

BILLME 8/88 Bill-Me test

Pub Track	List description Track description	No/Date Mailed	Cost %Paid	Total/Paid			Receipts	Rec - Cost	Rec/Cst
				Orders	%Resp	Cst/Order			
QWKFIL	Characters from Fiction.	400	90	52	13.00%	1.73	3,936	3,846	43.73
078TST	Bill-Me Test	08/11/07	53.8%	28	7.00%	3.21	2,267	2,177	25.19
Package Total		400	90 53.8%	52	13.00%	1.73	3,936	3,846	43.73

CHRTER Original Package -- Charter offer

Pub Track	List description Track description	No/Date Mailed	Cost %Paid	Total/Paid					
				Orders	%Resp	Cst/Order	Receipts	Rec - Cost	Rec/Cst
QWKFIL	Characters from Fiction.	200	44	3	1.50%	14.66	360	316	8.18
CHR-01	Charter offer -- control package	12/11/07	100.0%	3	1.50%	14.66	360	316	8.18
QWKFIL	Famous Politicians	2,000	390	55	2.75%	7.09	7,200	6,810	18.46
CHR-02	Charter offer -- control package	12/11/07	83.6%	46	2.30%	8.47	6,120	5,730	15.69
QWKFIL	Famous Politicians	200	39	4	2.00%	9.75	480	441	12.31
CHR-03	Charter offer -- premium test	12/11/07	0.0%	0	0.00%		114	75	2.92
QWKFIL	Famous Politicians	200	39	7	3.50%	5.57	660	621	16.92
CHR-04	Charter offer-control package-term test	12/11/07	42.9%	3	1.50%	13.00	295	256	7.56
Package Total		2,600	512	69	2.65%	7.42	8,700	8,188	16.99
			75.4%	52	2.00%	9.84	6,889	6,377	13.46

CNTRL2 Same as charter but letter for 6/12 term

Pub Track	List description Track description	No/Date Mailed	Cost %Paid	Total/Paid					
				Orders	%Resp	Cst/Order	Receipts	Rec - Cost	Rec/Cst
QWKFIL 0510F	Characters from Fiction. Fictional/6mo or 12 mo/no premiums	800 10/05/05	176 100.0%	26	3.25%	6.76	2,271	2,095	12.90
QWKFIL 0510P	Famous Politicians Politicians/6mo or 12 mo/no premiums	800 10/05/05	156 80.0%	30	3.75%	5.20	2,745	2,589	17.60
QWKFIL 0609F	Characters from Fiction. Fictional/6mo or 12 mo/no premiums	800 09/02/06	176 100.0%	45	5.63%	3.91	4,347	4,171	24.70
QWKFIL 0609P	Famous Politicians Politicians/6mo or 12 mo/no premiums	800 09/02/06	156 96.4%	28	3.50%	5.57	2,235	2,079	14.33
QWKFIL 078REG	Characters from Fiction. Control for Bill-Me Test	400 08/11/07	88 100.0%	32	8.00%	2.75	2,797	2,709	31.78
Package Total		3,600	752 95.7%	161	4.47% 4.28%	4.67 4.88	14,395 13,890	13,643 13,138	19.14 18.47
Total		6,600	1,354 83.0%	282	4.27% 3.55%	4.80 5.78	27,031 23,046	25,677 21,692	19.96 17.02