

QWKFIL QuickFill : Subscription Fulfillment Made Easy!

Marketing plan	Order type	Cohort size	Paid		Canceled by request		Canceled for nonpayment		No action		Gross Receipts	Net Receipts
AUG07	8/07 One List - Testing a Bill-Me offer											
	New	84	60	71.4%	0	0.0%	0	0.0%	24	28.6%	6,733.20	5,064.28
	1st ren	16	16	100.0%	0	0.0%	0	0.0%	0	0.0%	1,398.00	1,398.00
	Total	100	76	76.0%	0	0.0%	0	0.0%	24	24.0%	8,131.20	6,462.28
DEC-07	Charter offer mailing-dropped in 12/07											
	New	69	52	75.4%	0	0.0%	15	21.7%	2	2.9%	8,700.00	6,888.78
	1st ren	101	100	99.0%	0	0.0%	0	0.0%	1	1.0%	12,723.00	12,658.57
	2nd+ ren	154	154	100.0%	0	0.0%	0	0.0%	0	0.0%	16,285.20	16,282.41
	Total	324	306	94.4%	0	0.0%	15	4.6%	3	0.9%	37,708.20	35,829.76
OCT-05	October 2005 mailing - no new tests											
	New	56	50	89.3%	0	0.0%	6	10.7%	0	0.0%	5,015.70	4,560.97
	1st ren	85	85	100.0%	0	0.0%	0	0.0%	0	0.0%	10,735.00	10,735.00
	2nd+ ren	71	67	94.4%	0	0.0%	0	0.0%	4	5.6%	7,617.00	7,449.00
	Total	212	202	95.3%	0	0.0%	6	2.8%	4	1.9%	23,367.70	22,744.97
SEPT06	Repeat of the Oct 05 mailing-No Changes											
	New	73	72	98.6%	0	0.0%	1	1.4%	0	0.0%	6,582.00	6,531.79
	1st ren	68	68	100.0%	0	0.0%	0	0.0%	0	0.0%	7,413.00	7,457.00
	2nd+ ren	4	4	100.0%	0	0.0%	0	0.0%	0	0.0%	300.00	300.00
	Total	145	144	99.3%	0	0.0%	1	0.7%	0	0.0%	14,295.00	14,288.79
Z-MISC	Miscellaneous and Comps											
	New	29	17	58.6%	0	0.0%	8	27.6%	4	13.8%	5,809.80	2,542.63
	1st ren	14	11	78.6%	3	21.4%	0	0.0%	0	0.0%	1,487.12	1,392.62
	2nd+ ren	6	3	50.0%	3	50.0%	0	0.0%	0	0.0%	720.00	342.00
	Total	49	31	63.3%	6	12.2%	8	16.3%	4	8.2%	8,016.92	4,277.25
No marketing plan												
	New	149	137	91.9%	0	0.0%	0	0.0%	12	8.1%	14,297.40	12,998.48
	1st ren	236	236	100.0%	0	0.0%	0	0.0%	0	0.0%	28,279.00	28,303.80
	2nd+ ren	222	218	98.2%	0	0.0%	0	0.0%	4	1.8%	23,362.20	23,191.41
	Total	607	591	97.4%	0	0.0%	0	0.0%	16	2.6%	65,938.60	64,493.69
Total for publication QWKFIL												
	New	460	388	84.3%	0	0.0%	30	6.5%	42	9.1%	47,138.10	38,586.93
	1st ren	520	516	99.2%	3	0.6%	0	0.0%	1	0.2%	62,035.12	61,944.99
	2nd+ ren	457	446	97.6%	3	0.7%	0	0.0%	8	1.8%	48,284.40	47,564.82
	Total	1,437	1,350	93.9%	6	0.4%	30	2.1%	51	3.5%	157,457.62	148,096.74