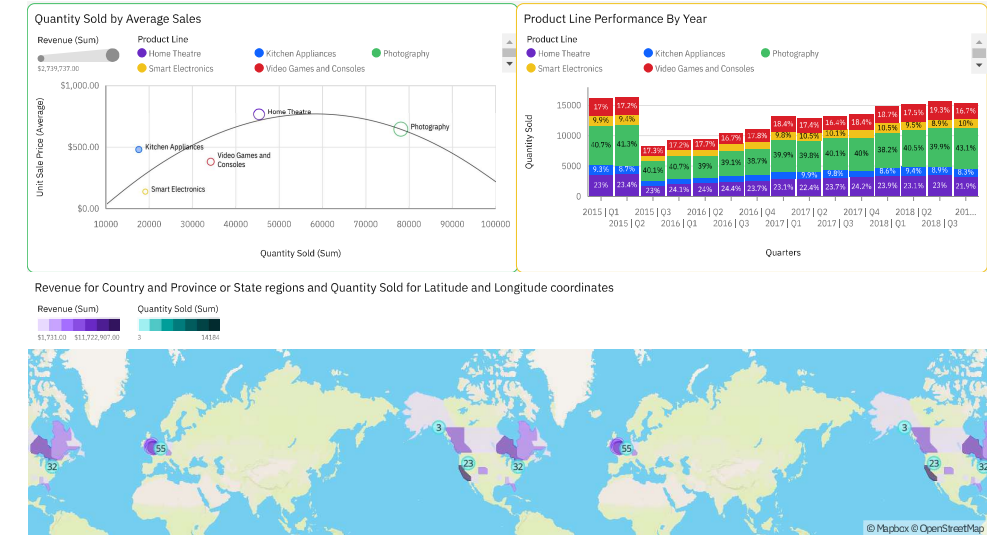


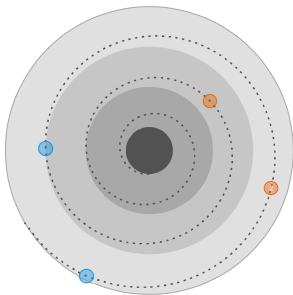
Tab 1



Customer Lifetime Value

Customer Lifetime Value

1 Driver 2 Drivers Combination



Product Line

Target category

All

Product Line

Home Theatre

Photography

Video Games and Consoles

Kitchen Appliances

Smart Electronics

Search drivers

Drivers

%

Quantity Sold and Coupon Response

65

Quantity Sold

48

Revenue and Unit Sale Price

28

Revenue and Unit Cost

28

Coupon Response

12

| Target category | Rules   | Records    |
|-----------------|---|------------|
| 93%             | LoyaltyStatus = VIP, Platinum   | 4457 (33%) |
| 91%             | LoyaltyStatus = Elite, Silver<br>Location Code = Urban                            | 1432 (11%) |
| 90%             | LoyaltyStatus = Bronze  | 2299 (17%) |
| 43%             | LoyaltyStatus = Gold<br>Revenue < 741   | 1132 (8%)  |
| 36%             | LoyaltyStatus = Elite, Silver<br>Location Code = Suburban, Rural<br>Revenue < 741 | 1413 (10%) |
| 30%             | LoyaltyStatus = Elite, Silver<br>Location Code = Suburban, Rural<br>Revenue ≥ 741 | 1635 (12%) |
| 26%             | LoyaltyStatus = Gold<br>Revenue ≥ 741   | 1106 (8%)  |