

Predictive Direct Mail Response

Select Weeks Since Mailing

2
3

Number of Orders

2,222

Forecasting Method

Select Forecasting Method

Estimated Response Rates

Yield based on past experience

Estimated Response Rates

Based on Simple User Input

Time Intervals (Weeks)	Cumulative Response (%)
1	22%
2	44%
3	66%
4	88%
8	98%
> 8	100%

Experiential Response Rates

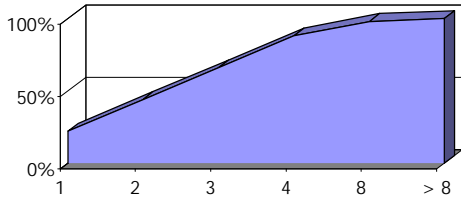
Based on Past Campaigns

Time Intervals (Weeks)	Cumulative Response (%)
1	16.7%
2	54.1%
3	78.9%
4	87.1%
8	92.9%
> 8	100.0%

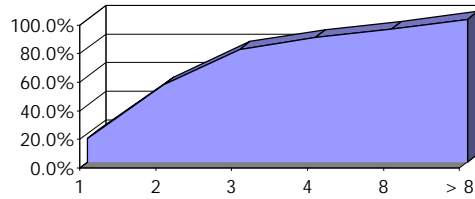
Forecast Summary

Average Size Order	\$222.00
Expected Number of Orders	3,367
Expected Revenue	\$747,400

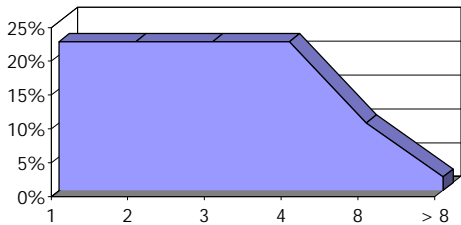
Estimated Cumulative Response Based on User Assumptions



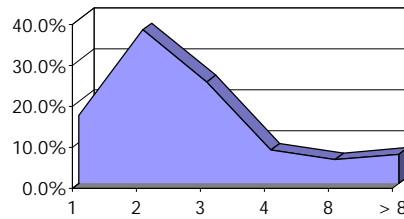
Estimated Cumulative Response Based on Past Experience



Estimated Response Rates Based on User Assumptions



Estimated Response Rates Based on Experience



Past Experience Response Data by Campaigns

Campaign Name: CompUSA
Date of campaign: 7/1/01

Time Intervals (Weeks)	Number of Orders	Cumulative Response (%)
1	23	14.7%
2	44	42.9%
3	44	71.2%
4	11	78.2%
8	11	85.3%
> 8	23	100.0%
TOTAL	156	

Campaign Name: Early adopters
Date of campaign: 6/8/01

Time Intervals (Weeks)	Number of Orders	Cumulative Response (%)
1	23	5.3%
2	230	58.8%
3	122	87.2%
4	11	89.8%
8	22	94.9%
> 8	22	100.0%
TOTAL	430	

Campaign Name: Yahoo sweeps
Date of campaign: 5/3/01

Time Intervals (Weeks)	Number of Orders	Cumulative Response (%)
1	340	24.5%
2	480	59.0%
3	350	84.2%
4	120	92.8%
8	60	97.1%
> 8	40	100.0%
TOTAL	1390	

Campaign Name: Altavista bonus
Date of campaign: 5/5/01

Time Intervals (Weeks)	Number of Orders	Cumulative Response (%)
1	230	22.1%
2	350	55.8%
3	180	73.1%
4	150	87.5%
8	70	94.2%
> 8	60	100.0%
TOTAL	1040	

Campaign Name:
Date of campaign:

Time Intervals (Weeks)	Number of Orders	Cumulative Response (%)
1		
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8		
> 8		
TOTAL		

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