

QWKFIL QuickFill : Subscription Fulfillment Made Easy!

MAIL Direct Mail

Renewal number	Cohort size	Renewed and paid		Renewed		Canceled		Requalified/Expired		No Action		Gross Receipts	Net Receipts
1st renewal	242	164	99.4%	165	68.2%	0	0.0%	27	11.2%	50	20.7%	19,684.60	19,678.57
2nd renewal	270	156	97.5%	160	59.3%	0	0.0%	20	7.4%	90	33.3%	18,072.60	17,904.60
3rd+ renewal	225	60	100.0%	60	26.7%	0	0.0%	3	1.3%	162	72.0%	5,049.60	5,046.81
Total	737	380	98.7%	385	52.2%	0	0.0%	50	6.8%	302	41.0%	42,806.80	42,629.98
Last effort mailed	0	1	2	3	4	5	6	7	8	9	10	11	12
1st renewal													
Mailed	242	220	137	70	42	31	18						
Renewed	0	75	47	28	11	3	1						
% of mailed	0.0%	34.1%	34.3%	40.0%	26.2%	9.7%	5.6%						
% of cohort	0.0%	31.0%	19.4%	11.6%	4.5%	1.2%	0.4%						
% of renewed paid	0.0%	100.0%	100.0%	100.0%	90.9%	100.0%	100.0%						
2nd renewal													
Mailed	270	247	124	72	42	24							
Renewed	0	59	52	30	18	1							
% of mailed	0.0%	23.9%	41.9%	41.7%	42.9%	4.2%							
% of cohort	0.0%	21.9%	19.3%	11.1%	6.7%	0.4%							
% of renewed paid	0.0%	100.0%	100.0%	100.0%	77.8%	100.0%							
3rd+ renewal													
Mailed	225	95	57	36	24	3							
Renewed	0	34	17	6	3	0							
% of mailed	0.0%	35.8%	29.8%	16.7%	12.5%	0.0%							
% of cohort	0.0%	15.1%	7.6%	2.7%	1.3%	0.0%							
% of renewed paid	0.0%	100.0%	100.0%	100.0%	100.0%	0.0%							
All renewals													
Mailed	737	562	318	178	108	58	18						
Renewed	0	168	116	64	32	4	1						
% of mailed	0.0%	29.9%	36.5%	36.0%	29.6%	6.9%	5.6%						
% of cohort	0.0%	22.8%	15.7%	8.7%	4.3%	0.5%	0.1%						
% of renewed paid	0.0%	100.0%	100.0%	100.0%	84.4%	100.0%	100.0%						

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MISC Miscellaneous orders

Renewal number	Cohort size	Renewed and paid		Renewed		Canceled		Requalified/Expired		No Action		Gross Receipts	Net Receipts
1st renewal	21	9	90.0%	10	47.6%	0	0.0%	3	14.3%	8	38.1%	1,007.12	975.62
2nd renewal	14	3	50.0%	6	42.9%	0	0.0%	0	0.0%	8	57.1%	720.00	342.00
3rd+ renewal	3	0	0.0%	0	0.0%	0	0.0%	3	100.0%	0	0.0%	0.00	0.00
Total	38	12	75.0%	16	42.1%	0	0.0%	6	15.8%	16	42.1%	1,727.12	1,317.62
Last effort mailed	0	1	2	3	4	5	6	7	8	9	10	11	12
1st renewal													
Mailed	21	17	9	7	7	3	3						
Renewed	0	8	2	0	0	0	0						
% of mailed	0.0%	47.1%	22.2%	0.0%	0.0%	0.0%	0.0%						
% of cohort	0.0%	38.1%	9.5%	0.0%	0.0%	0.0%	0.0%						
% of renewed paid	0.0%	100.0%	50.0%	0.0%	0.0%	0.0%	0.0%						
2nd renewal													
Mailed	14	10	7	7	4	4							
Renewed	0	3	0	3	0	0							
% of mailed	0.0%	30.0%	0.0%	42.9%	0.0%	0.0%							
% of cohort	0.0%	21.4%	0.0%	21.4%	0.0%	0.0%							
% of renewed paid	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%							
3rd+ renewal													
Mailed	3	3	3	3	3	3							
Renewed	0	0	0	0	0	0							
% of mailed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
% of cohort	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
% of renewed paid	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
All renewals													
Mailed	38	30	19	17	14	10	3						
Renewed	0	11	2	3	0	0	0						
% of mailed	0.0%	36.7%	10.5%	17.6%	0.0%	0.0%	0.0%						
% of cohort	0.0%	28.9%	5.3%	7.9%	0.0%	0.0%	0.0%						
% of renewed paid	0.0%	72.7%	50.0%	100.0%	0.0%	0.0%	0.0%						

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WEB Interent orders

Renewal number	Cohort size	Renewed and paid		Renewed		Canceled		Requalified/Expired		No Action		Gross Receipts	Net Receipts
1st renewal	143	93	100.0%	93	65.0%	0	0.0%	0	0.0%	50	35.0%	11,138.20	11,182.20
2nd renewal	236	145	97.3%	149	63.1%	0	0.0%	0	0.0%	87	36.9%	16,752.60	16,584.60
3rd+ renewal	222	60	100.0%	60	27.0%	0	0.0%	0	0.0%	162	73.0%	5,049.60	5,046.81
Total	601	298	98.7%	302	50.2%	0	0.0%	0	0.0%	299	49.8%	32,940.40	32,813.61
Last effort mailed	0	1	2	3	4	5	6	7	8	9	10	11	12
1st renewal													
Mailed	143	121	59	17	3								
Renewed	0	54	22	14	3								
% of mailed	0.0%	44.6%	37.3%	82.4%	100.0%								
% of cohort	0.0%	37.8%	15.4%	9.8%	2.1%								
% of renewed paid	0.0%	100.0%	100.0%	100.0%	100.0%								
2nd renewal													
Mailed	236	213	94	47	17								
Renewed	0	55	47	30	17								
% of mailed	0.0%	25.8%	50.0%	63.8%	100.0%								
% of cohort	0.0%	23.3%	19.9%	12.7%	7.2%								
% of renewed paid	0.0%	100.0%	100.0%	100.0%	76.5%								
3rd+ renewal													
Mailed	222	92	54	33	21								
Renewed	0	34	17	6	3								
% of mailed	0.0%	37.0%	31.5%	18.2%	14.3%								
% of cohort	0.0%	15.3%	7.7%	2.7%	1.4%								
% of renewed paid	0.0%	100.0%	100.0%	100.0%	100.0%								
All renewals													
Mailed	601	426	207	97	41								
Renewed	0	143	86	50	23								
% of mailed	0.0%	33.6%	41.5%	51.5%	56.1%								
% of cohort	0.0%	23.8%	14.3%	8.3%	3.8%								
% of renewed paid	0.0%	100.0%	100.0%	100.0%	82.6%								