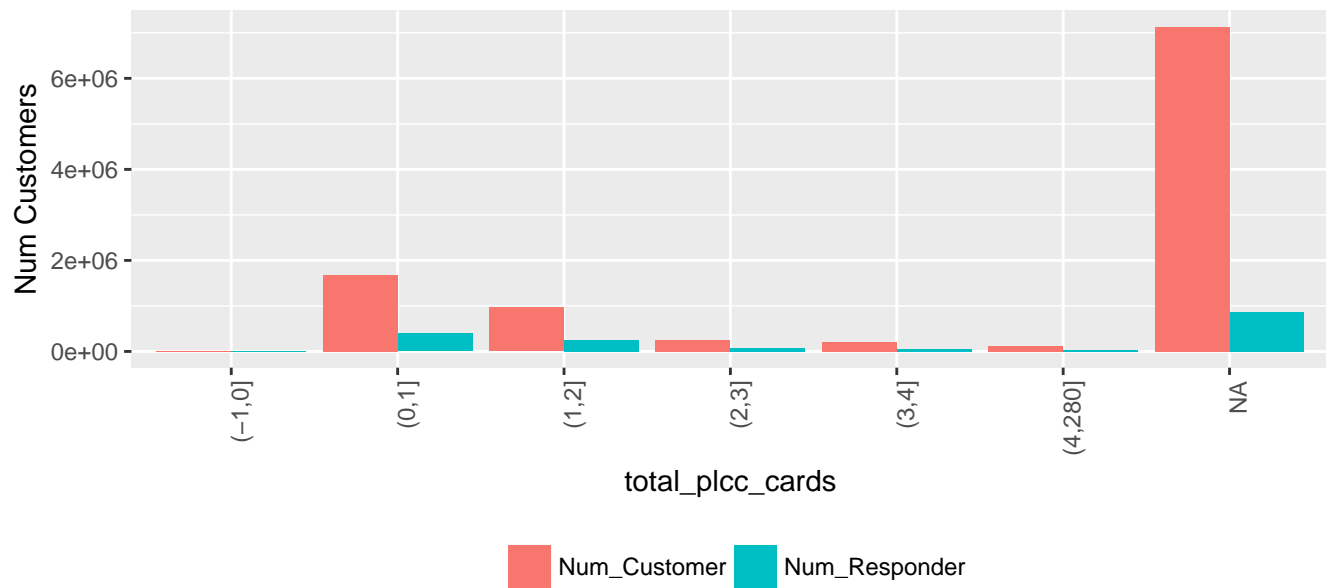
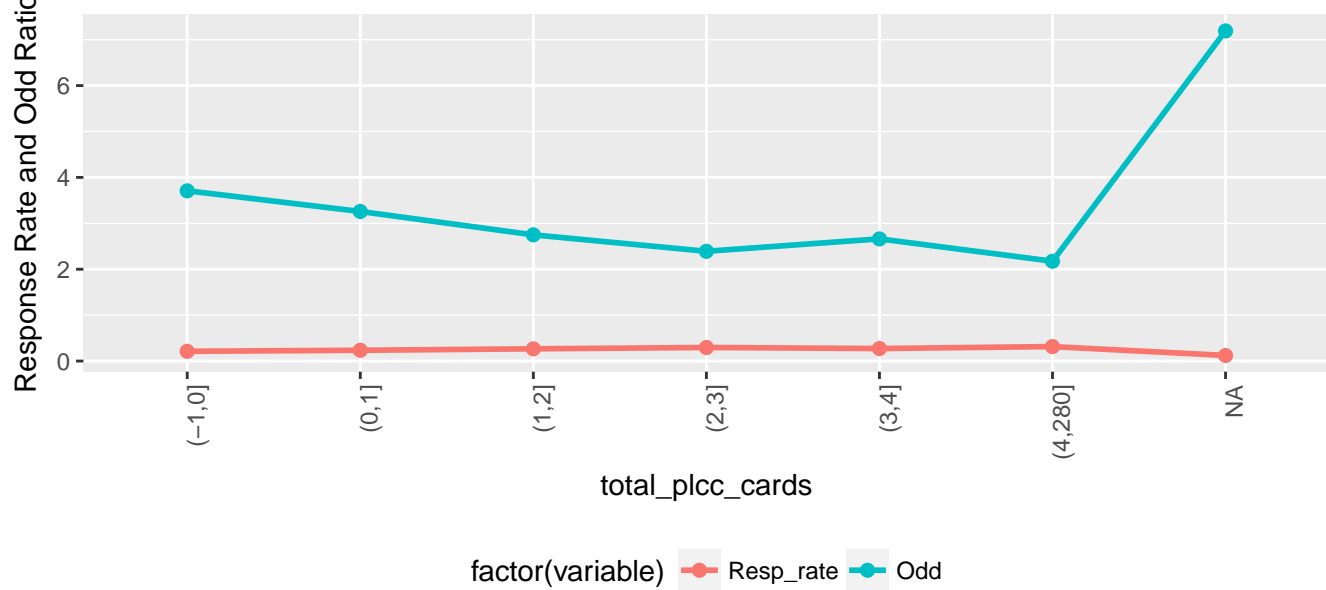


### Distribution of response across total\_plcc\_cards



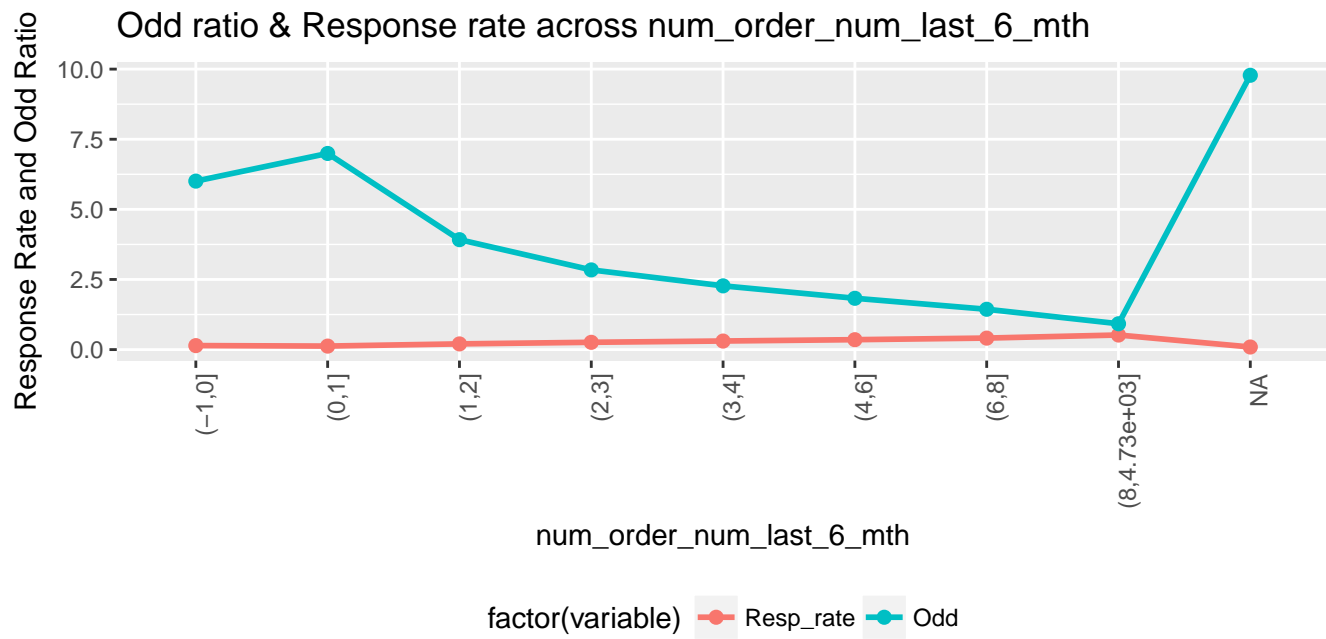
### Odd ratio & Response rate across total\_plcc\_cards



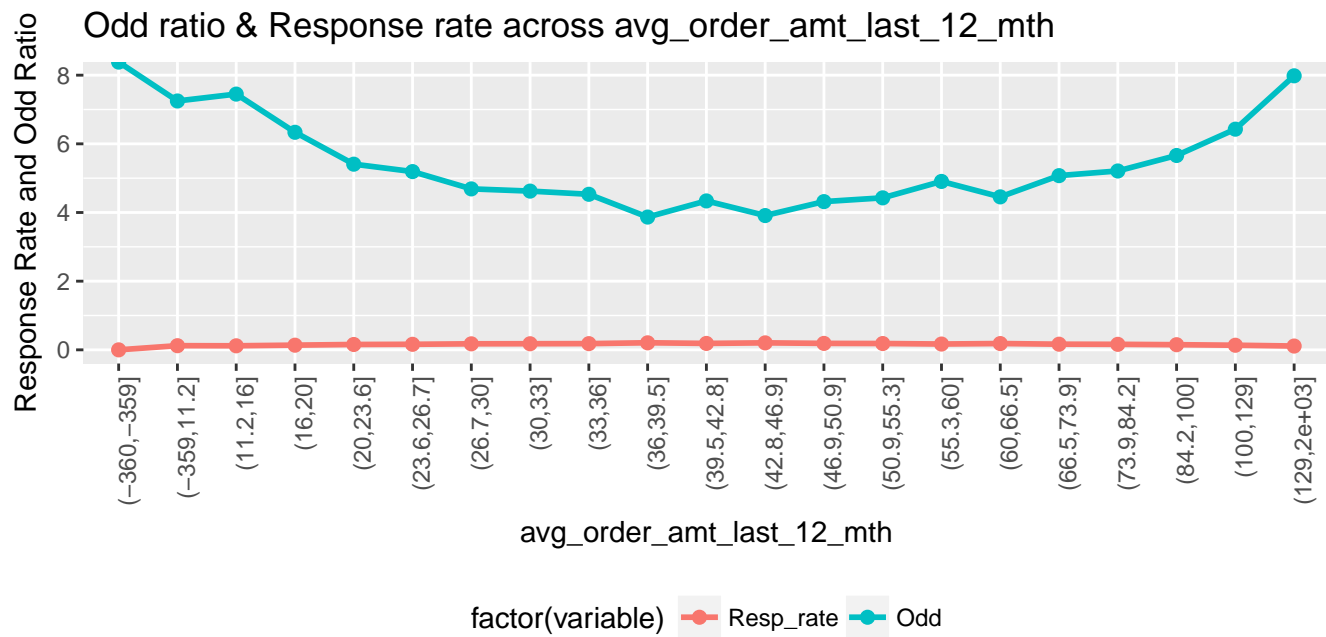
# Distribution of response across avg\_order\_amt\_last\_6\_mth



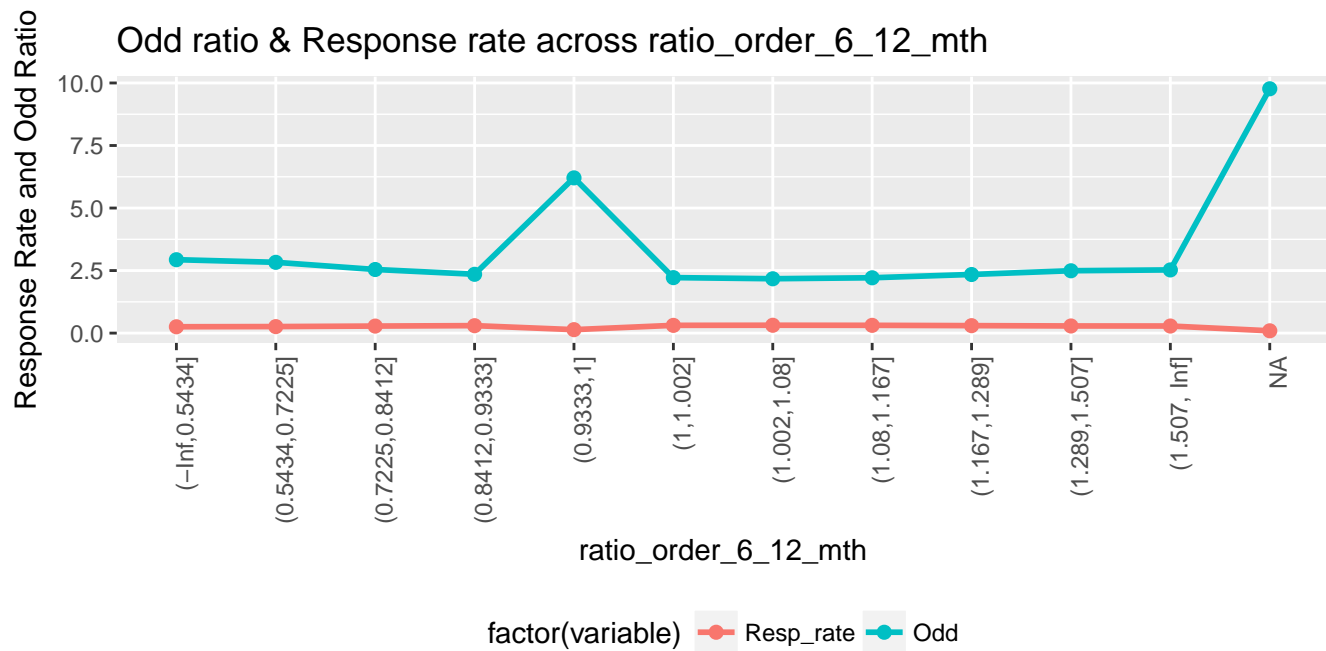
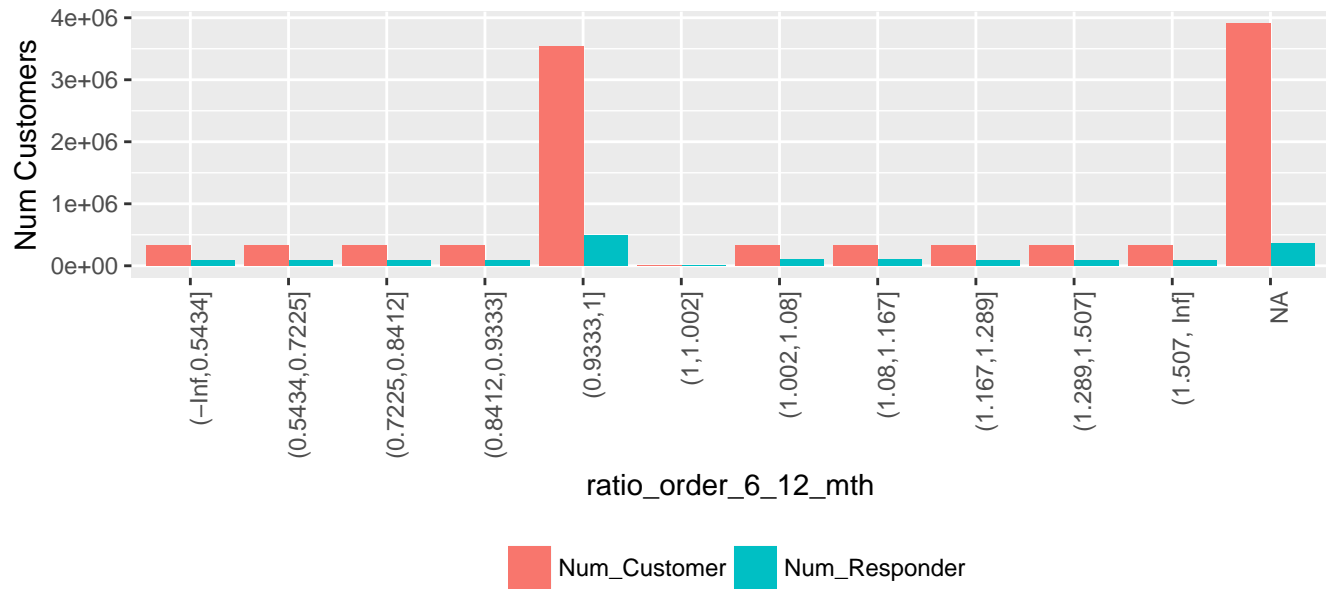
Distribution of response across num\_order\_num\_last\_6\_mth



