

# Campaign Report

**Client Name**

September 2010 Appeal

Mail Date: 9/10/2010

First Gift: 9/23/2010

Number of Weeks: 25

Gifts Through: 3/18/2011

Days of Returns: 176

Description	Type	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
High Dollar Control - 8 1/2 x 3 Regular Reply Form	C	2,481	66	2.66%	\$23,117	\$350.26	\$9,318	\$2,545	\$1,026	\$20,572	\$8,292
High Dollar Reply Test - 8 1/2 x 7 Survey Reply	T	2,473	64	2.59%	\$11,783	\$184.11	\$4,765	\$2,565	\$1,037	\$9,218	\$3,727
Low Dollar Control - 8 1/2 x 3 Regular Reply Form	C	4,129	199	4.82%	\$5,482	\$27.55	\$1,328	\$2,998	\$726	\$2,484	\$602
Low Dollar Test - 8 1/2 x 7 Survey Reply	T	4,119	217	5.27%	\$5,737	\$26.44	\$1,393	\$3,033	\$736	\$2,704	\$656
White Mail	C	0	26		\$717	\$27.58		\$0		\$717	
		13,202	572	4.33%	\$46,836	\$81.88	\$3,548	\$11,142	\$844	\$35,694	\$2,704

**Projections**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
<b>Actual</b>	13,202	572	4.33%	\$46,836	\$81.88	\$3,548	\$11,142	\$844	\$35,694	\$2,704
<b>Projections</b>	16,000	640	4.00%	\$33,280	\$52.00	\$2,080	\$9,600	\$600	\$23,680	\$1,480
<b>Difference</b>	-2,798	-68	0.33%	\$13,556	\$29.88	\$1,468	\$1,542	\$244	\$12,014	\$1,224

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**Client Name**

September 2010 Appeal

**Results by segment for: High Dollar Control - 8 1/2 x 3 Regular Reply Form**

		Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
0-12 months	\$100 - \$249.99	559	34	6.08%	\$4,223	\$124.21	\$7,555	\$574	\$1,026	\$3,649	\$6,529
	\$250 - \$499.99	156	5	3.21%	\$1,450	\$290.00	\$9,295	\$160	\$1,026	\$1,290	\$8,269
	\$500 - \$999.99	126	7	5.56%	\$5,250	\$750.00	\$41,667	\$129	\$1,026	\$5,121	\$40,641
	\$1,000 - \$4,999.99	240	6	2.50%	\$7,000	\$1,166.67	\$29,167	\$246	\$1,026	\$6,754	\$28,141
	\$5,000 - \$9,999.99	51	0	0.00%				\$52	\$1,026	(\$52)	\$0
<b>0-12 months</b>		<b>1,132</b>	<b>52</b>	<b>4.59%</b>	<b>\$17,923</b>	<b>\$344.67</b>	<b>\$15,833</b>	<b>\$1,161</b>	<b>\$1,026</b>	<b>\$16,762</b>	<b>\$14,807</b>
13-24 months	\$100 - \$249.99	251	3	1.20%	\$400	\$133.33	\$1,594	\$258	\$1,026	\$142	\$568
	\$250 - \$499.99	99	2	2.02%	\$300	\$150.00	\$3,030	\$102	\$1,026	\$198	\$2,004
	\$500 - \$999.99	94	0	0.00%				\$96	\$1,026	(\$96)	\$0
	\$1,000 - \$4,999.99	118	1	0.85%	\$1,000	\$1,000.00	\$8,475	\$121	\$1,026	\$879	\$7,449
	\$5,000 - \$9,999.99	33	0	0.00%				\$34	\$1,026	(\$34)	\$0
<b>13-24 months</b>		<b>595</b>	<b>6</b>	<b>1.01%</b>	<b>\$1,700</b>	<b>\$283.33</b>	<b>\$2,857</b>	<b>\$610</b>	<b>\$1,026</b>	<b>\$1,090</b>	<b>\$1,831</b>
25-36 months	\$100 - \$249.99	347	3	0.86%	\$358	\$119.33	\$1,032	\$356	\$1,026	\$2	\$6
	\$250 - \$499.99	134	4	2.99%	\$636	\$159.00	\$4,746	\$137	\$1,026	\$499	\$3,720
	\$500 - \$999.99	116	0	0.00%				\$119	\$1,026	(\$119)	\$0
	\$1,000 - \$4,999.99	134	1	0.75%	\$2,500	\$2,500.00	\$18,657	\$137	\$1,026	\$2,363	\$17,631
	\$5,000 - \$9,999.99	23	0	0.00%				\$24	\$1,026	(\$24)	\$0
<b>25-36 months</b>		<b>754</b>	<b>8</b>	<b>1.06%</b>	<b>\$3,494</b>	<b>\$436.75</b>	<b>\$4,634</b>	<b>\$774</b>	<b>\$1,026</b>	<b>\$2,720</b>	<b>\$3,608</b>

