



CLIENT MEMO: USING CLASSIFIERS FOR LIST SEGMENTATION

Many of you have discovered that **DART** can be quite accurate in forecasting future list response performance using the List Group Ranking module. The key to accurate forecasting, however, depends on segmenting list selections into sub groups with like characteristics.

We use the Selection, Category and Classifier fields to segment lists in the following manner:

- A. **Selection** is a free form descriptive field used to describe lists selects in detail, for instance, “*Dogs: 3 legged, w/mange, neutered, blind, named Lucky*”.
- B. **Category** is a Master Table field often used for describing major market categories such as Magazine, Catalog, Donor, etc.
- C. **Classifiers** (10 are available in the master tables) can be used to denote precise selection criteria such as recency, gender, sales source (DTP, agent, etc.), interest, lifestyle, spending, list status, etc. Applied to lists across your total database, Classifiers can help determine which market selections are profitable and eliminate surcharges for those that are not.

The difficulty in assigning Classifier fields to list selections, of course, is often lack of sufficient or consistent information about selects ordered at the time of mailing. Some Classifiers may apply to some lists but not to others and it can be difficult to group lists consistently in a List Ranking analysis.

To get around this problem we recommend assigning an Segmentation Classifier (using a simple numbering or lettering system) to group lists according selections with similar characteristics. We’ll use the following example to show how you can easily segment lists into like groups and improve your **DART** forecasting accuracy.

The list Mr. Fixit is shown in a Master Performance report (A-1) with 22 mailings over ten campaigns. This list produced an average 7.18% gross and 3.14% net response rates. On surface this average response may qualify this list for inclusion in a future campaign. If, however, we filter this list group as a whole through the Group Ranking analysis and apply weights to mail quantities and campaign timing, the projected future results are lower: 6.35/2.67% response (B-1). With these results Mr. Fixit may not make the cut in a future list selection by the **DART** Projection program.

If a Segmentation Classifier filter is assigned to individual selections, the sub group rankings will produce some list segments that are expected to perform better than others. The results (C-1):

Method	List Segment	Gross% / Net%
Simple Average	All Groups	7.18/3.14
Trend Filter	All Groups	6.35/2.67
Trend Filter	Trend Classifier A	10.39/4.27
	Trend Classifier B	8.08/3.42
	Trend Classifier D	6.40/2.52
	Trend Classifier C	5.41/2.30
	Trend Classifier F	5.41/2.08
	Trend Classifier E	4.80/1.95

Conclusion: Applying a Segmentation Classifier to list selection groups during a Group Ranking analysis will enhance DART’s forecasting accuracy and result in more profitable list selections for future campaigns with less risk.