# Distribution of response across avg\_order\_amt\_last\_12\_mth



### Distribution of response across ratio\_order\_6\_12\_mth



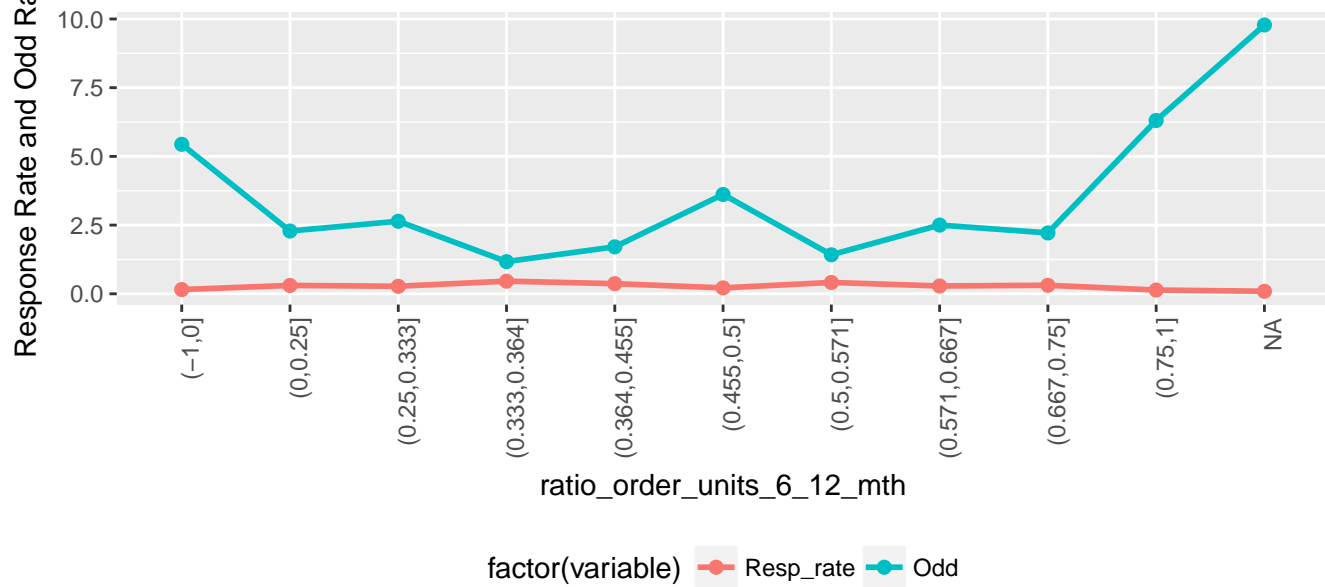
# Distribution of response across num\_order\_num\_last\_12\_mth



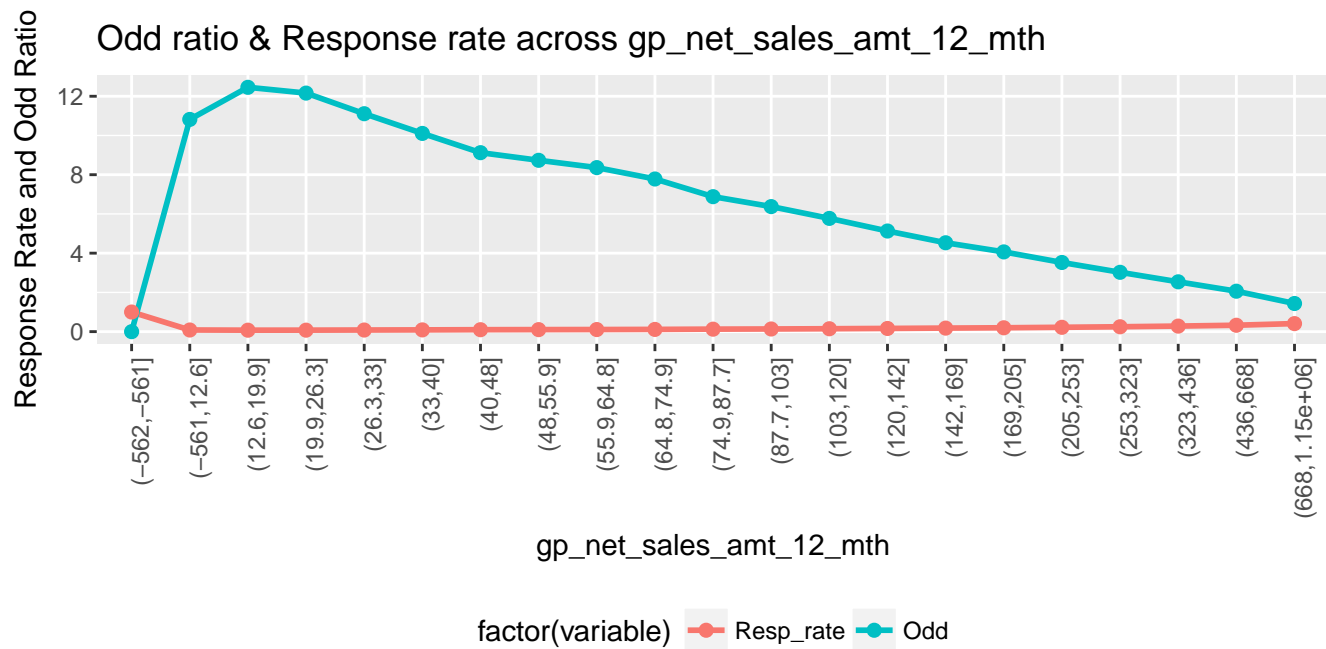
Distribution of response across ratio\_order\_units\_6\_12\_mth



Odd ratio &amp; Response rate across ratio\_order\_units\_6\_12\_mth



# Distribution of response across gp\_net\_sales\_amt\_12\_mth

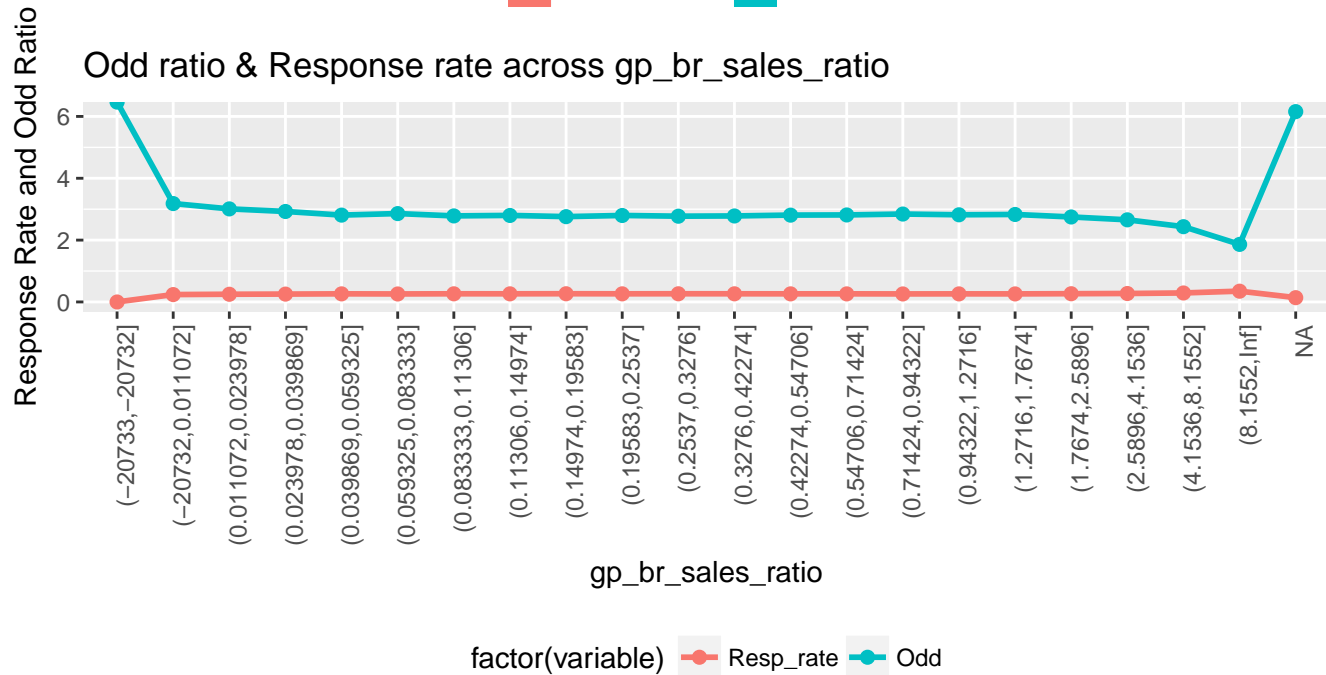




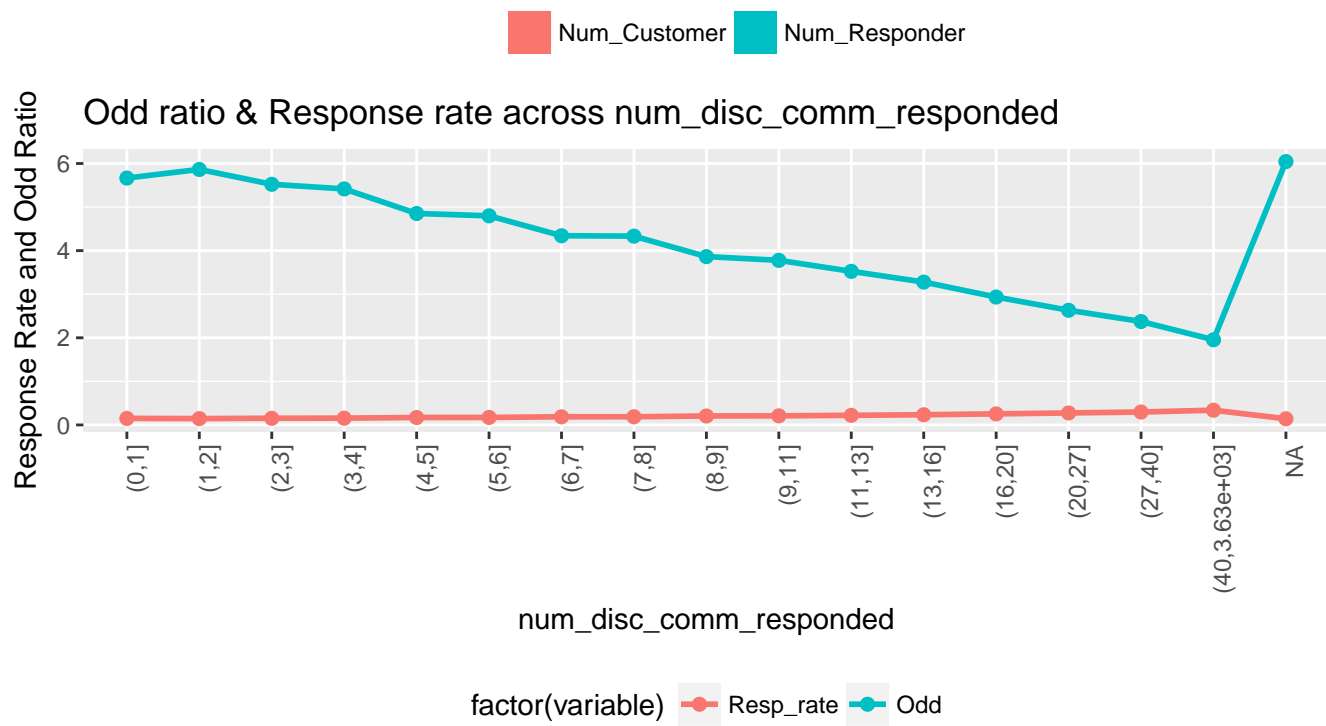
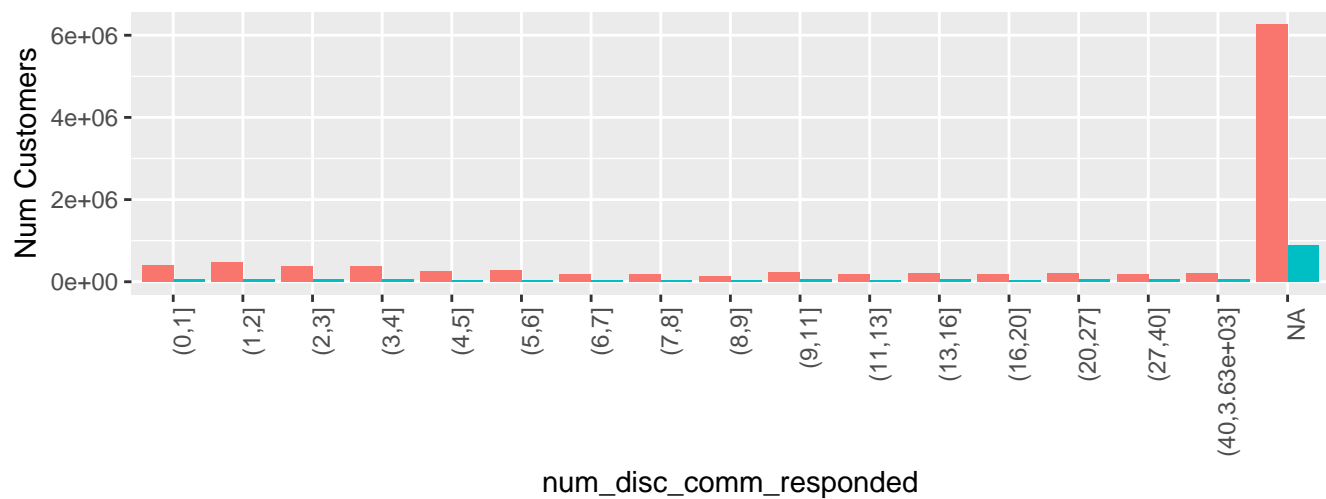
Distribution of response across gp\_br\_sales\_ratio



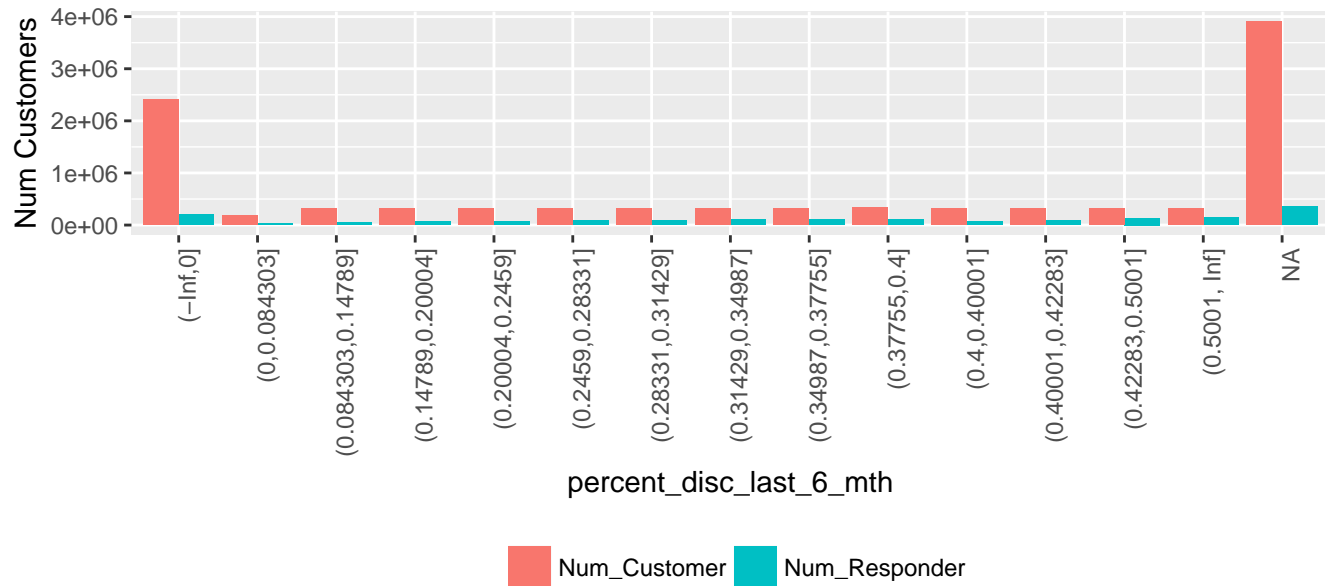
Odd ratio &amp; Response rate across gp\_br\_sales\_ratio



