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| **Basket Lift Analysis: Sales and Discount** | | | | | | | | | |
| ***Coupon*** | **Sales** | **Redemptions** | **Avg. Transaction** | **$ Over Min** | **% Over Min** | **Coupon Cost** | **Prior Average** | **$ Over Prior Avg** | **Effective discount** |
| *$06 of $60* | $68,097.28 | 541 | $125.87 | $65.87 | 52.33% | $3,246.00 | $30.05 | $95.82 | 4.55% |
| *$10 off $100* | $55,294.07 | 429 | $128.89 | $28.89 | 22.41% | $4,270.00 | $59.65 | $69.24 | 7.17% |
| *$14 off $140* | $72,329.41 | 409 | $176.84 | $36.84 | 20.83% | $5,726.00 | $100.31 | $76.54 | 7.34% |
| *$18 off $180* | $59,993.12 | 268 | $223.85 | $43.85 | 19.59% | $4,824.00 | $138.73 | $85.12 | 7.44% |
| *$22 off $220* | $44,225.88 | 168 | $263.25 | $43.25 | 16.43% | $3,696.00 | $184.98 | $78.27 | 7.71% |
| *$26 off $260* | $32,327.60 | 104 | $310.84 | $50.84 | 16.36% | $2,704.00 | $227.03 | $83.82 | 7.72% |
| *$30 off $300* | $21,226.70 | 55 | $385.94 | $85.94 | 22.27% | $1,650.00 | $244.54 | $141.40 | 7.21% |
| *$34 off $340* | $13,736.10 | 32 | $429.25 | $89.25 | 20.79% | $1,088.00 | $294.32 | $134.94 | 7.34% |
| *$38 off $380* | $7,252.11 | 18 | $402.90 | $22.90 | 5.68% | $684.00 | $340.61 | $62.29 | 8.62% |
| *$42 off $420* | $9,889.50 | 18 | $549.42 | $129.42 | 23.56% | $756.00 | $342.40 | $207.02 | 7.10% |
| *$50 off $500* | $15,082.32 | 24 | $628.43 | $128.43 | 20.44% | $1,200.00 | $468.16 | $160.27 | 7.37% |
| *Totals & Averages:* | $399,454.09 | 2,066 | $329.59 | $65.95 | 20.01% | $29,844.00 | $220.98 | $108.61 | 6.95% |

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| **Basket Lift Analysis: Redemptions, Lifts and Gains** | | | | | | | | | |
| **Coupon** | **Coupons sent** | **Opens** | **Email Open Rate** | **Redemptions** | **Redemption rate** | **Sales Lift** (redemptions \* avg $ over prior avg) | **% Lift** (Sales lift / total sales) | **Lift Gross Profit** (Sales lift \* 35%) | **Net Gain** (Lift Gross Profit - Total coupon cost) |
| $06 of $60 | 6,438 | 4,879 | 75.78% | 541 | 8.40% | $51,838.62 | 76.12% | $18,143.52 | $14,897.52 |
| $10 off $100 | 2,158 | 1,790 | 82.95% | 429 | 19.88% | $29,703.96 | 53.72% | $10,396.39 | $6,126.39 |
| $14 off $140 | 1,507 | 1,252 | 83.08% | 409 | 27.14% | $31,300.77 | 43.28% | $10,955.27 | $5,229.27 |
| $18 off $180 | 942 | 816 | 86.62% | 268 | 28.45% | $22,812.16 | 38.02% | $7,984.26 | $3,160.26 |
| $22 off $220 | 603 | 518 | 85.90% | 168 | 27.86% | $13,147.68 | 29.73% | $4,601.69 | $905.69 |
| $26 off $260 | 367 | 328 | 89.37% | 104 | 28.34% | $8,716.24 | 26.96% | $3,050.68 | $346.68 |
| $30 off $300 | 208 | 196 | 94.23% | 55 | 26.44% | $7,777.00 | 36.64% | $2,721.95 | $1,071.95 |
| $34 off $340 | 131 | 116 | 88.55% | 32 | 24.43% | $4,316.80 | 31.43% | $1,510.88 | $422.88 |
| $38 off $380 | 78 | 77 | 98.72% | 18 | 23.08% | $1,121.04 | 15.46% | $392.36 | -$291.64 |
| $42 off $420 | 62 | 61 | 98.39% | 18 | 29.03% | $3,726.36 | 37.68% | $1,304.23 | $548.23 |
| $50 off $500 | 119 | 117 | 98.32% | 24 | 20.17% | $3,844.80 | 25.49% | $1,345.68 | $145.68 |
| TOTAL | 12,613 | 10,150 | 80.47% | 2,066 | 16.38% | $224,391.35 | 56.17% | $78,536.97 | $48,692.97 |

