
		Test	2,053	32	1.56%	\$556	\$17.38	\$271	\$494	\$241	\$62	\$30	(\$1.93)	99.97%
90% Confidence Interval					1.04% - 2.08%			\$181 - \$361					(\$5.78) - \$5.74	
TARGET ACQ MODEL	TARGET ACQ MODEL	Control	2,232	14	0.63%	\$270	\$23.03	\$121	\$698	\$313	(\$428)	(\$192)	\$30.60	0.8723
		Test	2,233	19	0.85%	\$490	\$25.79	\$219	\$699	\$313	(\$209)	(\$93)	\$10.99	80.78%
90% Confidence Interval					0.43% - 1.27%			\$110 - \$329					(\$1.22) - \$47.33	
Total TARGET ACQ MODEL		Control	2,232	14	0.63%	\$270	\$19.29	\$121	\$698	\$313	(\$428)	(\$192)	\$30.60	0.8723
		Test	2,233	19	0.85%	\$490	\$25.79	\$219	\$699	\$313	(\$209)	(\$93)	\$10.99	80.78%
90% Confidence Interval					0.43% - 1.27%			\$110 - \$329					(\$1.22) - \$47.33	
WILAND DIRECT PROFILE MODEL	PROFILE MODEL SEGMENT 1	Control	2,358	15	0.64%	\$645	\$43.97	\$274	\$693	\$294	(\$48)	(\$20)	\$3.21	0.6885
		Test	2,358	19	0.81%	\$850	\$44.74	\$360	\$693	\$294	\$157	\$67	(\$8.25)	75.17%
90% Confidence Interval					0.40% - 1.21%			\$179 - \$542					(\$20.49) - \$28.89	

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WILAND DIRECT	PROFILE MODEL	Control	2,884	17	0.59%	\$1,504	\$111.97	\$521	\$857	\$297	\$647	\$224	(\$38.04)	0.1706
PROFILE MODEL	SEGMENT 2	Test	2,883	18	0.62%	\$2,415	\$134.17	\$838	\$857	\$297	\$1,558	\$540	(\$86.55)	56.75%
		90% Confidence Interval			0.29% - 0.96%			\$385 - \$1,290					(\$103.26) - (\$30.53)	
Total WILAND DIRECT PROFILE MODEL			5,242	32	0.61%	\$2,149	\$67.16	\$410	\$1,551	\$296	\$598	\$114	(\$18.70)	0.6047
		Test	5,241	37	0.71%	\$3,265	\$88.24	\$623	\$1,550	\$296	\$1,715	\$327	(\$46.35)	72.57%
		90% Confidence Interval			0.45% - 0.97%			\$393 - \$853					(\$57.64) - (\$21.83)	
WILAND DIRECT	RESPONDER MODEL	Control	3,448	45	1.31%	\$3,835	\$123.53	\$1,112	\$1,015	\$294	\$2,820	\$818	(\$62.66)	0.5457
RESPONDER MODEL	SEGMENT 1	Test	3,448	40	1.16%	\$6,665	\$166.63	\$1,933	\$1,015	\$294	\$5,650	\$1,639	#####	70.54%
		90% Confidence Interval			0.72% - 1.60%			\$1,202 - \$2,664					#####	
	RESPONDER MODEL	Control	2,020	14	0.69%	\$795	\$66.37	\$394	\$604	\$299	\$191	\$94	(\$13.62)	0.3679
	SEGMENT 2	Test	2,019	16	0.79%	\$1,196	\$74.75	\$592	\$604	\$299	\$592	\$293	(\$37.00)	63.68%
		90% Confidence Interval			0.35% - 1.24%			\$259 - \$926					(\$50.59) - \$11.56	
Total WILAND DIRECT RESPONDER MOD			5,468	59	1.08%	\$4,630	\$78.47	\$847	\$1,619	\$296	\$3,011	\$551	(\$51.03)	0.2802
		Test	5,467	56	1.02%	\$7,861	\$140.38	\$1,438	\$1,619	\$296	\$6,242	\$1,142	#####	61.03%
		90% Confidence Interval			0.70% - 1.35%			\$986 - \$1,890					(\$118.38) - (\$98.21)	