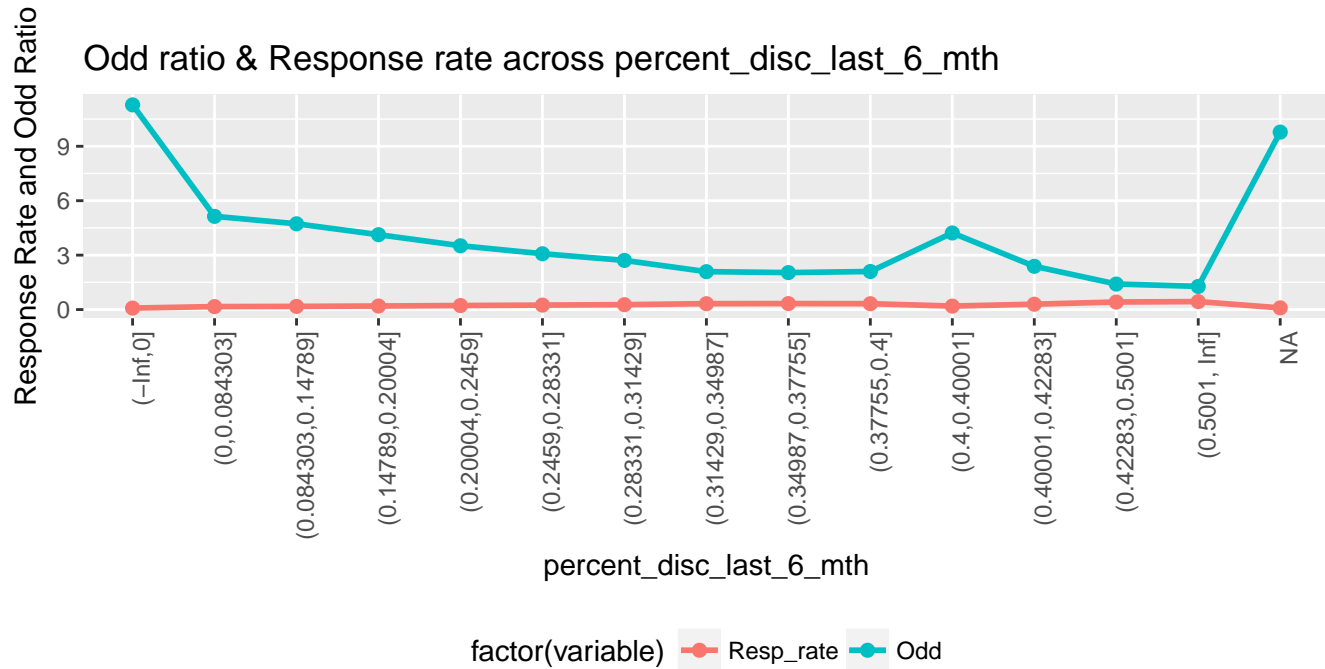
# Distribution of response across num\_disc\_comm\_responded



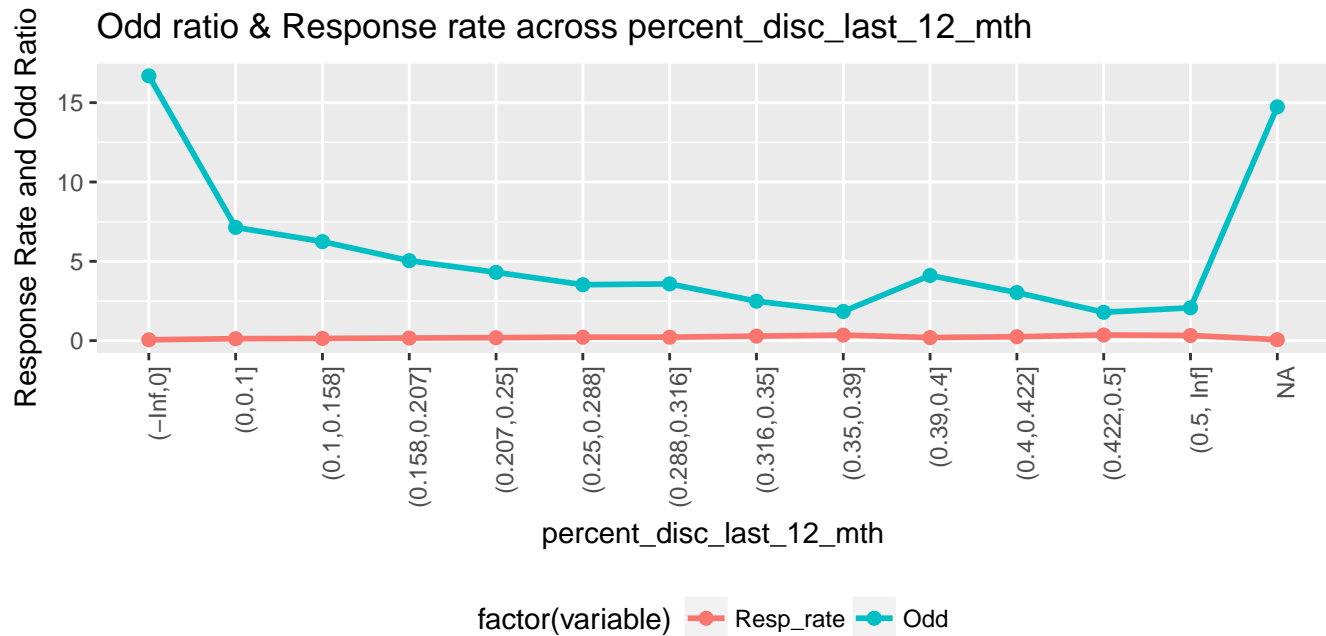
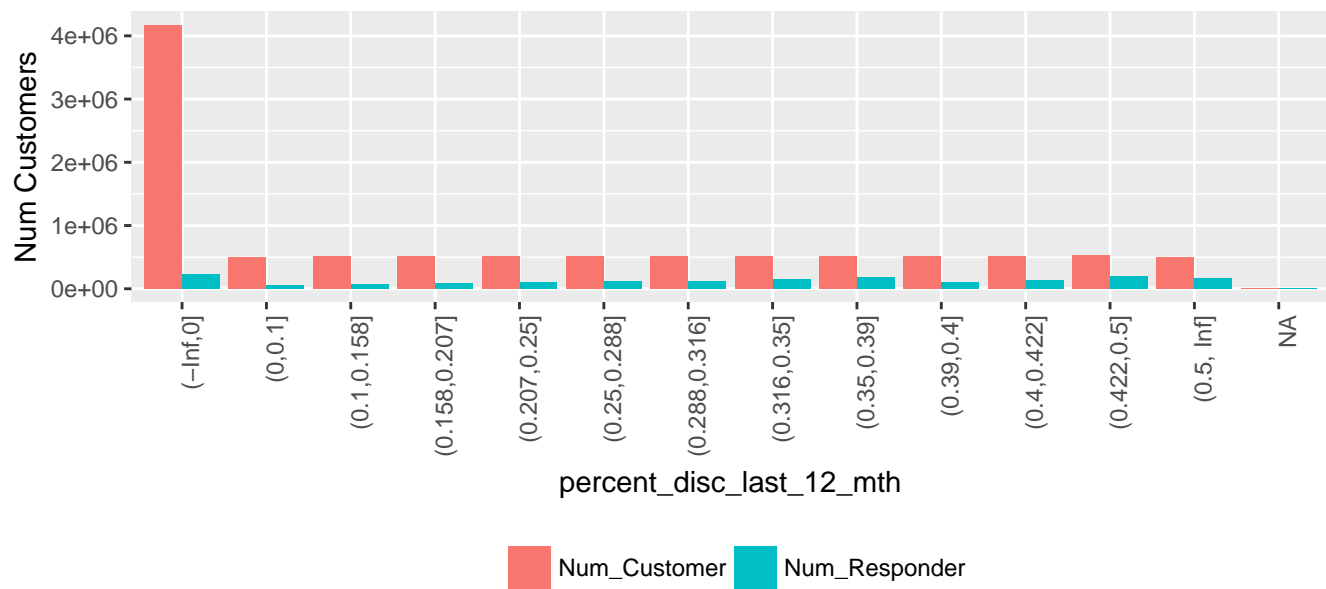
Distribution of response across percent\_disc\_last\_6\_mth



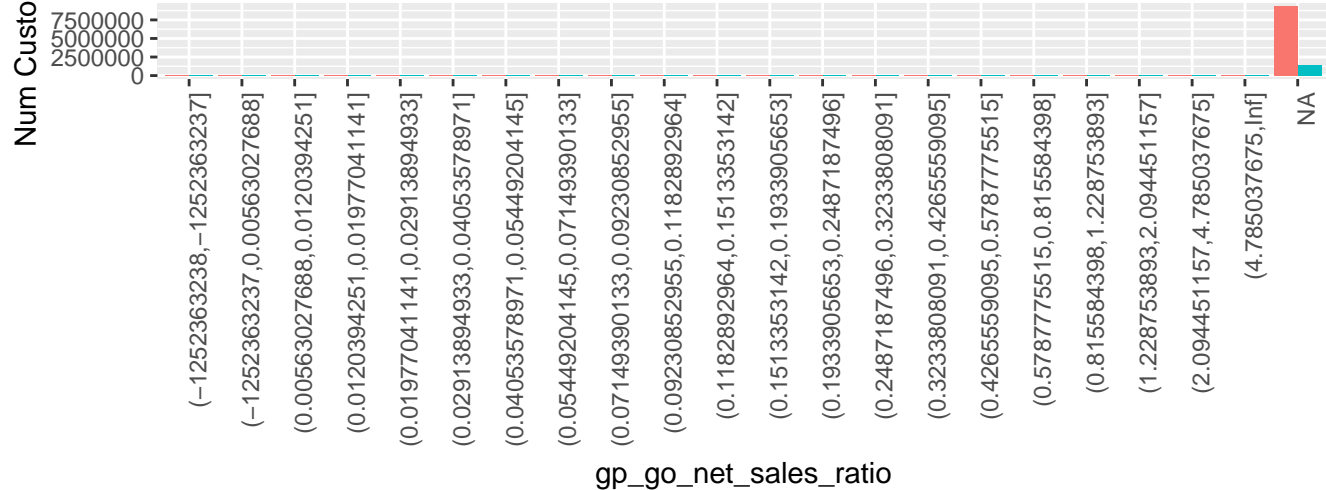
Odd ratio &amp; Response rate across percent\_disc\_last\_6\_mth



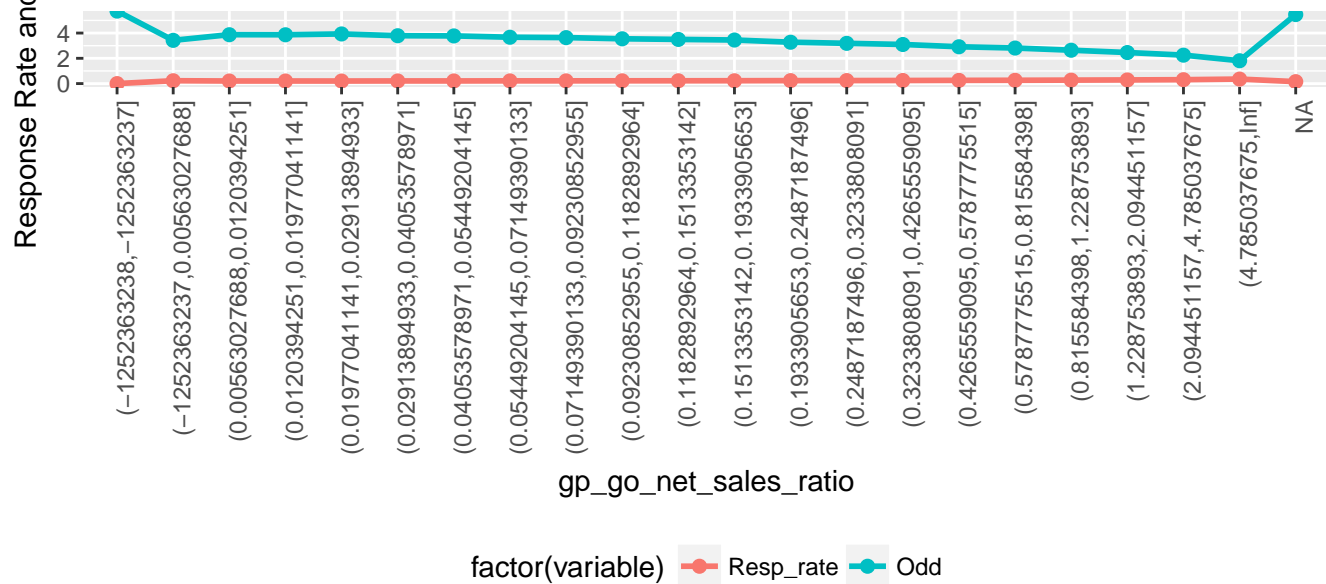
Distribution of response across percent\_disc\_last\_12\_mth