# Campaign Report

**Client Name**

September 2010 Appeal

**Results by segment for: High Dollar Control - 8 1/2 x 3 Regular Reply Form**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
<b>Total High Dollar Control - 8 1/2 x 3 Regular Reply For</b>	2,481	66	2.66%	\$23,117	\$350.26	\$9,318	\$2,545	\$1,026	\$20,572	\$8,292

**Note:**

Includes one \$2,500 gift, one \$1,800 gift, one \$1,500 gift, and four \$1,000 gifts.

# Campaign Report

**Client Name**

September 2010 Appeal

**Results by segment for: High Dollar Reply Test - 8 1/2 x 7 Survey Reply**

		Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
0-12 months	\$100 - \$249.99	555	37	6.67%	\$4,036	\$109.08	\$7,272	\$576	\$1,037	\$3,460	\$6,235
	\$250 - \$499.99	159	5	3.14%	\$1,920	\$384.00	\$12,075	\$165	\$1,037	\$1,755	\$11,038
	\$500 - \$999.99	127	2	1.57%	\$1,000	\$500.00	\$7,874	\$132	\$1,037	\$868	\$6,837
	\$1,000 - \$4,999.99	236	3	1.27%	\$2,100	\$700.00	\$8,898	\$245	\$1,037	\$1,855	\$7,861
	\$5,000 - \$9,999.99	51	0	0.00%				\$53	\$1,037	(\$53)	\$0
<b>0-12 months</b>		<b>1,128</b>	<b>47</b>	<b>4.17%</b>	<b>\$9,056</b>	<b>\$192.68</b>	<b>\$8,028</b>	<b>\$1,170</b>	<b>\$1,037</b>	<b>\$7,886</b>	<b>\$6,991</b>
13-24 months	\$100 - \$249.99	255	8	3.14%	\$955	\$119.38	\$3,745	\$264	\$1,037	\$691	\$2,708
	\$250 - \$499.99	94	2	2.13%	\$400	\$200.00	\$4,255	\$98	\$1,037	\$302	\$3,218
	\$500 - \$999.99	95	1	1.05%	\$750	\$750.00	\$7,895	\$99	\$1,037	\$651	\$6,857
	\$1,000 - \$4,999.99	119	0	0.00%				\$123	\$1,037	(\$123)	\$0
	\$5,000 - \$9,999.99	33	0	0.00%				\$34	\$1,037	(\$34)	\$0
<b>13-24 months</b>		<b>596</b>	<b>11</b>	<b>1.85%</b>	<b>\$2,105</b>	<b>\$191.36</b>	<b>\$3,532</b>	<b>\$618</b>	<b>\$1,037</b>	<b>\$1,487</b>	<b>\$2,495</b>
25-36 months	\$100 - \$249.99	342	5	1.46%	\$372	\$74.40	\$1,088	\$355	\$1,037	\$17	\$50
	\$250 - \$499.99	133	1	0.75%	\$250	\$250.00	\$1,880	\$138	\$1,037	\$112	\$842
	\$500 - \$999.99	116	0	0.00%				\$120	\$1,037	(\$120)	\$0
	\$1,000 - \$4,999.99	134	0	0.00%				\$139	\$1,037	(\$139)	\$0
	\$5,000 - \$9,999.99	24	0	0.00%				\$25	\$1,037	(\$25)	\$0
<b>25-36 months</b>		<b>749</b>	<b>6</b>	<b>0.80%</b>	<b>\$622</b>	<b>\$103.67</b>	<b>\$830</b>	<b>\$777</b>	<b>\$1,037</b>	<b>(\$155)</b>	<b>(\$207)</b>

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**Client Name**

September 2010 Appeal

**Results by segment for: High Dollar Reply Test - 8 1/2 x 7 Survey Reply**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
<b>Total High Dollar Reply Test - 8 1/2 x 7 Survey Reply</b>	2,473	64	2.59%	\$11,783	\$184.11	\$4,765	\$2,565	\$1,037	\$9,218	\$3,727

**Note:**

Includes two \$1,000 gifts.