MR. FIXIT: TOTAL LIST RESPONSE ANALYSIS

Database: SAMPLE

Date: 10/11/2000

Report Name: List Forecaster: Mr. Fixit

Time: 12:21:00

<u>Rank</u>	<u>Campaign Name</u>	<u>Selection</u>	<u>Trend Cls</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Net Orders</u>	<u>Payup/GOOrder</u>	<u>Net Resp%</u>	<u>NResp Index</u>	<u>Loaded Prf/Ord</u>	<u>Weight Factor</u>	<u>Notes</u>
<u>List Group 1: Mister Fixit</u>														
1	199709MF	L 3 MO AGENT DTP PAID	F	4.640	318	6.85%	103	95	29.9%	2.05%	82	\$-11.06	0.2%	
2	199801MF	ACTIVE PD DTP NEW NON-AGT	B	270.985	23,765	8.77%	112	10,979	46.2%	4.05%	119	\$-2.80	12.3%	
3	199801MF	QUARTERLY COA	D	9.476	866	9.14%	116	373	43.1%	3.94%	116	\$-2.92	0.4%	
4	199801MF	L3MO DTP NON-AGT	A	32.813	3,714	11.32%	144	1,848	49.8%	5.63%	165	\$0.14	1.5%	
5	199801MF	ACTIVE PD RENEW TO PUB	C	242.056	21,180	8.75%	111	10,399	49.1%	4.30%	126	\$-1.28	11.0%	
6	199802HL	30DAY COA	D	22.320	1,734	7.77%	102	773	44.6%	3.46%	106	\$-3.96	1.0%	
7	199802HL	3MO DTP SUBS NON-AGT	A	21.301	2,211	10.38%	136	788	35.6%	3.70%	114	\$-4.99	1.0%	
8	199807MF	L 3MO DTP NON-AGT SUB	A	24.280	2,605	10.73%	178	1,021	39.2%	4.21%	202	\$-1.86	2.2%	
9	199807MF	L 6MO COA SUB	D	35.511	1,992	5.61%	93	723	36.3%	2.04%	98	\$-9.89	3.2%	
10	199807MF	ACTIVE PD RENEW TO PUB-N	C	42.094	2,846	6.76%	112	1,219	42.8%	2.90%	139	\$-5.11	3.8%	
11	199807MF	ACTIVE PD RENEW TO PUB-P	C	188.449	9,404	4.99%	83	3,919	41.7%	2.08%	100	\$-8.58	17.1%	
12	199807MF	ZIP MATCHES	E	65.874	3,169	4.81%	80	1,309	41.3%	1.99%	96	\$-9.20	6.0%	
13	199807MF	ACTIVE PD DTP NEW NON-AGT	B	102.903	7,388	7.18%	119	2,664	36.1%	2.59%	125	\$-7.55	9.3%	
14	199809MF	L 3MO MEN DMS AGT	F	18.453	1,139	6.17%	88	434	38.1%	2.35%	114	\$-5.87	0.8%	
15	199809MF	L 3MO WOMEN DMS AGT	F	26.626	1,233	4.63%	66	505	40.9%	1.90%	92	\$-7.04	1.2%	
16	199901MF	ZIP MATCHES	E	4.576	215	4.70%	149	60	27.9%	1.31%	130	\$-23.12	0.4%	
17	199907MF	ACTIVE PD DTP RENEWS	C	72.053	2,428	3.37%	76	882	36.3%	1.22%	94	\$-20.34	13.1%	
18	199907MF	ACTIVE PD REN PUB HL	C	67.643	3,172	4.69%	106	1,196	37.7%	1.77%	136	\$-13.43	12.3%	
19	199907MF	L 3MO DTP NON-AGT	A	5.030	480	9.54%	216	155	32.3%	3.08%	237	\$-7.33	0.9%	
20	199910MF	10/99 DTP NON-AGT NEW	A	15.022	1,493	9.94%	129	624	41.8%	4.15%	150	\$-1.26	0.7%	
21	199910MF	10/95 RENEW NPU	C	14.502	960	6.62%	86	396	41.3%	2.73%	99	\$-3.77	0.7%	
22	200001MF	L 3MO DTP NON-AGT	A	3.561	332	9.32%	147	145	43.7%	4.07%	158	\$-7.64	1.0%	
				1,290.168	92,644	7.18%	116	40,507	43.7%	3.14%	127	\$-4.44	100.0%	

ojected Gross%: 6.35% (Lo/Hi 6.06% / 6.65%) Falloff: 4.6% REV/PO - LTO: \$11.97 AVG: \$11.34 WFA: \$11.70 Trend - Gross%: None Index: None
 Net %: 2.67% (Lo/Hi 2.48% / 2.86%) Term - LTO: 9.0 AVG: 8.9 WFA: 9.0 Net %: None Index: Up

LIST ANALYSIS: MR. FIXIT

Database: SAMPLE

Date: 10/11/2000

Report Name: List Analysis-Mr. Fixit

Time: 12:19:27

Campaign(s): 200001MF 2000: JAN Main File 199910MF 1999: OCT Hotline Final 199907MF 1999: JULY Main File
 199901MF 1999: JAN List Tests 199809MF 1998: SEP Hotline Final 199807MF 1998: JUL Main File
 199805MF 1998: MAY List Tests 199802HL 1998: FEB Hotline 199801MF 1998: JAN Main File
 199709MF 1997: SEP Main File

Selection: Select all records where List Name = 'MISTER FIXIT'

Ranked by List Name, Campaign Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