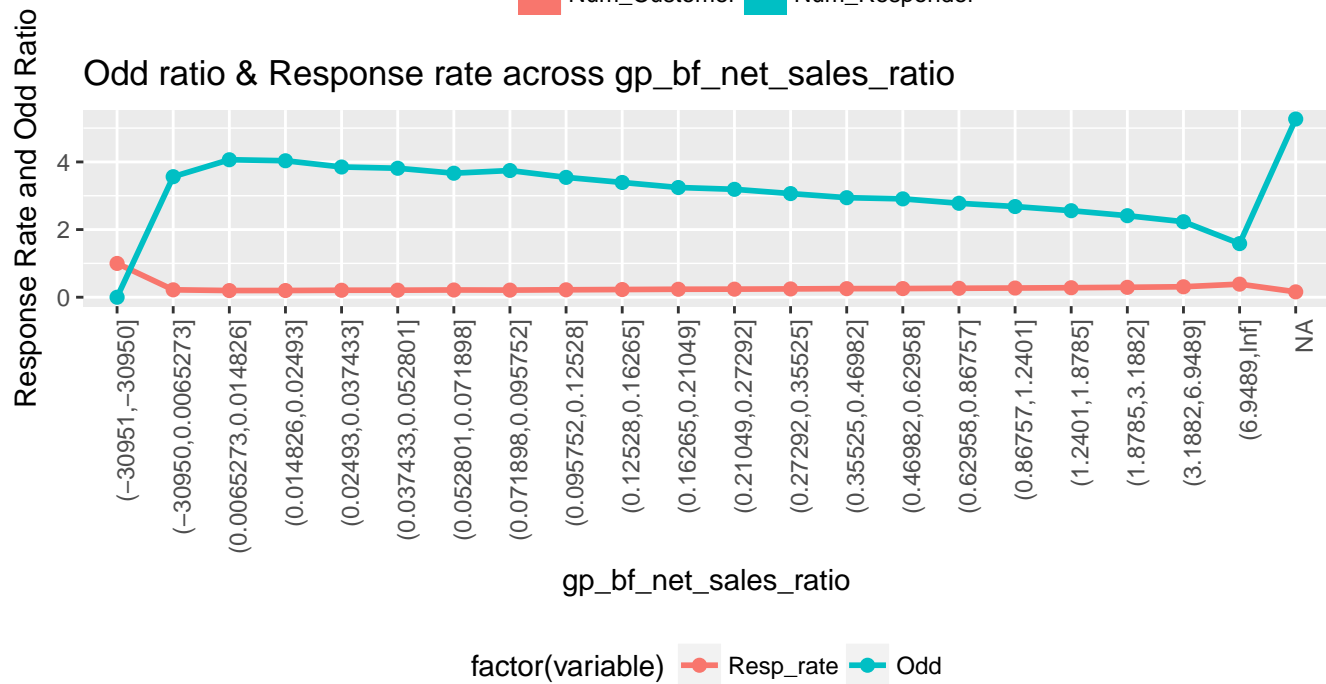
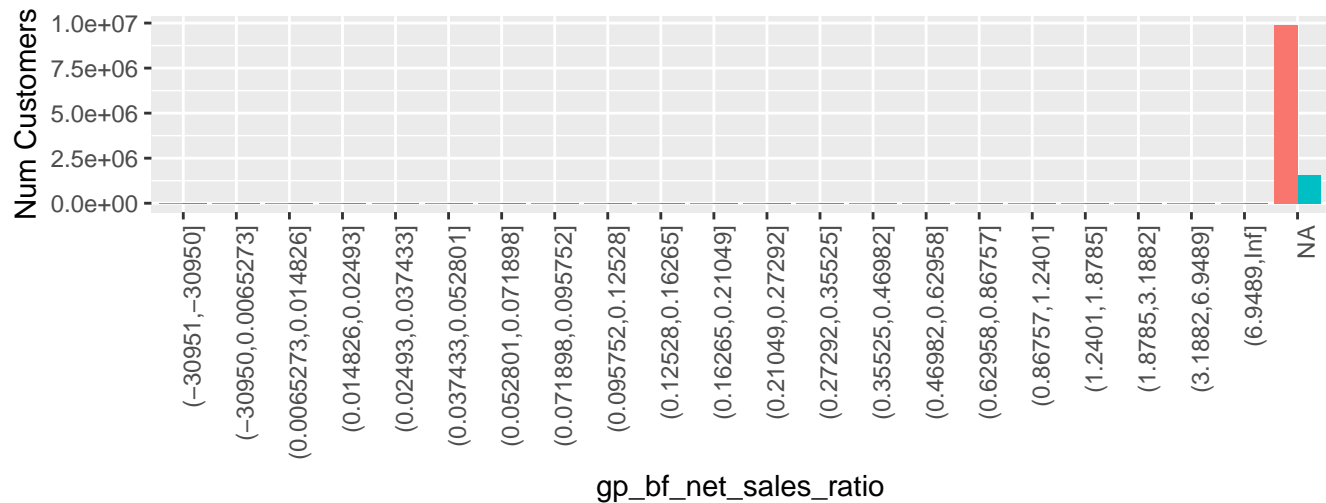
Distribution of response across gp\_go\_net\_sales\_ratio



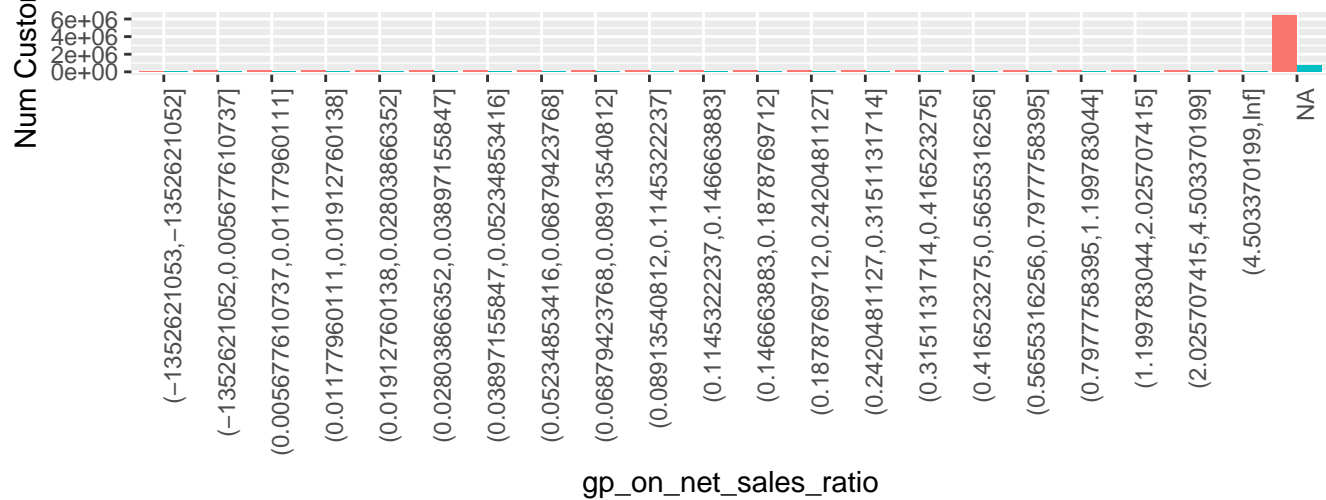
Odd ratio &amp; Response rate across gp\_go\_net\_sales\_ratio



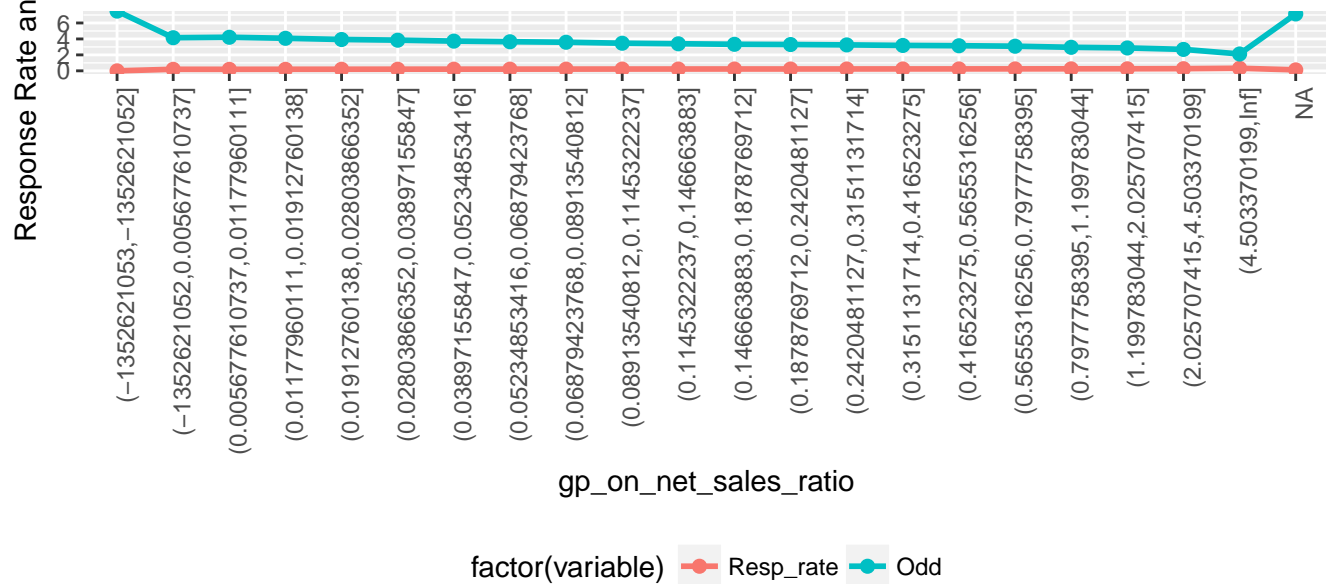
# Distribution of response across gp\_bf\_net\_sales\_ratio



Distribution of response across gp\_on\_net\_sales\_ratio



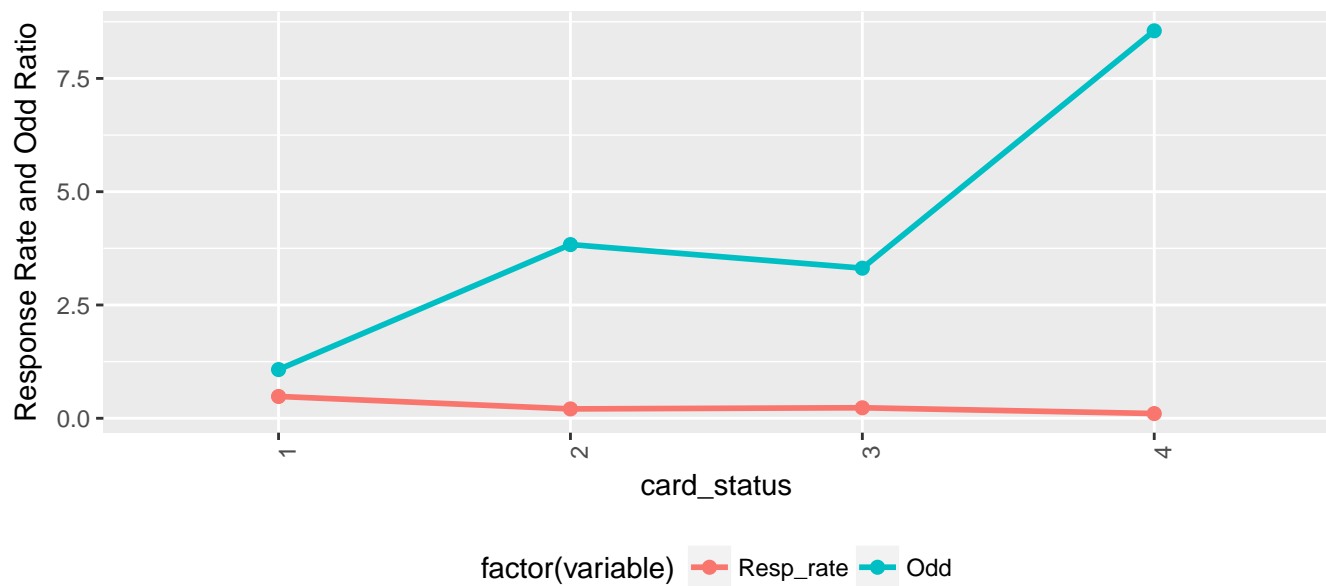
Odd ratio &amp; Response rate across gp\_on\_net\_sales\_ratio



### Distribution of response across card\_status

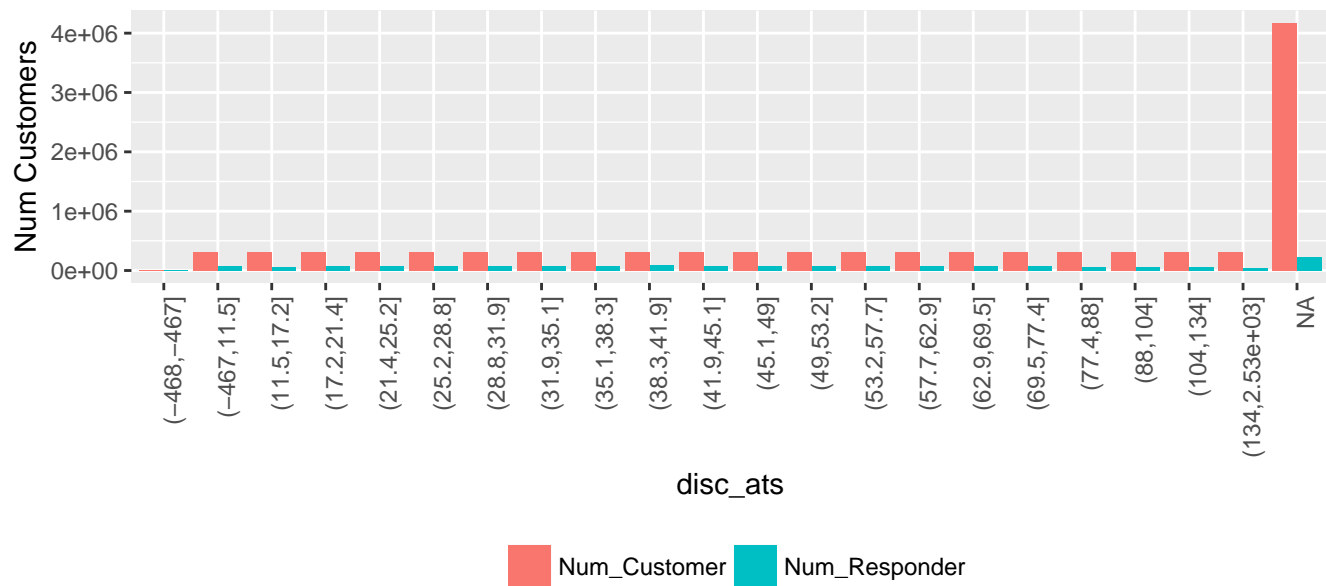


### Odd ratio & Response rate across card\_status

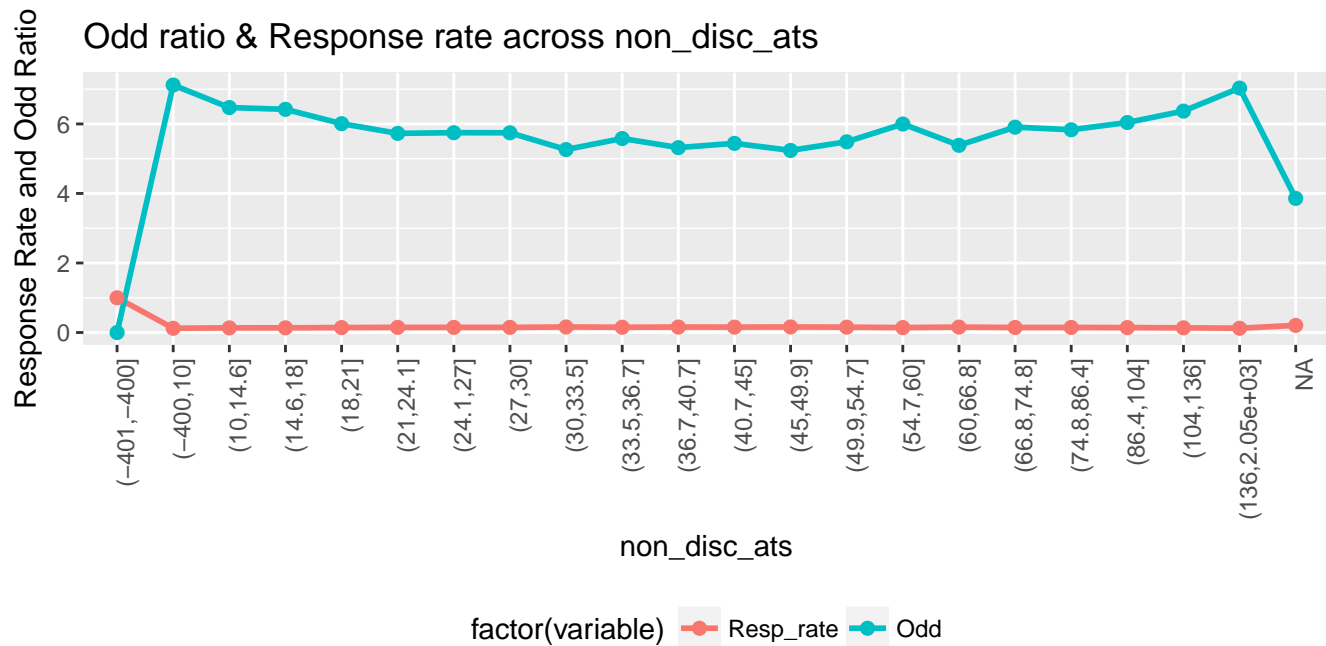
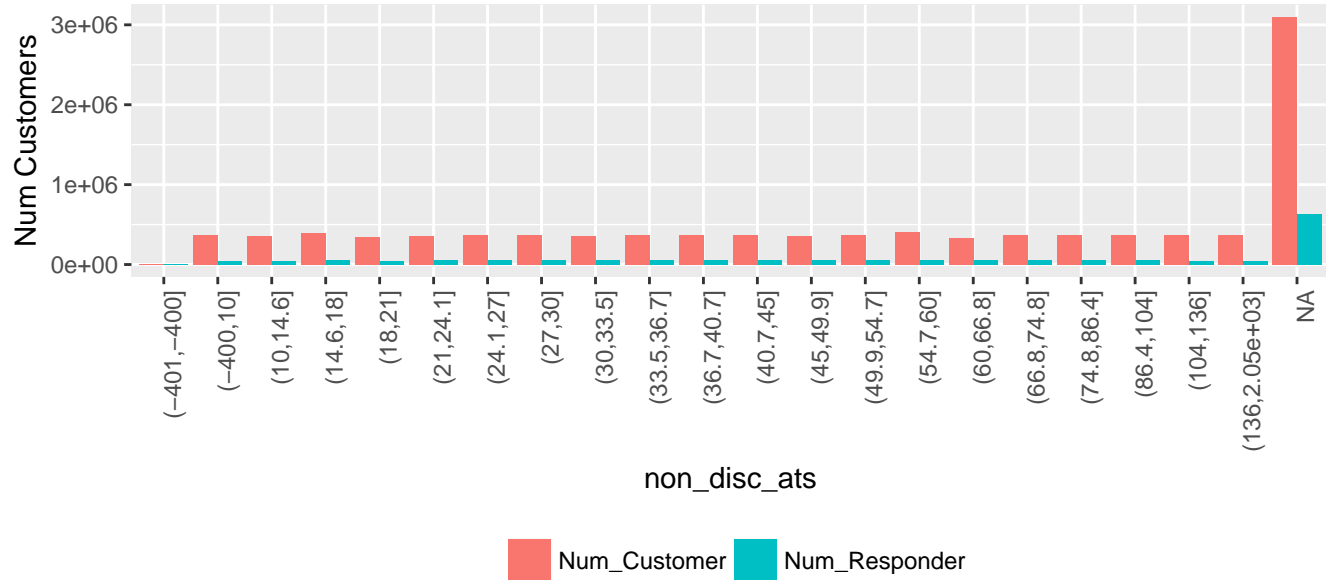