# Campaign Report

**Client Name**

September 2010 Appeal

**Results by segment for: Low Dollar Control - 8 1/2 x 3 Regular Reply Form**

		Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
0-12 months	\$5 - \$9.99	167	13	7.78%	\$86	\$6.62	\$515	\$121	\$726	(\$35)	(\$211)
	\$10 - \$24.99	754	66	8.75%	\$1,140	\$17.27	\$1,512	\$548	\$726	\$592	\$786
	\$25 - \$49.99	679	61	8.98%	\$1,949	\$31.95	\$2,870	\$493	\$726	\$1,456	\$2,144
	\$50 - \$99.99	423	28	6.62%	\$1,440	\$51.43	\$3,404	\$307	\$726	\$1,133	\$2,678
<b>0-12 months</b>		<b>2,023</b>	<b>168</b>	<b>8.30%</b>	<b>\$4,615</b>	<b>\$27.47</b>	<b>\$2,281</b>	<b>\$1,469</b>	<b>\$726</b>	<b>\$3,146</b>	<b>\$1,555</b>
13-24 months	\$5 - \$9.99	92	2	2.17%	\$10	\$5.00	\$109	\$67	\$726	(\$57)	(\$617)
	\$10 - \$24.99	409	5	1.22%	\$89	\$17.80	\$218	\$297	\$726	(\$208)	(\$509)
	\$25 - \$49.99	349	7	2.01%	\$157	\$22.43	\$450	\$253	\$726	(\$96)	(\$276)
	\$50 - \$99.99	205	5	2.44%	\$236	\$47.20	\$1,151	\$149	\$726	\$87	\$425
<b>13-24 months</b>		<b>1,055</b>	<b>19</b>	<b>1.80%</b>	<b>\$492</b>	<b>\$25.89</b>	<b>\$466</b>	<b>\$766</b>	<b>\$726</b>	<b>(\$274)</b>	<b>(\$260)</b>
25-36 months	\$5 - \$9.99	77	2	2.60%	\$10	\$5.00	\$130	\$56	\$726	(\$46)	(\$596)
	\$10 - \$24.99	370	2	0.54%	\$35	\$17.50	\$95	\$269	\$726	(\$234)	(\$632)
	\$25 - \$49.99	395	3	0.76%	\$86	\$28.67	\$218	\$287	\$726	(\$201)	(\$508)
	\$50 - \$99.99	203	5	2.46%	\$244	\$48.80	\$1,202	\$147	\$726	\$97	\$476
<b>25-36 months</b>		<b>1,045</b>	<b>12</b>	<b>1.15%</b>	<b>\$375</b>	<b>\$31.25</b>	<b>\$359</b>	<b>\$759</b>	<b>\$726</b>	<b>(\$384)</b>	<b>(\$367)</b>
Seeds	Seeds	6	0	0.00%				\$4	\$726	(\$4)	\$0
<b>Seeds</b>		<b>6</b>	<b>0</b>	<b>0.00%</b>				<b>\$4</b>	<b>\$726</b>	<b>(\$4)</b>	<b>\$0</b>

# Campaign Report

**Client Name**

September 2010 Appeal

**Results by segment for: Low Dollar Control - 8 1/2 x 3 Regular Reply Form**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
<b>Total Low Dollar Control - 8 1/2 x 3 Regular Reply For</b>	4,129	199	4.82%	\$5,482	\$27.55	\$1,328	\$2,998	\$726	\$2,484	\$602

