

Hello ClientX board members,

I hope this e-mail finds you well. We are reaching out on the behalf of Anne Lewis Strategies' technology team and sending a quick update concerning the requested CRM analysis.

Following your request, we tracked 700,000 constituents and extracted their *primary email address, source code, subscription status, profile creation date and profile update date*. In this analysis, we first realized that only 605,639 out of 700,000 constituents had a primary email address on file. Since our efforts are focused on studying the constituent's primary email subscription, we ignored those cases without a primary email address. Then, we traced the subscription status (given that the chapter identifier is equal to 1) of those primary email addresses. In case, the email address status is not recorded, we consider the constituents as subscribed. Hence, we were able to track the number of acquisitions per acquisition date. In this case, we assumed the acquisition is equivalent to the primary email address subscription and the acquisition date to the person's profile creation date. As a result, we found that '1989-05-03', '2014-01-18' and '2011-11-07' are the top three acquisition dates with 46, 45 and 44 acquisitions respectively.

Finally, we would like to highlight that we have found some concerning inconsistencies in the data you handed us. Some of these discrepancies showed that we have modified profiles before even creating them or created profiles before the person was given birth to. Hence, we would like to schedule some time to go over some of them and try to have some clarity.

We gladly appreciate your collaboration and we look forward to achieving remarkable results together.

Best regards,

Technology Team

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