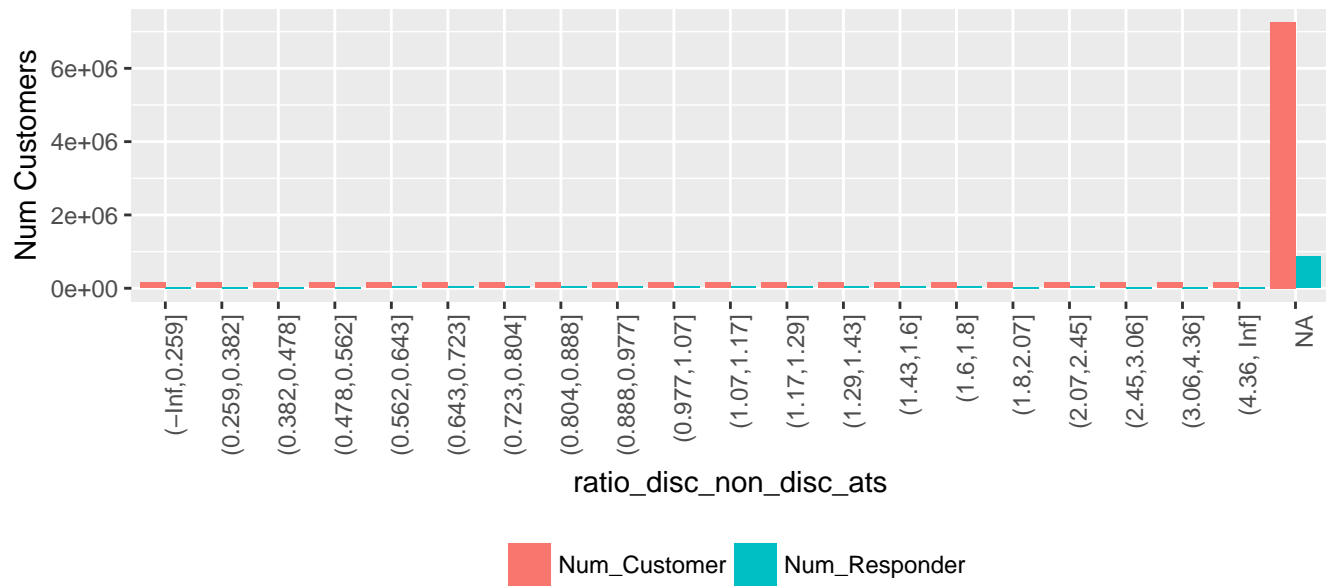
# Distribution of response across disc\_at



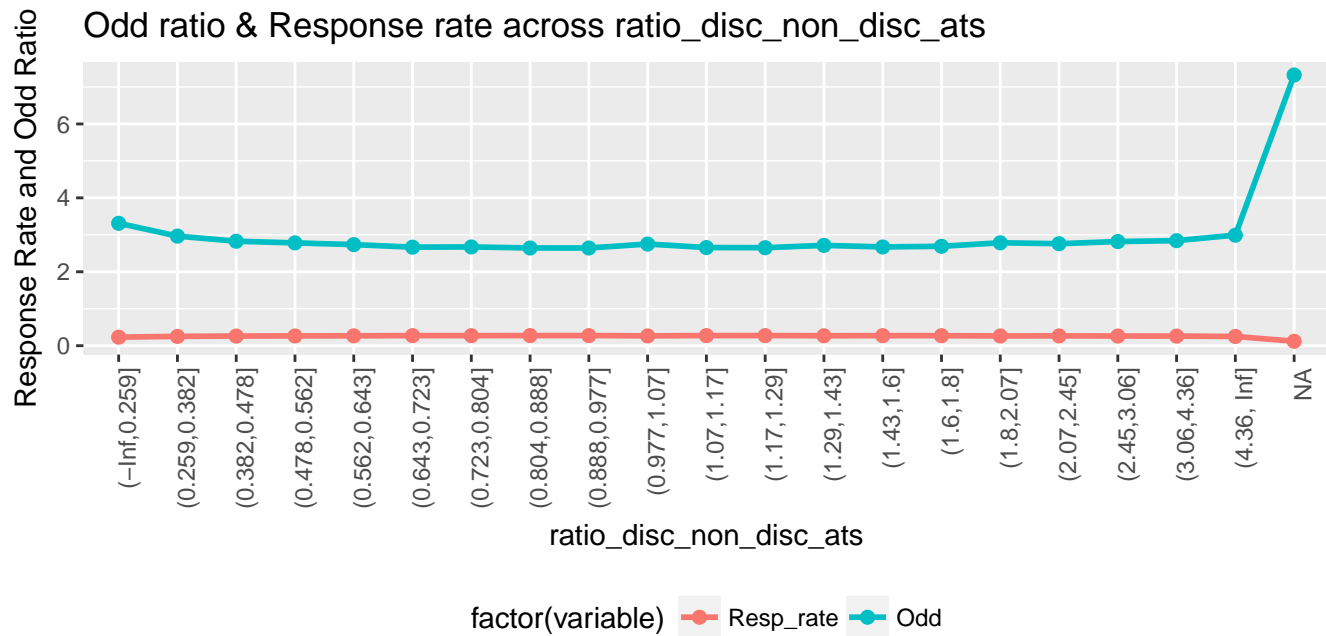
# Distribution of response across non\_disc\_at



Distribution of response across ratio\_disc\_non\_disc\_ats



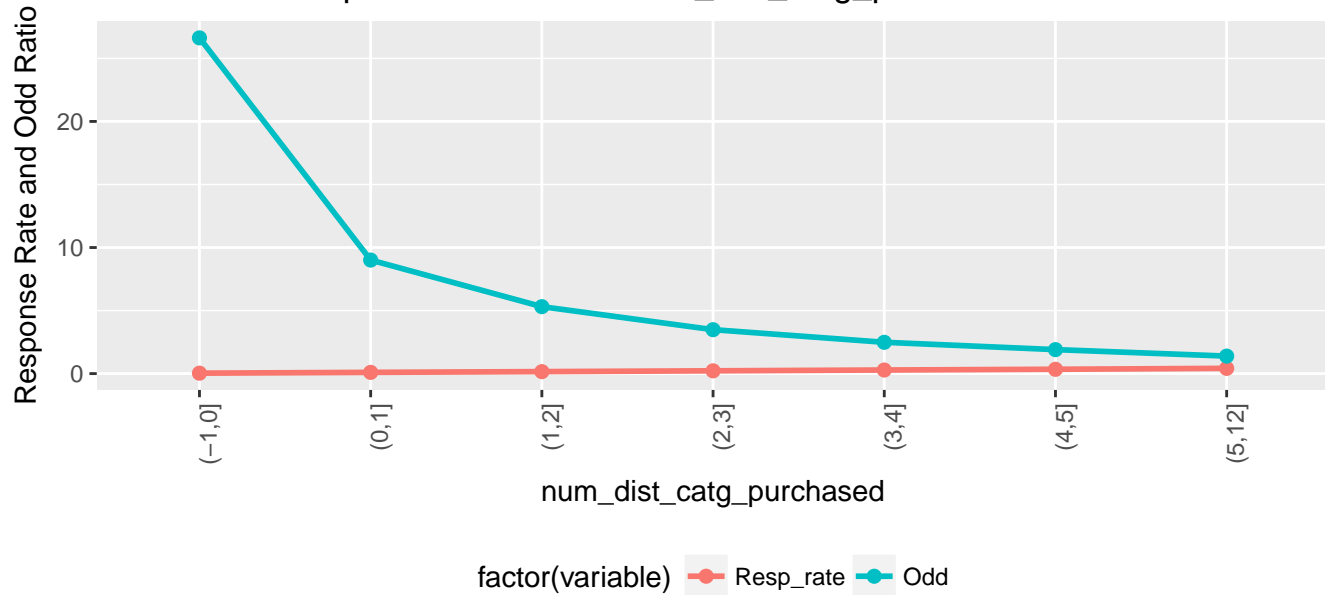
Odd ratio &amp; Response rate across ratio\_disc\_non\_disc\_ats



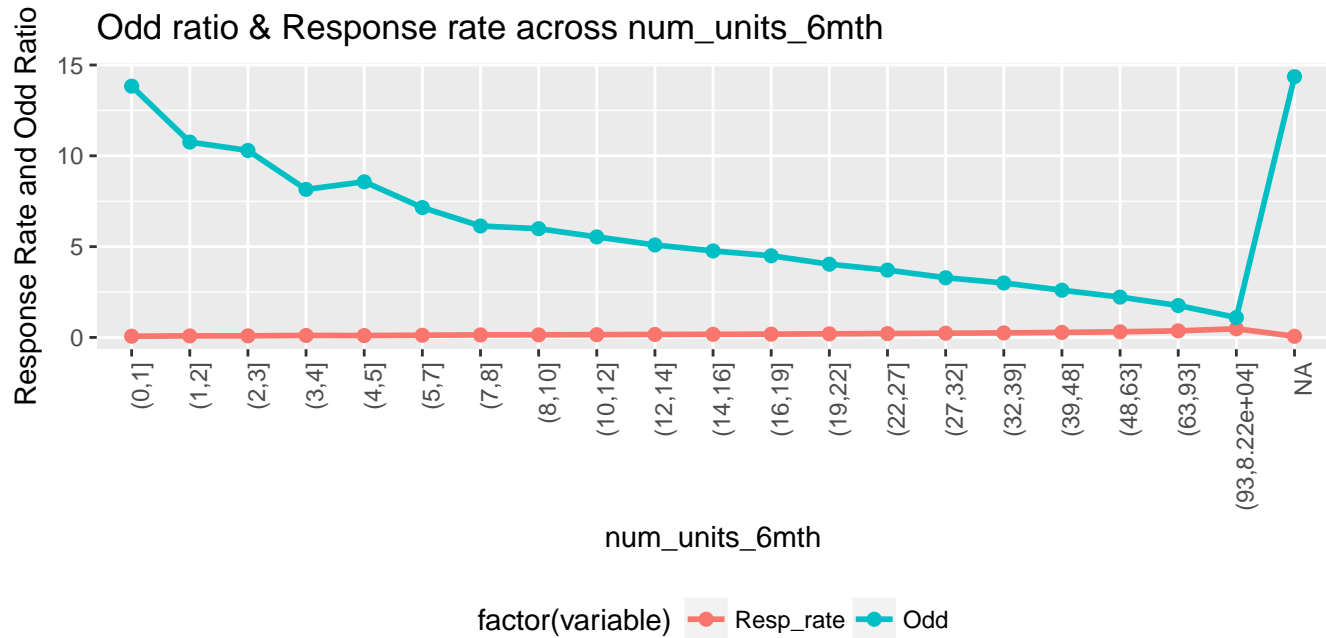
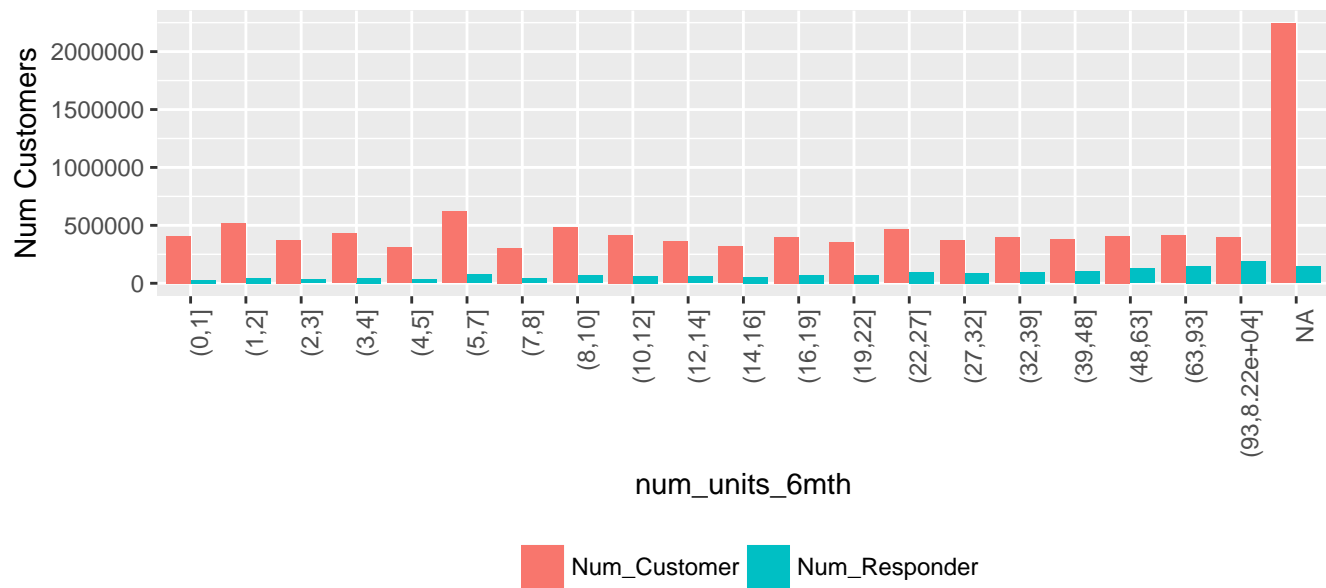
Distribution of response across num\_dist\_catg\_purchased



