

QWKFIL QuickFill : Subscription Fulfillment Made Easy!

MAIL Direct Mail

<u>Order type</u>	<u>Cohort size</u>	<u>Paid</u>	<u>Canceled by request</u>		<u>Canceled for nonpayment</u>		<u>No action</u>		<u>Gross Receipts</u>	<u>Net Receipts</u>	
New orders	288	234	81.3%	0	0.0%	22	7.6%	32	11.1%	27,678.90	23,045.82
1st renewal	270	269	99.6%	0	0.0%	0	0.0%	1	0.4%	32,269.00	32,248.57
2nd+ renewal	229	225	98.3%	0	0.0%	0	0.0%	4	1.7%	24,202.20	24,031.41
Total	787	728	92.5%	0	0.0%	22	2.8%	37	4.7%	84,150.10	79,325.80
Effort responded to	0	1	2	3	4	5	6	7	8		
New orders											
Mailed	288	130	102	73	26						
Paid	151	32	30	18	3						
% of mailed	52.4%	24.6%	29.4%	24.7%	11.5%						
% of cohort	52.4%	11.1%	10.4%	6.3%	1.0%						
1st renewal											
Mailed	270	8	8	4							
Paid	261	0	4	4							
% of mailed	96.7%	0.0%	50.0%	100.0%							
% of cohort	96.7%	0.0%	1.5%	1.5%							
2nd+ renewal											
Mailed	229	7	7	4	4						
Paid	222	0	3	0	0						
% of mailed	96.9%	0.0%	42.9%	0.0%	0.0%						
% of cohort	96.9%	0.0%	1.3%	0.0%	0.0%						