# Campaign Report

**Client Name**

September 2010 Appeal

**Results by segment for: Low Dollar Test - 8 1/2 x 7 Survey Reply**

		Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
0-12 months	\$5 - \$9.99	165	15	9.09%	\$107	\$7.13	\$648	\$122	\$736	(\$15)	(\$88)
	\$10 - \$24.99	751	68	9.05%	\$1,199	\$17.63	\$1,597	\$553	\$736	\$646	\$860
	\$25 - \$49.99	679	52	7.66%	\$1,541	\$29.63	\$2,270	\$500	\$736	\$1,041	\$1,533
	\$50 - \$99.99	426	28	6.57%	\$1,411	\$50.39	\$3,312	\$314	\$736	\$1,097	\$2,576
<b>0-12 months</b>		<b>2,021</b>	<b>163</b>	<b>8.07%</b>	<b>\$4,258</b>	<b>\$26.12</b>	<b>\$2,107</b>	<b>\$1,488</b>	<b>\$736</b>	<b>\$2,770</b>	<b>\$1,370</b>
13-24 months	\$5 - \$9.99	93	3	3.23%	\$13	\$4.33	\$140	\$68	\$736	(\$55)	(\$597)
	\$10 - \$24.99	410	15	3.66%	\$280	\$18.67	\$683	\$302	\$736	(\$22)	(\$53)
	\$25 - \$49.99	348	13	3.74%	\$320	\$24.62	\$920	\$256	\$736	\$64	\$183
	\$50 - \$99.99	207	6	2.90%	\$325	\$54.17	\$1,570	\$152	\$736	\$173	\$834
<b>13-24 months</b>		<b>1,058</b>	<b>37</b>	<b>3.50%</b>	<b>\$938</b>	<b>\$25.35</b>	<b>\$887</b>	<b>\$779</b>	<b>\$736</b>	<b>\$159</b>	<b>\$150</b>
25-36 months	\$5 - \$9.99	77	0	0.00%				\$57	\$736	(\$57)	\$0
	\$10 - \$24.99	368	5	1.36%	\$89	\$17.80	\$242	\$271	\$736	(\$182)	(\$495)
	\$25 - \$49.99	387	8	2.07%	\$277	\$34.63	\$716	\$285	\$736	(\$8)	(\$21)
	\$50 - \$99.99	201	4	1.99%	\$175	\$43.75	\$871	\$148	\$736	\$27	\$134
<b>25-36 months</b>		<b>1,033</b>	<b>17</b>	<b>1.65%</b>	<b>\$541</b>	<b>\$31.82</b>	<b>\$524</b>	<b>\$761</b>	<b>\$736</b>	<b>(\$220)</b>	<b>(\$213)</b>
Seeds	Seeds	7	0	0.00%				\$5	\$736	(\$5)	\$0
<b>Seeds</b>		<b>7</b>	<b>0</b>	<b>0.00%</b>				<b>\$5</b>	<b>\$736</b>	<b>(\$5)</b>	<b>\$0</b>

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**Client Name**

September 2010 Appeal

**Results by segment for: Low Dollar Test - 8 1/2 x 7 Survey Reply**

	Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
<b>Total Low Dollar Test - 8 1/2 x 7 Survey Reply</b>	4,119	217	5.27%	\$5,737	\$26.44	\$1,393	\$3,033	\$736	\$2,704	\$656

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**Client Name**

September 2010 Appeal

**Results by segment for: White Mail**

		Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
White Mail	White Mail	0	26		\$717	\$27.58		\$0		\$717	
	White Mail	0	26		\$717	\$27.58		\$0		\$717	
<b>Total White Mail</b>		0	26		\$717	\$27.58		\$0		\$717	