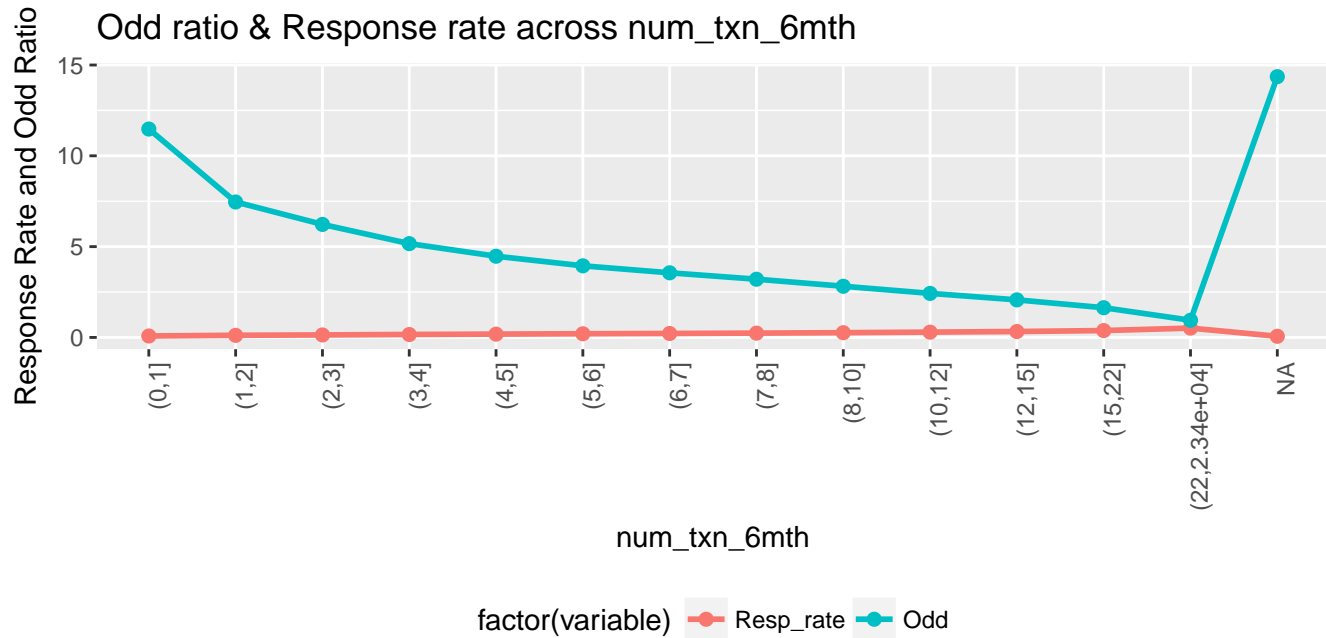
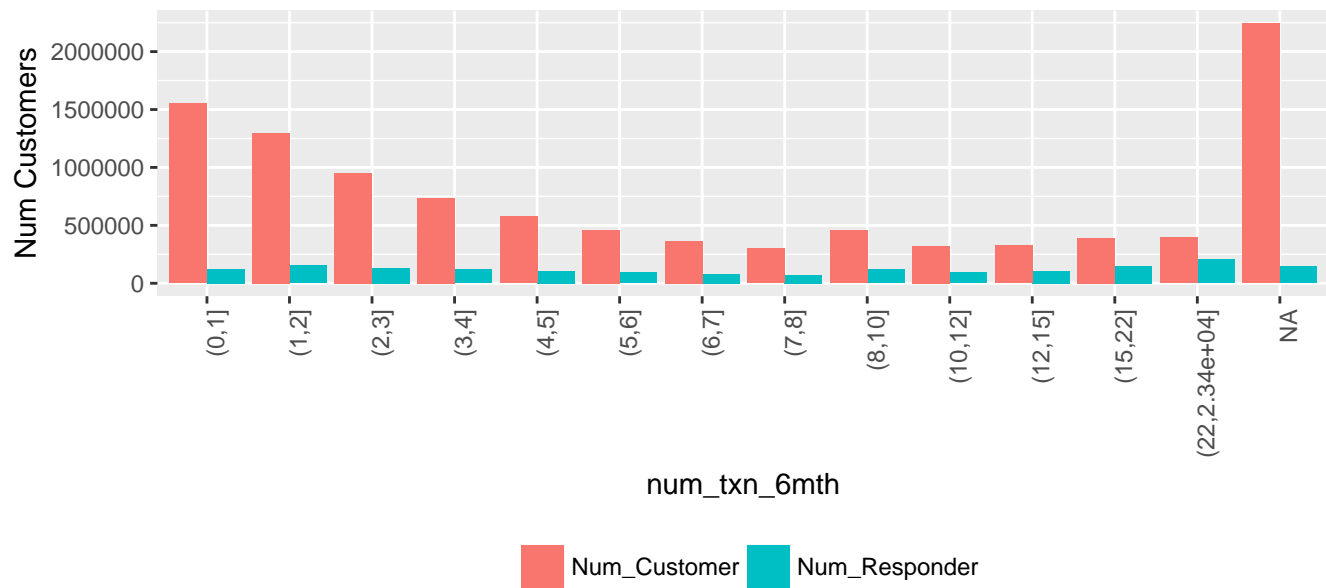
Odd ratio &amp; Response rate across num\_dist\_catg\_purchased



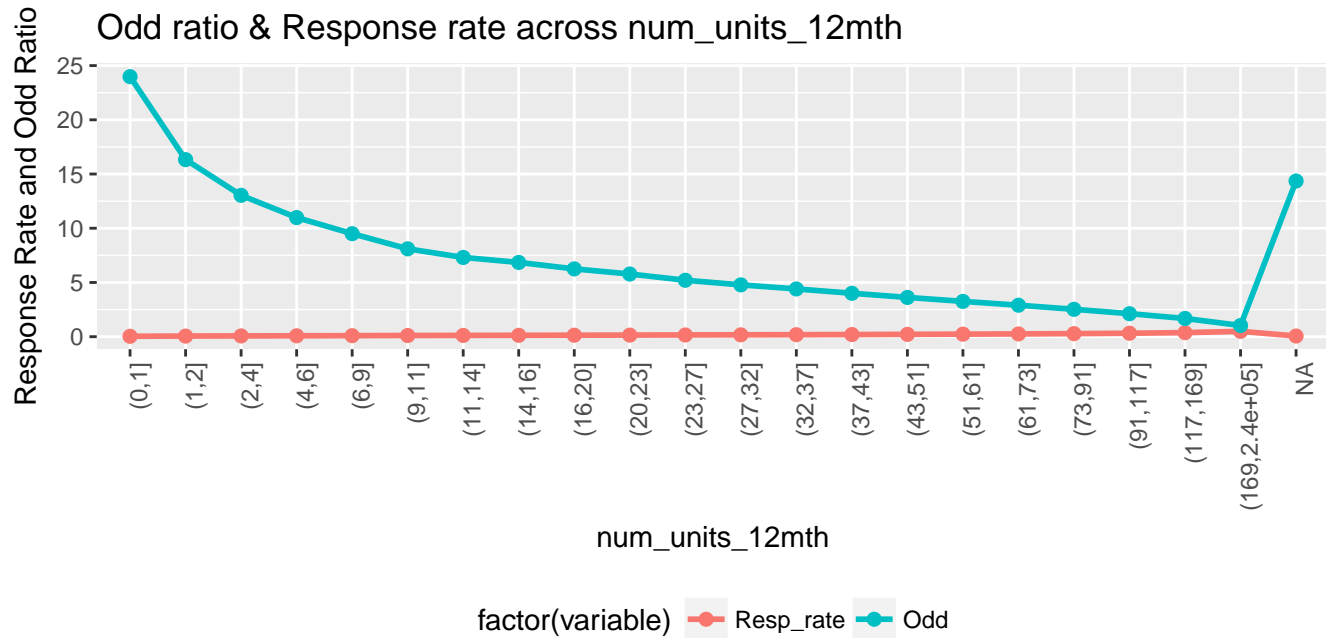
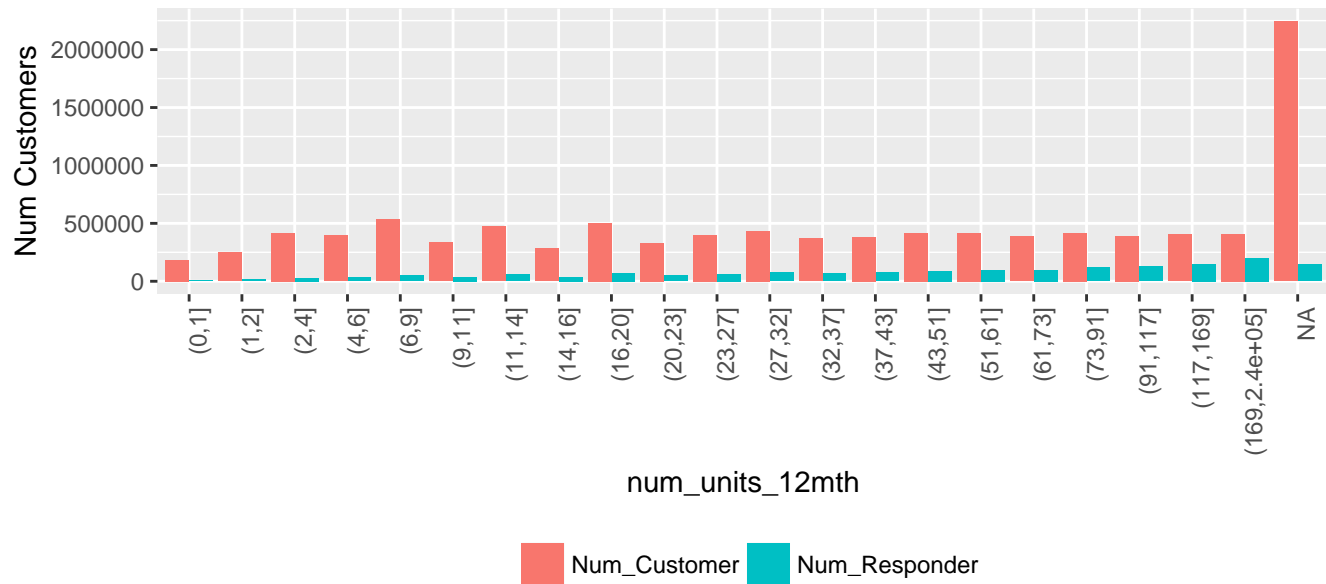
### Distribution of response across num\_units\_6mth



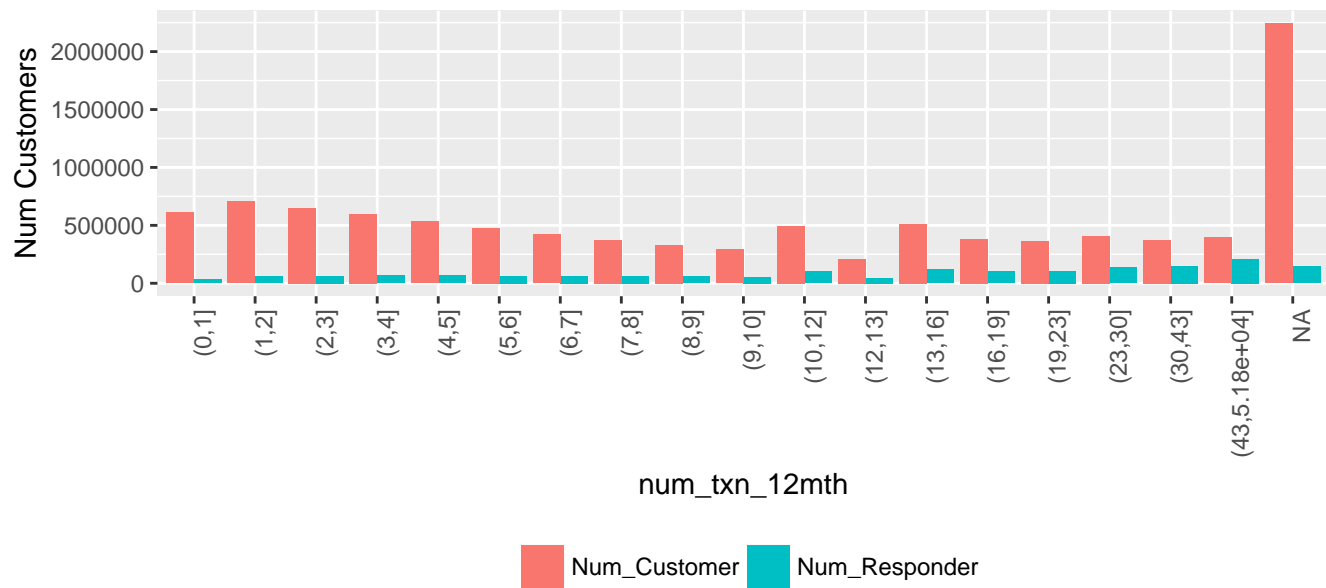
### Distribution of response across num\_txn\_6mth



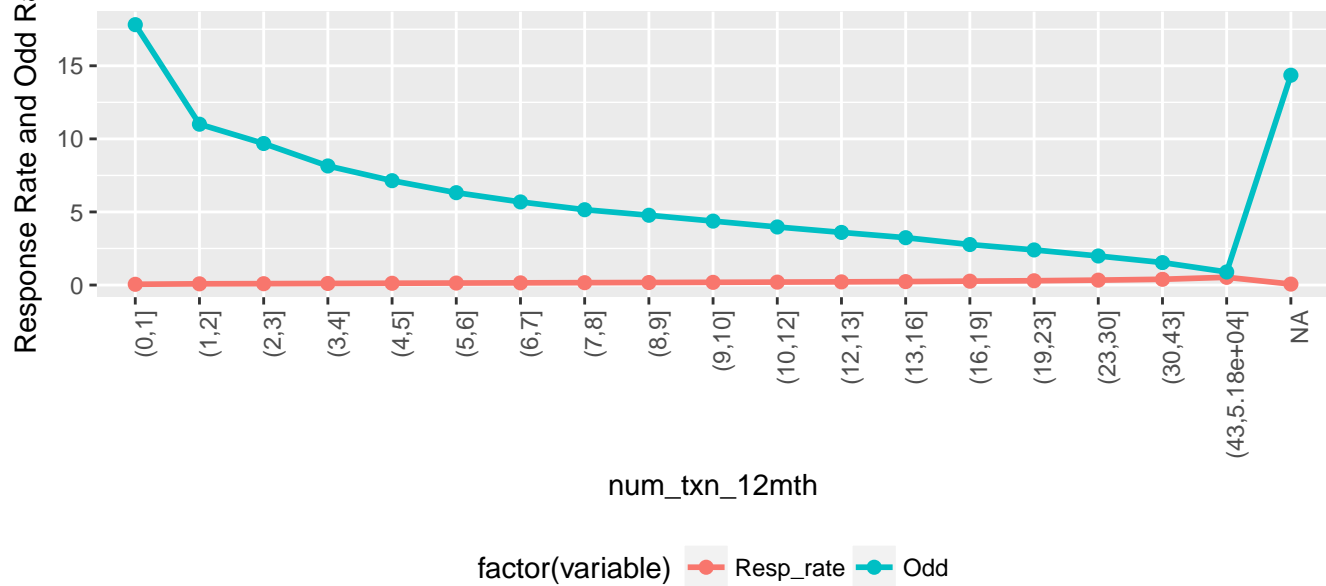
# Distribution of response across num\_units\_12mth