<u>Rank</u>	<u>Campaign Name</u>	<u>Selection</u>	<u>Selection Classifier</u>	<u>Type Class</u>	<u>Recency CIs</u>	<u>Address CIs</u>	<u>Gender CIs</u>	<u>Trend CIs</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Payup/ GOrder</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>NResp Index</u>	<u>Loaded Prf/Ord</u>
1	199709MF	L 3 MO AGENT DTP PAID	4BNNF	4-INQ	B-<1YR	NA	NA	F	4.640	318	6.85%	103	29.9%	95	2.05%	82	\$-11.06
2	199801MF	ACTIVE PD DTP NEW NON-AGT	8CNNB	8-ACT	C-NA	NA	NA	B	270.985	23,765	8.77%	112	46.2%	10,979	4.05%	119	\$-2.80
3	199801MF	QUARTERLY COA	2CNND	2-COA	C-NA	NA	NA	D	9.476	866	9.14%	116	43.1%	373	3.94%	116	\$-2.92
4	199801MF	L3MO DTP NON-AGT	4BNNA	4-INQ	B-<1YR	NA	NA	A	32.813	3,714	11.32%	144	49.8%	1,848	5.63%	165	\$0.14
5	199801MF	ACTIVE PD RENEW TO PUB	7CNNC	7-RENWL	C-NA	NA	NA	C	242.056	21,180	8.75%	111	49.1%	10,399	4.30%	126	\$-1.28
6	199802HL	30DAY COA	2ANND	2-COA	A-HOT	NA	NA	D	22.320	1,734	7.77%	102	44.6%	773	3.46%	106	\$-3.96
7	199802HL	3MO DTP SUBS NON-AGT	4BNNA	4-INQ	B-<1YR	NA	NA	A	21.301	2,211	10.38%	136	35.6%	788	3.70%	114	\$-4.99
8	199807MF	L 3MO DTP NON-AGT SUB	4BNNA	4-INQ	B-<1YR	NA	NA	A	24.280	2,605	10.73%	178	39.2%	1,021	4.21%	202	\$-1.86
9	199807MF	L 6MO COA SUB	2BNND	2-COA	B-<1YR	NA	NA	D	35.511	1,992	5.61%	93	36.3%	723	2.04%	98	\$-9.89
10	199807MF	ACTIVE PD RENEW TO PUB-N	7CNNC	7-RENWL	C-NA	NA	NA	C	42.094	2,846	6.76%	112	42.8%	1,219	2.90%	139	\$-5.11
11	199807MF	ACTIVE PD RENEW TO PUB-P	7CNNC	7-RENWL	C-NA	NA	NA	C	188.449	9,404	4.99%	83	41.7%	3,919	2.08%	100	\$-8.58
12	199807MF	ZIP MATCHES	9CNNE	9-ZIP	C-NA	NA	NA	E	65.874	3,169	4.81%	80	41.3%	1,309	1.99%	96	\$-9.20
13	199807MF	ACTIVE PD DTP NEW NON-AGT	8CNNB	8-ACT	C-NA	NA	NA	B	102.903	7,388	7.18%	119	36.1%	2,664	2.59%	125	\$-7.55
14	199809MF	L 3MO MEN DMS AGT	4BNMF	4-INQ	B-<1YR	NA	Male	F	18.453	1,139	6.17%	88	38.1%	434	2.35%	114	\$-5.87
15	199809MF	L 3MO WOMEN DMS AGT	4BNFF	4-INQ	B-<1YR	NA	Female	F	26.626	1,233	4.63%	66	40.9%	505	1.90%	92	\$-7.04
16	199901MF	ZIP MATCHES	4BNNE	4-INQ	B-<1YR	NA	NA	E	4.576	215	4.70%	149	27.9%	60	1.31%	130	\$-23.12
17	199907MF	ACTIVE PD DTP RENEWS	8CNNC	8-ACT	C-NA	NA	NA	C	72.053	2,428	3.37%	76	36.3%	882	1.22%	94	\$-20.34
18	199907MF	ACTIVE PD REN PUB HL	8CNNC	8-ACT	C-NA	NA	NA	C	67.643	3,172	4.69%	106	37.7%	1,196	1.77%	136	\$-13.43
19	199907MF	L 3MO DTP NON-AGT	4BNNA	4-INQ	B-<1YR	NA	NA	A	5.030	480	9.54%	216	32.3%	155	3.08%	237	\$-7.33
20	199910MF	10/99 DTP NON-AGT NEW	4BNNA	4-INQ	B-<1YR	NA	NA	A	15.022	1,493	9.94%	129	41.8%	624	4.15%	150	\$-1.26
21	199910MF	10/95 RENEW NPU	7BNNC	7-RENWL	B-<1YR	NA	NA	C	14.502	960	6.62%	86	41.3%	396	2.73%	99	\$-3.77
22	200001MF	L 3MO DTP NON-AGT	49NNA	4-INQ	90 Day	NA	NA	A	3.561	332	9.32%	147	43.7%	145	4.07%	158	\$-7.64

