

SAMPLE COMPANY

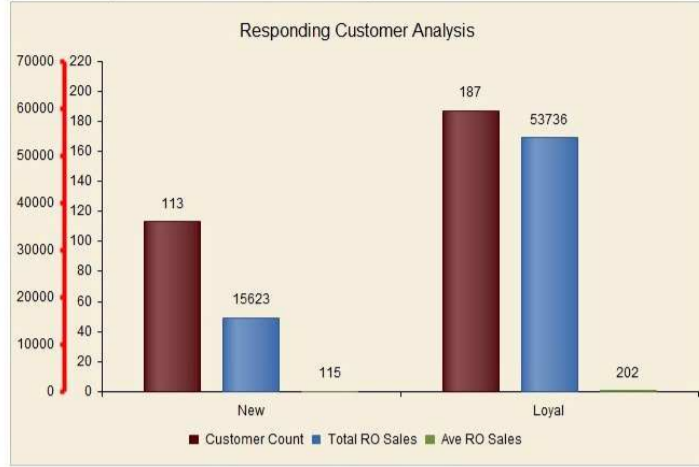
Choose a Campaign: December 2012: 2 In House Dates

New Customers 113 135 RO's Immediate Revenue \$15,623

Loyal Customers 187 266 RO's Immediate Revenue \$53,736

Total Respondents 300 401 RO's Immediate Revenue \$69,359

ROI Report Customer Retention Sales Trends



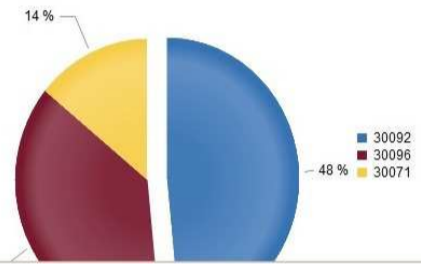
Direct Mail Stats:

Mail Date:	1/7/2013
Total Mailed:	7804
Total Responded:	300
Total ROs:	401
Response Rate:	3.84%
Campaign Cost:	\$2,263.16
Net Revenue:	\$69,360.30
Gross Profit%:	60.00%
Gross Profit:	\$41,616.18
ROI:	\$39,353.02 / 1738.85%

Tell me about my Estimated Lifetime Sales

- Customer Retention Rate 55.27%
- Avg. Spend per Visit \$253.75
- Avg. number of visits 1.02 per year
- Avg. Spend per year \$258.83
- Avg. Customer Lifespan 3 years
- 62 of 113 new customers will convert to repeat customers.
- Estimated 1 year value= \$16,047.46
- Estimated lifetime value = \$48,142.38

Zip Code Percentages



Title Name of the Shop and Location
Choose a Campaign: List of all Direct Mail Campaigns by month including In House Date Count

Summary Data:

New Customers		Sample Calculation
Customer Count	Count of First Time Customers from month selected through next mailer date	113
RO Count	RO Count from First Time Customers from month selected through next mail date	135
Immediate Revenue	Total Revenue generated from RO Count above	\$15,623
Loyal Customers		
Customer Count	Count of Returning Customers from month selected through next mailer date	187
RO Count	RO Count from Returning Customers from month selected through next mailer date	266
Immediate Revenue	Total Revenue generated from RO Count above	\$53,736
Total Respondents		
Customer Count	Sum of New Customer count and Loyal Customer count	113 + 187 = 300
RO Count	Sum of New Customer RO count and Loyal Customer RO count	135 + 266 = 401
Immediate Revenue	Sum of New Customer revenue and Loyal Customer revenue	\$15,623 + \$53,736 = \$69,359

Responding Customer Analysis Chart:

New Customer		
Customer Count	Summary Data New Customer Count	113
Total RO Sales	Summary Data New Customer Immediate Revenue	\$15,623
Ave RO Sales	Summary Data New Customer Immediate Revenue / RO Count	\$15,623 / 135 = \$115
Loyal Customer		
Customer Count	Summary Data Loyal Customer Count	187
Total RO Sales	Summary Data Loyal Customer Immediate Revenue	\$53,736
Ave RO Sales	Summary Data Loyal Customer Immediate Revenue / RO Count	\$53,736 / 266 = \$202

Direct Mail Stats:

Mail Date	In home date for first mailer of the month	1/7/2013
Total Mailed	Piece count	7804
Total Responded	Customer Count with at least 1 RO from Total Mailed	300
Total ROs	Sum of RO Count from Total Respondents	401
Response Rate	Total Responded / Total Mailed	300 / 7804 = 3.84%
Campaign Cost	Provided by Mudlick for each campaign	7804 x \$0.29 = \$2,263
Net Revenue	Total Revenue generated from Respondent ROs	\$69,360
Gross Profit %	Shop configured gross profit %	60%
Gross Profit	Net Revenue x Gross Profit %	\$69,360 x 60% = \$41,616
ROI	Gross Profit - Campaign Cost	\$41,616 - \$2,263 = \$39,353
	ROI \$ / Campaign Cost	\$39,353 / \$2,263 = 1738.85%

Estimated Lifetime Sales

Retention Rate	Customers with at least 1 RO in last 9 mos / Total Customer Count prior 24 months	55.27%
Avg Spend per Visit	Total Revenue / Total RO Count (measured over 24 months)	\$254
Avg visits per year	Total RO Count in last 24 months / Total Active Customer Count	1.02
Avg Spend per year	Avg Spend per Visit x Avg visits per year	\$254 x 1.02 = \$259
Avg Customer Lifespan	3 years	3
New Customer Conversion	Total New Customers from selected campaign x Retention Rate	113 X 55.27% = 62
Estimated 1 year value	Total New Customers Converted x Avg Spend per year	62 x \$259 = \$16,047
Estimated lifetime value	Estimated 1 year value x Avg Customer Lifespan	\$16,047 x 3 = \$48,142