### Distribution of response across num\_txn\_12mth

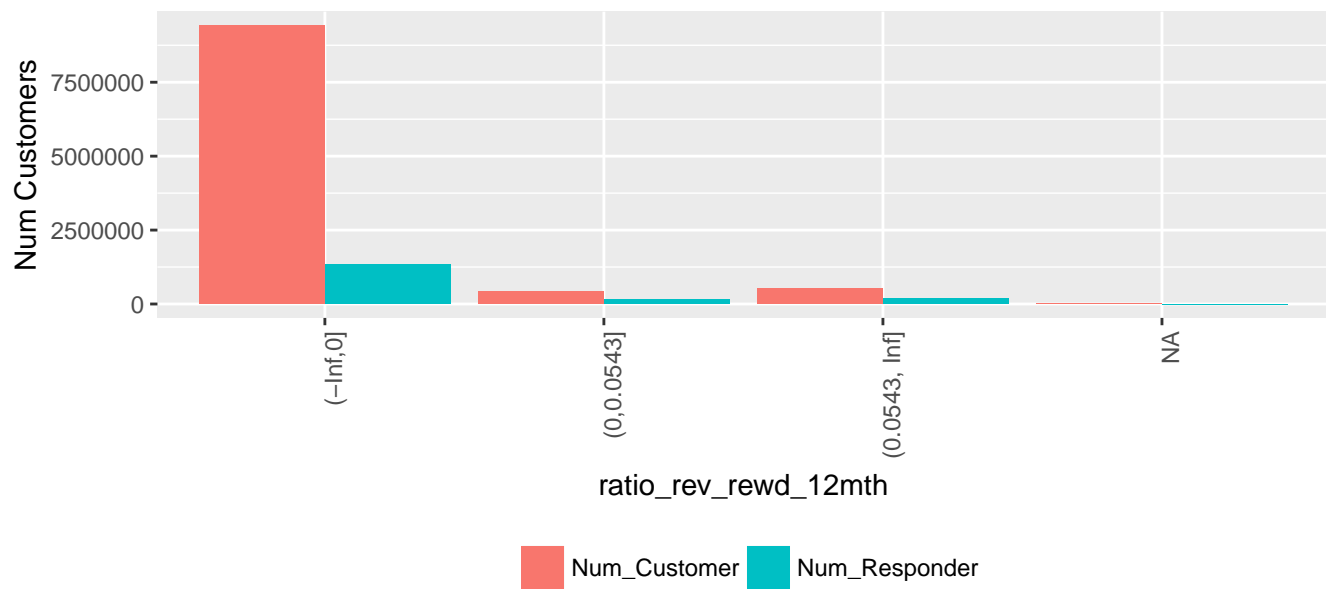


### Odd ratio & Response rate across num\_txn\_12mth

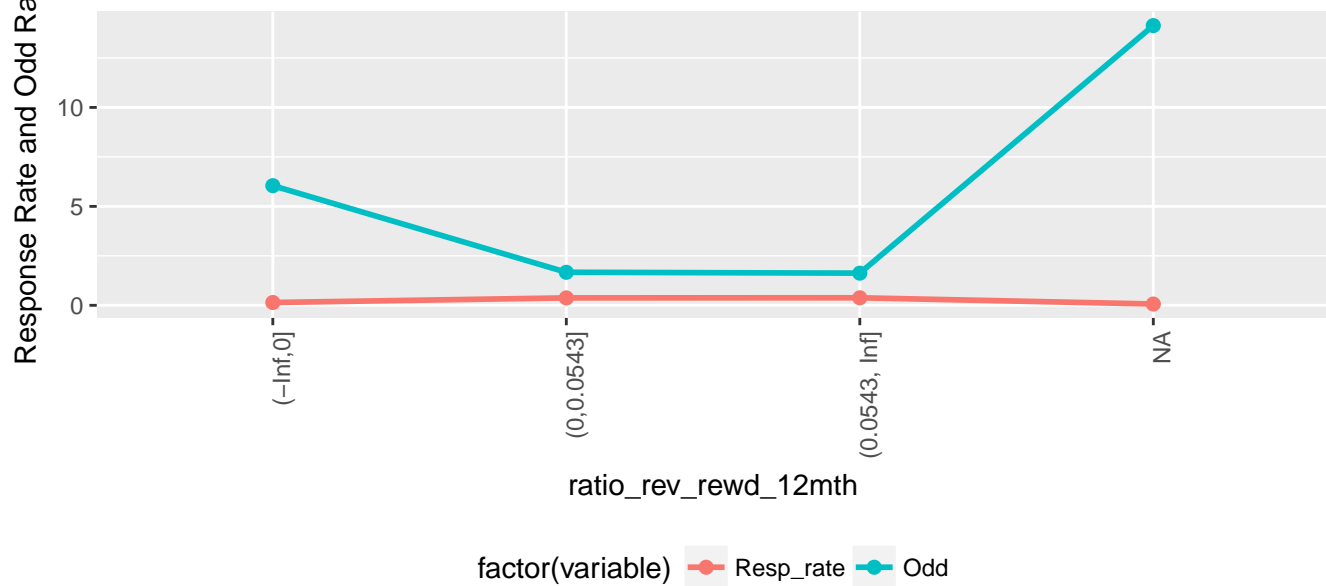




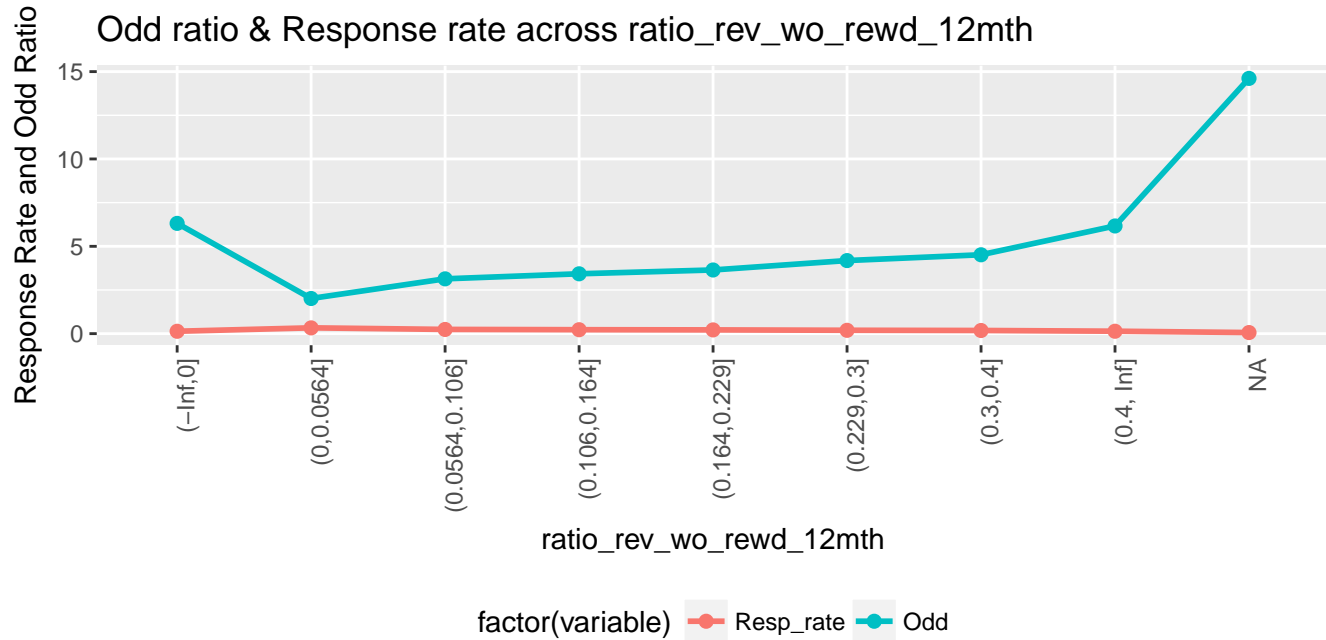
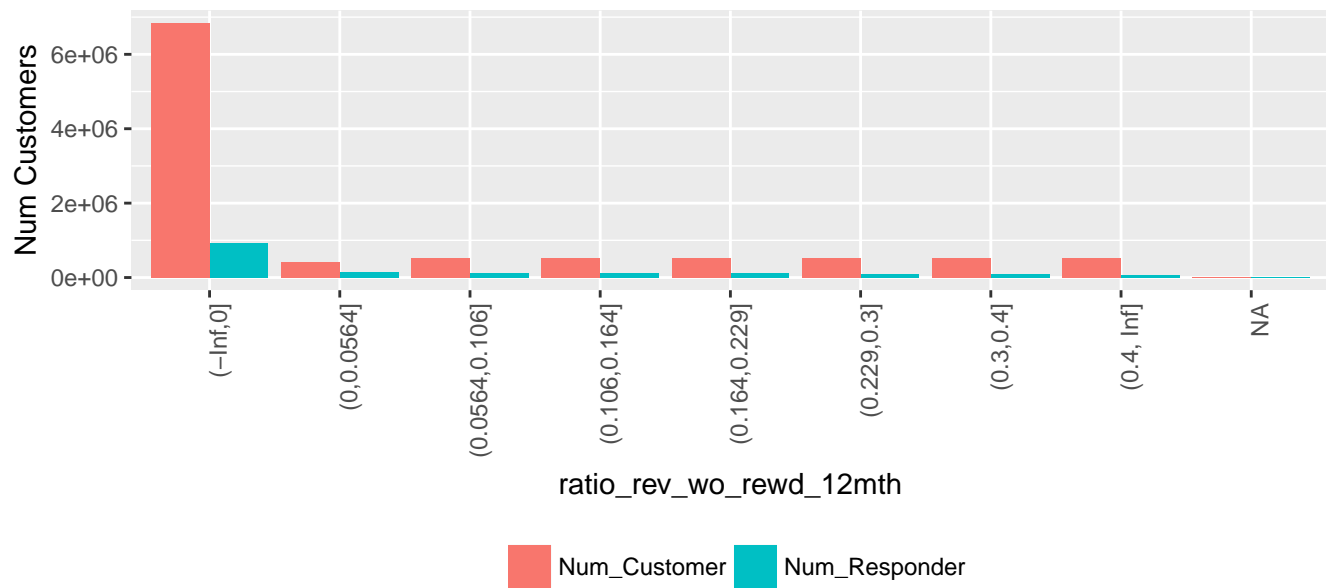
Distribution of response across ratio\_rev\_rewd\_12mth



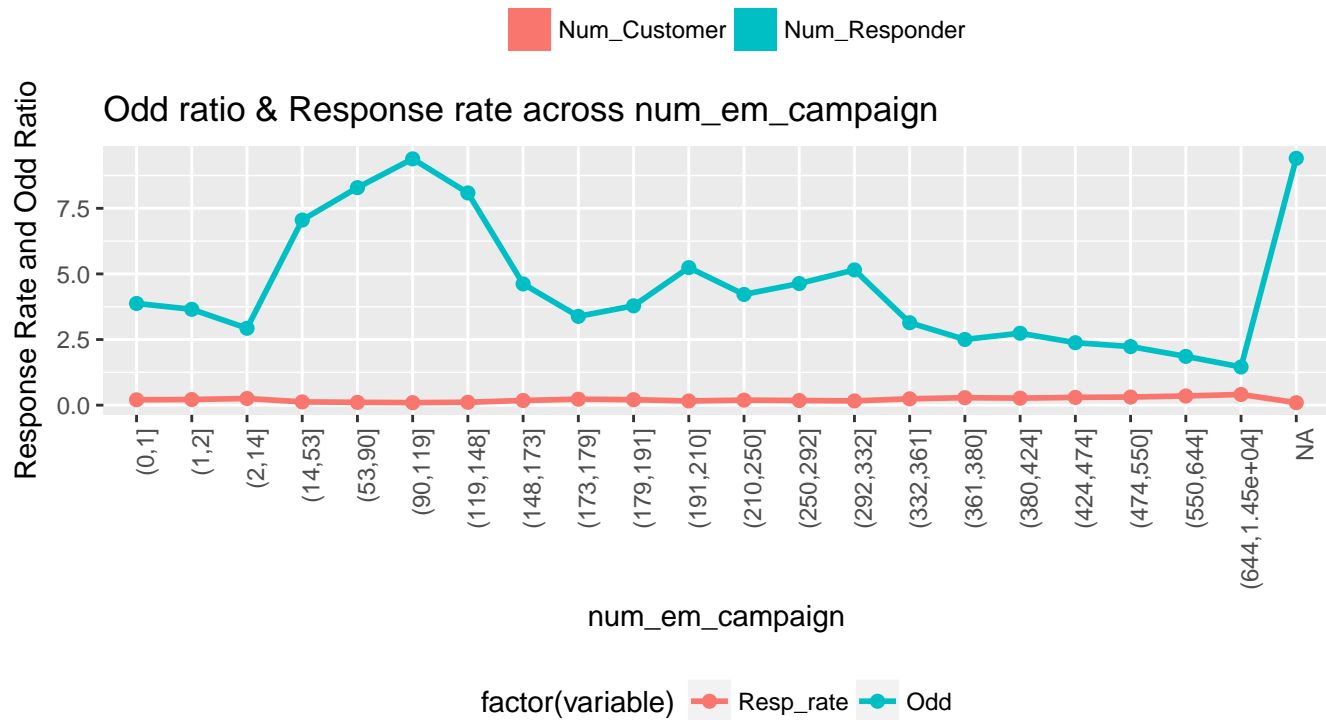
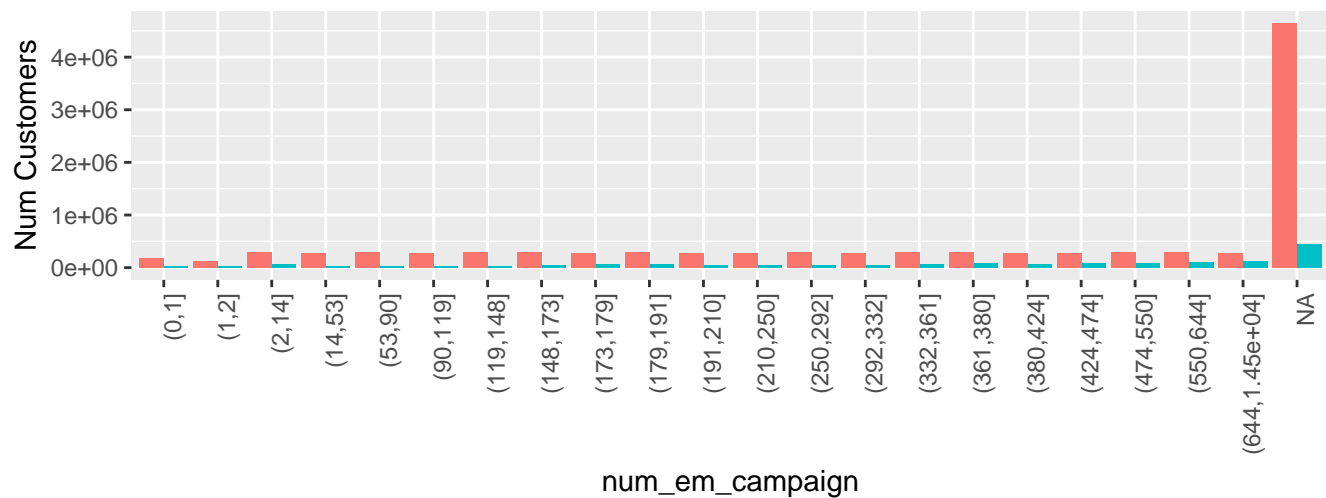
Odd ratio & Response rate across ratio\_rev\_rewd\_12mth