Grand Totals:

1,290.168 92,644 7.18% 116 43.7% 40,507 3.14% 127 \$-4.44

MR. FIXIT: LIST SELECTION RANKING ANALYSIS

Database: SAMPLE

Date: 10/11/2000

Report Name: List Forecaster: Mr. Fixit plus Trend

Time: 12:22:02

<u>Rank</u>	<u>Campaign Name</u>	<u>Selection</u>	<u>Trend Cls</u>	<u>Universe</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Net Orders</u>	<u>Payup/GOrder</u>	<u>Net Resp%</u>	<u>NResp Index</u>	<u>Loaded Prf/Ord</u>	<u>Weight Factor</u>	<u>Notes</u>
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List Group 1: Mister Fixit / A

1	199801MF	L3MO DTP NON-AGT	A	42.7	32.813	3,714	11.32%	144	1,848	49.8%	5.63%	165	\$0.14	20.6%	
2	199802HL	3MO DTP SUBS NON-AGT	A	27.7	21.301	2,211	10.38%	136	788	35.6%	3.70%	114	-\$4.99	13.4%	
3	199807MF	L 3MO DTP NON-AGT SUB	A	31.6	24.280	2,605	10.73%	178	1,021	39.2%	4.21%	202	-\$1.86	30.5%	
4	199907MF	L 3MO DTP NON-AGT	A	6.5	5.030	480	9.54%	216	155	32.3%	3.08%	237	-\$7.33	12.6%	
5	199910MF	10/99 DTP NON-AGT NEW	A	19.5	15.022	1,493	9.94%	129	624	41.8%	4.15%	150	-\$1.26	9.4%	
6	200001MF	L 3MO DTP NON-AGT	A	5.2	3.561	332	9.32%	147	145	43.7%	4.07%	158	-\$7.64	13.4%	
			A (6)	133.2	102.007	10,835	10.62%	158	4,581	42.3%	4.49%	171	-\$1.88	100.0%	

Projected Gross%: 10.39% (Lo/Hi 9.65% / 11.14%) Falloff: 13.8% REV/PO - LTO: \$11.97 AVG: \$11.38 WFA: \$11.60 Trend - Gross%: Down Index: None
 Net %: 4.27% (Lo/Hi 3.78% / 4.75%) Term - LTO: 9.0 AVG: 8.6 WFA: 8.7 Net %: None Index: None

List Group 2: Mister Fixit / B

7	199801MF	ACTIVE PD DTP NEW NON-AGT	B	352.3	270.985	23,765	8.77%	112	10,979	46.2%	4.05%	119	-\$2.80	56.8%	
8	199807MF	ACTIVE PD DTP NEW NON-AGT	B	133.8	102.903	7,388	7.18%	119	2,664	36.1%	2.59%	125	-\$7.55	43.2%	
			B (2)	486.1	373.888	31,153	8.33%	116	13,643	43.8%	3.65%	122	-\$3.73	100.0%	

Projected Gross%: 8.08% (Lo/Hi 7.91% / 8.26%) Falloff: 11.2% REV/PO - LTO: \$11.95 AVG: \$11.16 WFA: \$11.39 Trend - Gross%: None Index: None
 Net %: 3.42% (Lo/Hi 3.31% / 3.53%) Term - LTO: 9.0 AVG: 9.0 WFA: 9.0 Net %: None Index: None

List Group 3: Mister Fixit / D

9	199801MF	QUARTERLY COA	D	12.3	9.476	866	9.14%	116	373	43.1%	3.94%	116	-\$2.92	9.2%	
10	199802HL	30DAY COA	D	29.0	22.320	1,734	7.77%	102	773	44.6%	3.46%	106	-\$3.96	21.7%	
11	199807MF	L 6MO COA SUB	D	46.2	35.511	1,992	5.61%	93	723	36.3%	2.04%	98	-\$9.89	69.1%	
			D (3)	87.5	67.307	4,592	6.82%	104	1,869	40.7%	2.78%	107	-\$6.04	100.0%	

Projected Gross%: 6.40% (Lo/Hi 5.99% / 6.82%) Falloff: 37.9% REV/PO - LTO: \$11.95 AVG: \$11.35 WFA: \$11.64 Trend - Gross%: Down Index: Down
 Net %: 2.52% (Lo/Hi 2.26% / 2.79%) Term - LTO: 9.0 AVG: 9.0 WFA: 9.0 Net %: Down Index: Down