# Campaign Report

**Client Name**

September 2010 Appeal

**Segment Summary**

		Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
0-12 months	\$5 - \$9.99	332	28	8.43%	\$193	\$6.89	\$581	\$243	\$731	(\$50)	(\$150)
	\$10 - \$24.99	1,505	134	8.90%	\$2,339	\$17.46	\$1,554	\$1,101	\$731	\$1,238	\$823
	\$25 - \$49.99	1,358	113	8.32%	\$3,490	\$30.88	\$2,570	\$993	\$731	\$2,497	\$1,839
	\$50 - \$99.99	849	56	6.60%	\$2,851	\$50.91	\$3,358	\$621	\$731	\$2,230	\$2,627
	\$100 - \$249.99	1,114	71	6.37%	\$8,259	\$116.32	\$7,414	\$1,149	\$1,032	\$7,110	\$6,382
	\$250 - \$499.99	315	10	3.17%	\$3,370	\$337.00	\$10,698	\$325	\$1,032	\$3,045	\$9,667
	\$500 - \$999.99	253	9	3.56%	\$6,250	\$694.44	\$24,704	\$261	\$1,032	\$5,989	\$23,672
	\$1,000 - \$4,999.99	476	9	1.89%	\$9,100	\$1,011.11	\$19,118	\$491	\$1,032	\$8,609	\$18,086
	\$5,000 - \$9,999.99	102	0	0.00%				\$105	\$1,032	(\$105)	\$0
<b>0-12 months</b>		<b>6,304</b>	<b>430</b>	<b>6.82%</b>	<b>\$35,852</b>	<b>\$83.38</b>	<b>\$5,687</b>	<b>\$5,289</b>	<b>\$839</b>	<b>\$30,563</b>	<b>\$4,848</b>
13-24 months	\$5 - \$9.99	185	5	2.70%	\$23	\$4.60	\$124	\$135	\$731	(\$112)	(\$607)
	\$10 - \$24.99	819	20	2.44%	\$369	\$18.45	\$451	\$599	\$731	(\$230)	(\$281)
	\$25 - \$49.99	697	20	2.87%	\$477	\$23.85	\$684	\$510	\$731	(\$33)	(\$47)
	\$50 - \$99.99	412	11	2.67%	\$561	\$51.00	\$1,362	\$301	\$731	\$260	\$630
	\$100 - \$249.99	506	11	2.17%	\$1,355	\$123.18	\$2,678	\$522	\$1,032	\$833	\$1,646
	\$250 - \$499.99	193	4	2.07%	\$700	\$175.00	\$3,627	\$199	\$1,031	\$501	\$2,595
	\$500 - \$999.99	189	1	0.53%	\$750	\$750.00	\$3,968	\$195	\$1,032	\$555	\$2,937
	\$1,000 - \$4,999.99	237	1	0.42%	\$1,000	\$1,000.00	\$4,219	\$244	\$1,032	\$756	\$3,188
	\$5,000 - \$9,999.99	66	0	0.00%				\$68	\$1,032	(\$68)	\$0
<b>13-24 months</b>		<b>3,304</b>	<b>73</b>	<b>2.21%</b>	<b>\$5,235</b>	<b>\$71.71</b>	<b>\$1,584</b>	<b>\$2,774</b>	<b>\$840</b>	<b>\$2,461</b>	<b>\$745</b>

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September 2010 Appeal

**Segment Summary**

		Quantity	Gifts	%Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
25-36 months	\$5 - \$9.99	154	2	1.30%	\$10	\$5.00	\$65	\$113	\$731	(\$103)	(\$666)
	\$10 - \$24.99	738	7	0.95%	\$124	\$17.71	\$168	\$540	\$731	(\$416)	(\$563)
	\$25 - \$49.99	782	11	1.41%	\$363	\$33.00	\$464	\$572	\$731	(\$209)	(\$267)
	\$50 - \$99.99	404	9	2.23%	\$419	\$46.56	\$1,037	\$295	\$731	\$124	\$306
	\$100 - \$249.99	689	8	1.16%	\$730	\$91.25	\$1,060	\$711	\$1,032	\$19	\$28
	\$250 - \$499.99	267	5	1.87%	\$886	\$177.20	\$3,318	\$275	\$1,032	\$611	\$2,287
	\$500 - \$999.99	232	0	0.00%				\$239	\$1,032	(\$239)	\$0
	\$1,000 - \$4,999.99	268	1	0.37%	\$2,500	\$2,500.00	\$9,328	\$276	\$1,032	\$2,224	\$8,297
	\$5,000 - \$9,999.99	47	0	0.00%				\$48	\$1,032	(\$48)	\$0
<b>25-36 months</b>		<b>3,581</b>	<b>43</b>	<b>1.20%</b>	<b>\$5,032</b>	<b>\$117.02</b>	<b>\$1,405</b>	<b>\$3,070</b>	<b>\$857</b>	<b>\$1,962</b>	<b>\$548</b>
Seeds	Seeds	13	0	0.00%				\$10	\$732	(\$10)	\$0
<b>Seeds</b>		<b>13</b>	<b>0</b>	<b>0.00%</b>				<b>\$10</b>	<b>\$732</b>	<b>(\$10)</b>	<b>\$0</b>
White Mail	White Mail	0	26		\$717	\$27.58		\$0		\$717	
<b>White Mail</b>		<b>0</b>	<b>26</b>		<b>\$717</b>	<b>\$27.58</b>		<b>\$0</b>		<b>\$717</b>	
<b>Total September 2010 Appeal</b>		<b>13,202</b>	<b>572</b>	<b>4.33%</b>	<b>\$46,836</b>	<b>\$81.88</b>	<b>\$3,548</b>	<b>\$11,142</b>	<b>\$844</b>	<b>\$35,694</b>	<b>\$2,704</b>