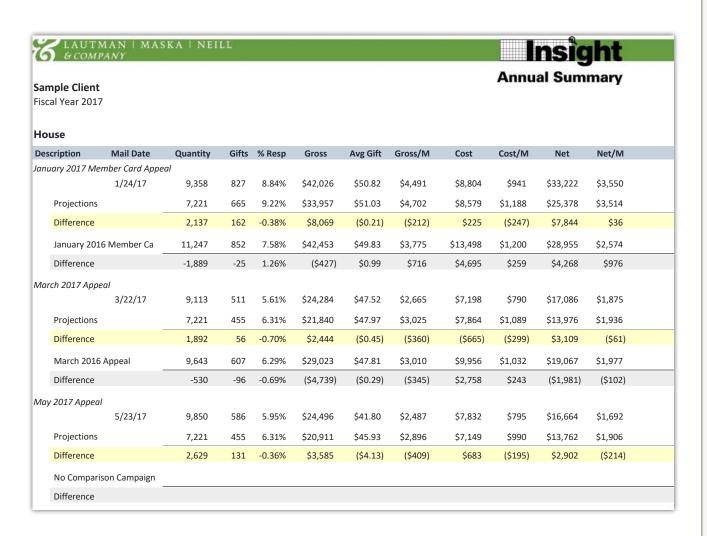


Annual **Program Analysis**



Annual Summary Report: Provides overall results for all campaigns within the specified year and compares them to projections. Campaigns are split out between programs and include spillover income from gifts from previous year campaigns. Results can also be limited by date.



Comparison Report: Provides a head to head comparison of the same campaign, or multiple campaigns, mailed over several years. This report can go back as far as 5 years to measure year over year results, and is an essential tool for budgeting.

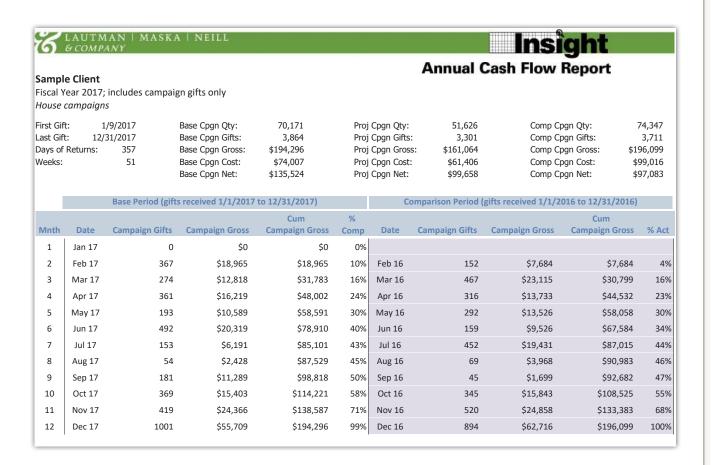
LAUTMAN MASI	CA NEI	LIL						Insight			
ample Client								Segment Report			
-12 months											
	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M	
\$5-24.99											
January 2017 Member Card A	1,550	211	13.61%	\$3,239	\$15.35	\$2,090	\$1,367	\$882	\$1,872	\$1,208	
March 2017 Appeal	1,530	127	8.30%	\$2,137	\$16.83	\$1,397	\$1,130	\$739	\$1,007	\$658	
May 2017 Appeal	1,636	171	10.45%	\$2,214	\$12.94	\$1,353	\$1,219	\$745	\$995	\$608	
September 2017 Appeal	1,518	178	11.73%	\$2,499	\$14.04	\$1,646	\$1,689	\$1,113	\$810	\$534	
November 2017 Appeal	1,440	159	11.04%	\$2,469	\$15.53	\$1,715	\$853	\$592	\$1,616	\$1,122	
December 2017 Appeal	1,406	97	6.90%	\$1,845	\$19.02	\$1,312	\$804	\$572	\$1,041	\$740	
Total \$5-24.99	9,080	943	10.39%	\$14,403	\$15.27	\$1,586	\$7,061	\$778	\$7,341	\$809	
\$25-49.99											
January 2017 Member Card A	2,195	276	12.57%	\$7,314	\$26.50	\$3,332	\$1,935	\$882	\$5,379	\$2,450	
March 2017 Appeal	2,253	190	8.43%	\$5,354	\$28.18	\$2,376	\$1,664	\$739	\$3,690	\$1,638	
May 2017 Appeal	2,584	192	7.43%	\$5,128	\$26.71	\$1,985	\$1,925	\$745	\$3,204	\$1,240	
September 2017 Appeal	2,301	217	9.43%	\$6,164	\$28.41	\$2,679	\$2,560	\$1,113	\$3,604	\$1,566	
November 2017 Appeal	2,215	201	9.07%	\$5,771	\$28.71	\$2,605	\$1,304	\$589	\$4,467	\$2,017	
December 2017 Appeal	2,215	120	5.42%	\$3,455	\$28.79	\$1,560	\$1,267	\$572	\$2,188	\$988	
Total \$25-49.99	13,763	1,196	8.69%	\$33,186	\$27.75	\$2,411	\$10,655	\$774	\$22,531	\$1,637	
\$50-99.99											
January 2017 Member Card A	1,144	126	11.01%	\$6,793	\$53.91	\$5,938	\$1,009	\$882	\$5,784	\$5,056	
March 2017 Appeal	1,204	73	6.06%	\$4,539	\$62.18	\$3,770	\$889	\$739	\$3,650	\$3,031	
May 2017 Appeal	1,268	77	6.07%	\$4,059	\$52.71	\$3,201	\$945	\$745	\$3,114	\$2,456	
September 2017 Appeal	1,168	105	8.99%	\$5,878	\$55.98	\$5,033	\$1,300	\$1,113	\$4,578	\$3,920	
November 2017 Appeal	1,088	102	9.38%	\$5,832	\$57.18	\$5,360	\$648	\$595	\$5,184	\$4,765	
December 2017 Appeal	1,088	49	4.50%	\$2,600	\$53.06	\$2,390	\$622	\$572	\$1,978	\$1,818	
Total \$50-99.99	6,960	532	7.64%	\$29,701	\$55.83	\$4,267	\$5,412	\$778	\$24,289	\$3,490	
\$100-499.99			•				•		•		
January 2017 Member Card A	1,220	135	11.07%	\$17,200	\$127.41	\$14,098	\$1,447	\$1,186	\$15,753	\$12,912	
March 2017 Appeal	1,180	60	5.08%	\$8,229	\$137.15	\$6,974	\$1,205	\$1,021	\$7,024	\$5,952	

Segment Report: Provides segmentation results across multiple campaigns, within each program, in order to analyze overall historical segment performance to determine the best donors and lists to target.

Annual Program Analysis



List ROI Report: Reviews the gross and net revenue performance for lists and list selects at the time of acquisition, and up to three years after that point.



Annual Cash Flow Report: Provides cash flow for multiple campaigns across an entire year, and can be selected by week and by month, and selected with or without spillover income. Cash flow can be limited by date range, both for the selected base period and comparison period, and can be compared to actuals or budget projections.