List Group 4: Mister Fixit / C

12	199801MF	ACTIVE PD RENEW TO PUB	C	314.7	242.056	21,180	8.75%	111	10,399	49.1%	4.30%	126	-\$1.28	19.0%	
13	199807MF	ACTIVE PD RENEW TO PUB-N	C	54.7	42.094	2,846	6.76%	112	1,219	42.8%	2.90%	139	-\$5.11	6.6%	
14	199807MF	ACTIVE PD RENEW TO PUB-P	C	245.0	188.449	9,404	4.99%	83	3,919	41.7%	2.08%	100	-\$8.58	29.5%	

MR. FIXIT: LIST SELECTION RANKING ANALYSIS

Database: SAMPLE

Date: 10/11/2000

Report Name: List Forecaster: Mr. Fixit plus Trend

Time: 12:22:02

<u>Rank</u>	<u>Campaign Name</u>	<u>Selection</u>	<u>Trend Cls</u>	<u>Universe</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Net Orders</u>	<u>Payup/GOrder</u>	<u>Net Resp%</u>	<u>NResp Index</u>	<u>Loaded Prf/Ord</u>	<u>Weight Factor</u>	<u>Notes</u>
<u>List Group 4: Mister Fixit / C</u>															
15	199907MF	ACTIVE PD DTP RENEWS	C	93.7	72.053	2,428	3.37%	76	882	36.3%	1.22%	94	\$-20.34	22.6%	
16	199907MF	ACTIVE PD REN PUB HL	C	87.9	67.643	3,172	4.69%	106	1,196	37.7%	1.77%	136	\$-13.43	21.2%	
17	199910MF	10/95 RENEW NPU	C	18.9	14.502	960	6.62%	86	396	41.3%	2.73%	99	\$-3.77	1.1%	
			C (6)	814.9	626.797	39,990	6.38%	96	18,011	45.0%	2.87%	116	\$-4.92	100.0%	

Projected Gross%: 5.41% (Lo/Hi 5.22% / 5.60%) Falloff: 3.5% REV/PO - LTO: \$11.99 AVG: \$11.38 WFA: \$11.77 Trend - Gross%: None Index: Down
 Net %: 2.30% (Lo/Hi 2.18% / 2.42%) Term - LTO: 6.0 AVG: 8.9 WFA: 9.0 Net %: None Index: Down

List Group 5: Mister Fixit / F

18	199709MF	L 3 MO AGENT DTP PAID	F	6.0	4.640	318	6.85%	103	95	29.9%	2.05%	82	\$-11.06	9.3%	
19	199809MF	L 3MO MEN DMS AGT	F	24.0	18.453	1,139	6.17%	88	434	38.1%	2.35%	114	\$-5.87	37.1%	
20	199809MF	L 3MO WOMEN DMS AGT	F	34.6	26.626	1,233	4.63%	66	505	40.9%	1.90%	92	\$-7.04	53.6%	
			F (3)	64.6	49.719	2,690	5.41%	86	1,034	38.4%	2.08%	96	\$-6.92	100.0%	

Projected Gross%: 5.41% (Lo/Hi 4.94% / 5.88%) Falloff: 9.0% REV/PO - LTO: \$11.97 AVG: \$11.85 WFA: \$11.85 Trend - Gross%: None Index: None
 Net %: 2.08% (Lo/Hi 1.79% / 2.37%) Term - LTO: 9.0 AVG: 9.0 WFA: 9.0 Net %: None Index: None

List Group 6: Mister Fixit / E

21	199807MF	ZIP MATCHES	E	85.6	65.874	3,169	4.81%	80	1,309	41.3%	1.99%	96	\$-9.20	93.5%	
22	199901MF	ZIP MATCHES	E	59.0	4.576	215	4.70%	149	60	27.9%	1.31%	130	\$-23.12	6.5%	
			E (2)	144.6	70.450	3,384	4.80%	115	1,369	40.5%	1.94%	113	\$-9.81	100.0%	

Projected Gross%: 4.80% (Lo/Hi 4.51% / 5.10%) Falloff: 6.2% REV/PO - LTO: \$14.97 AVG: \$12.08 WFA: \$12.15 Trend - Gross%: None Index: None
 Net %: 1.95% (Lo/Hi 1.77% / 2.12%) Term - LTO: 9.0 AVG: 9.0 WFA: 9.0 Net %: None Index: None