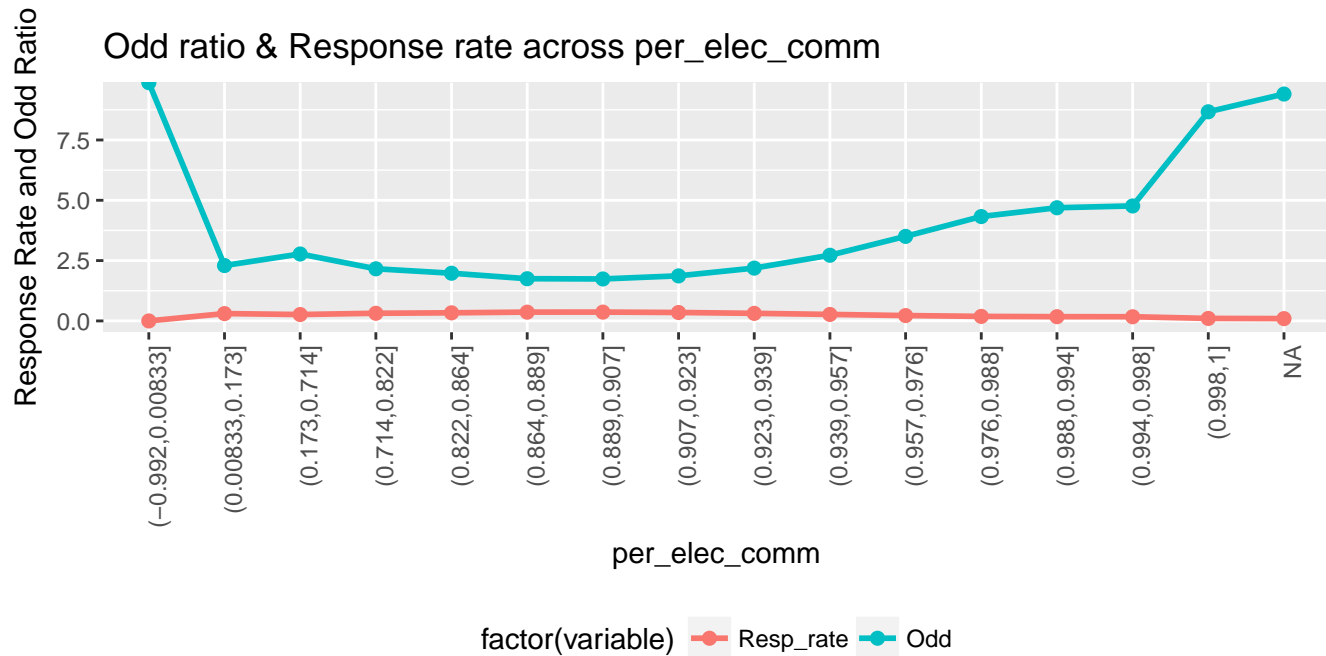
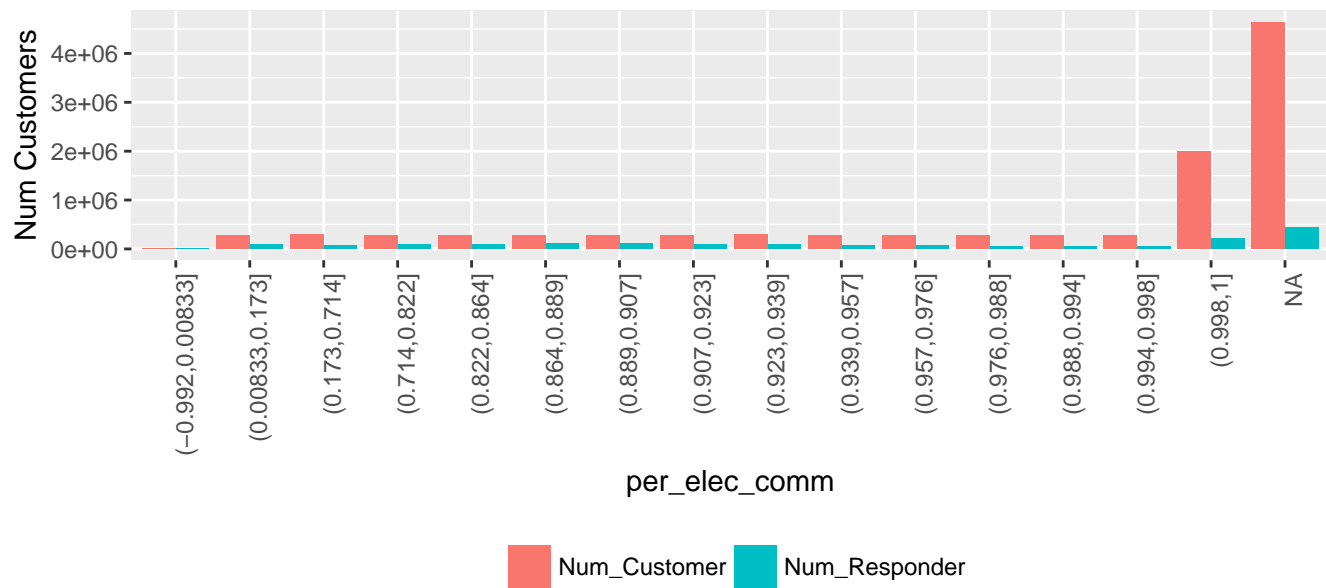
Distribution of response across ratio\_rev\_wo\_rewd\_12mth



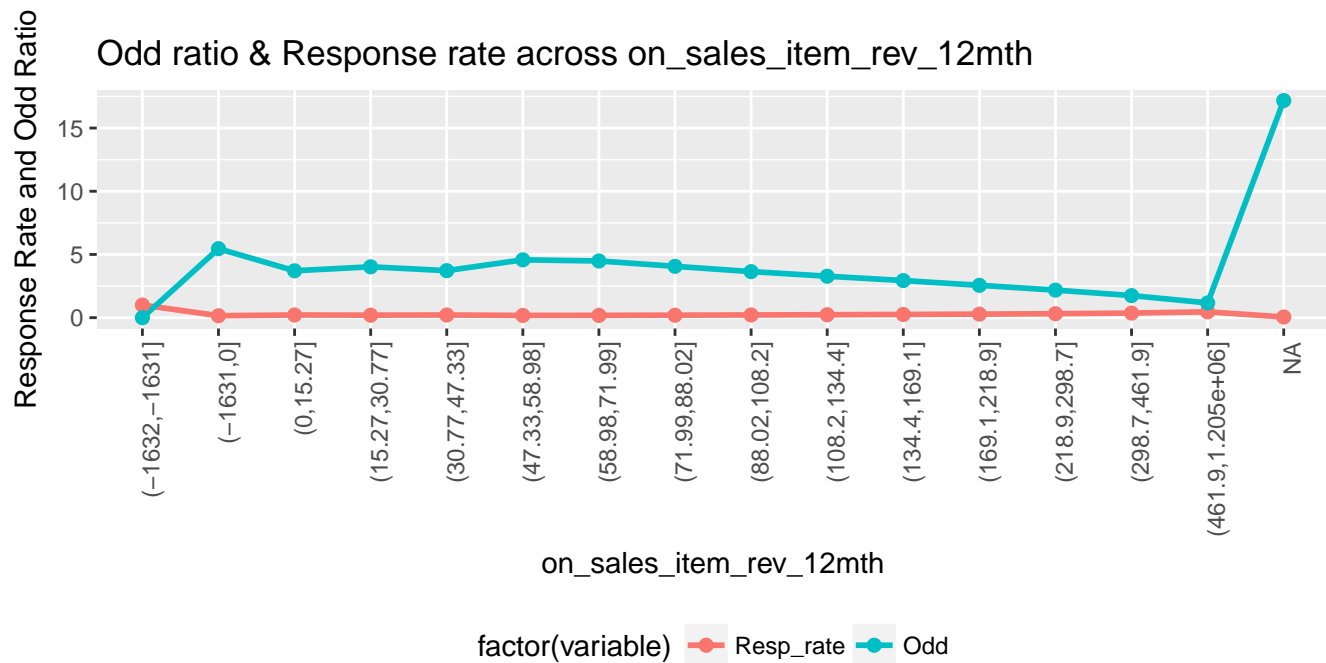
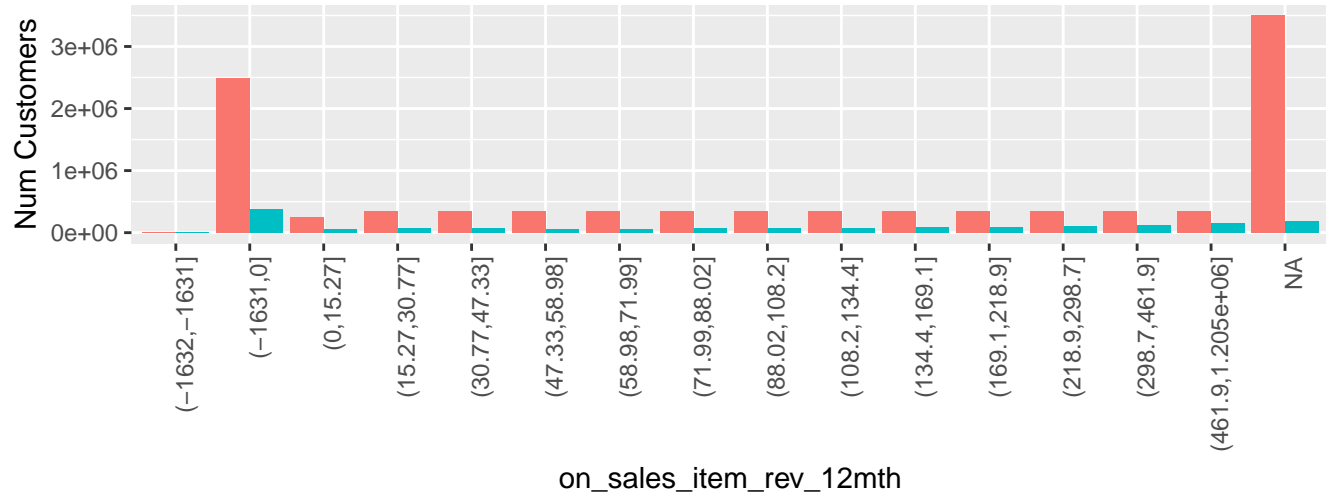
# Distribution of response across num\_em\_campaign



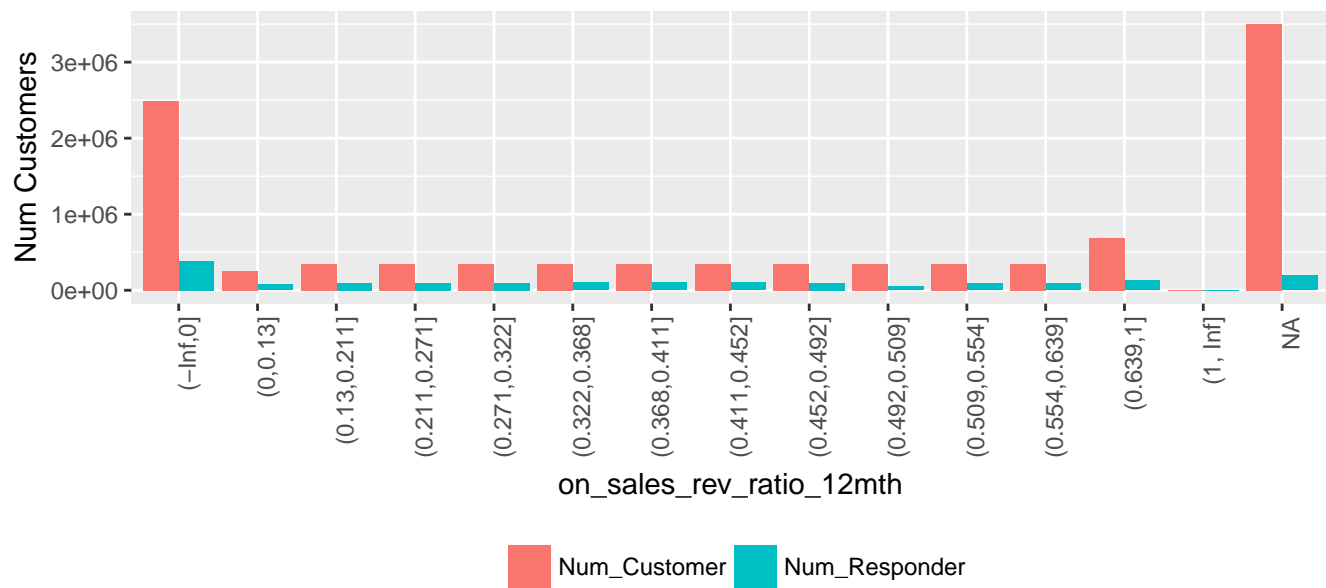
# Distribution of response across per\_elec\_comm



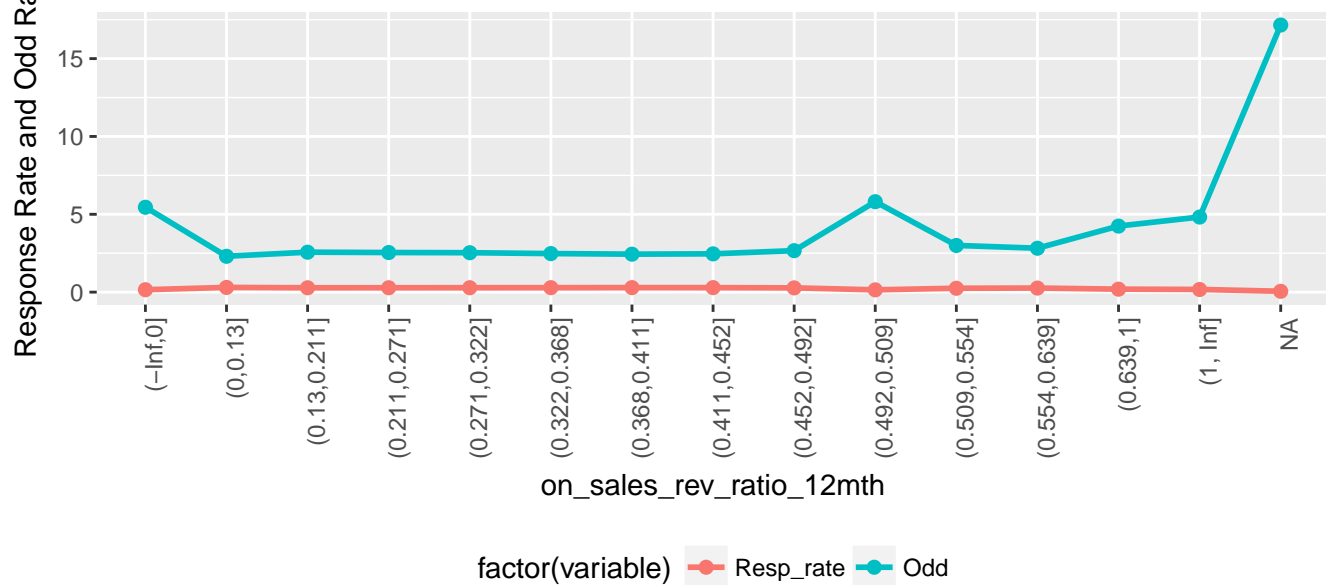
Distribution of response across on\_sales\_item\_rev\_12mth



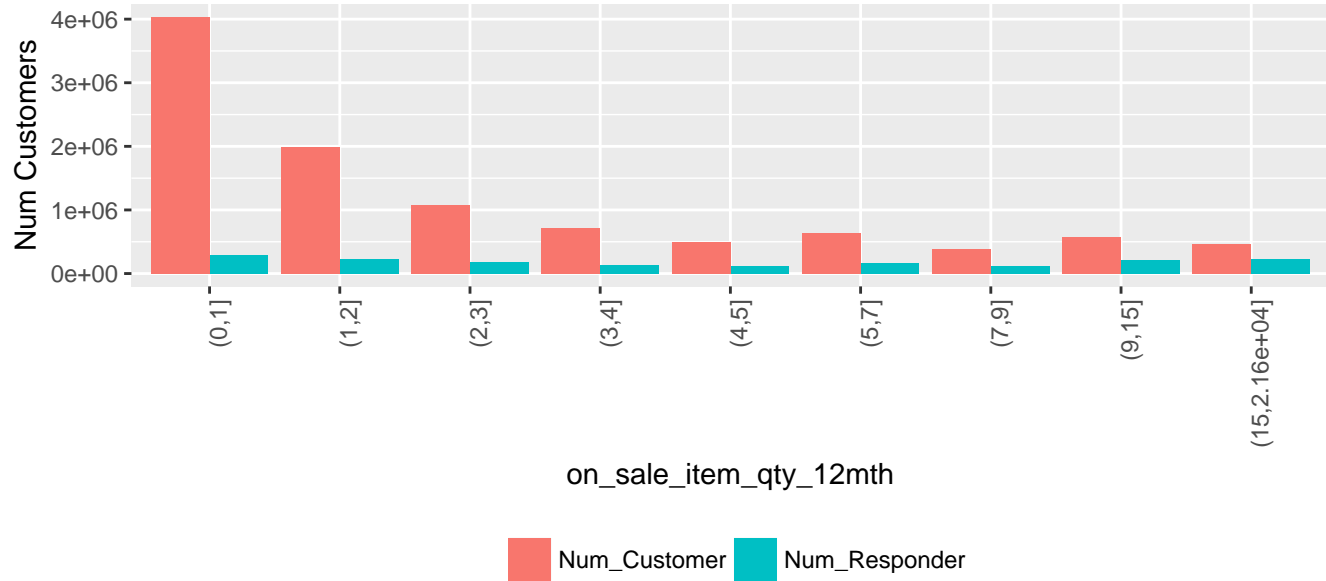
Distribution of response across on\_sales\_rev\_ratio\_12mth



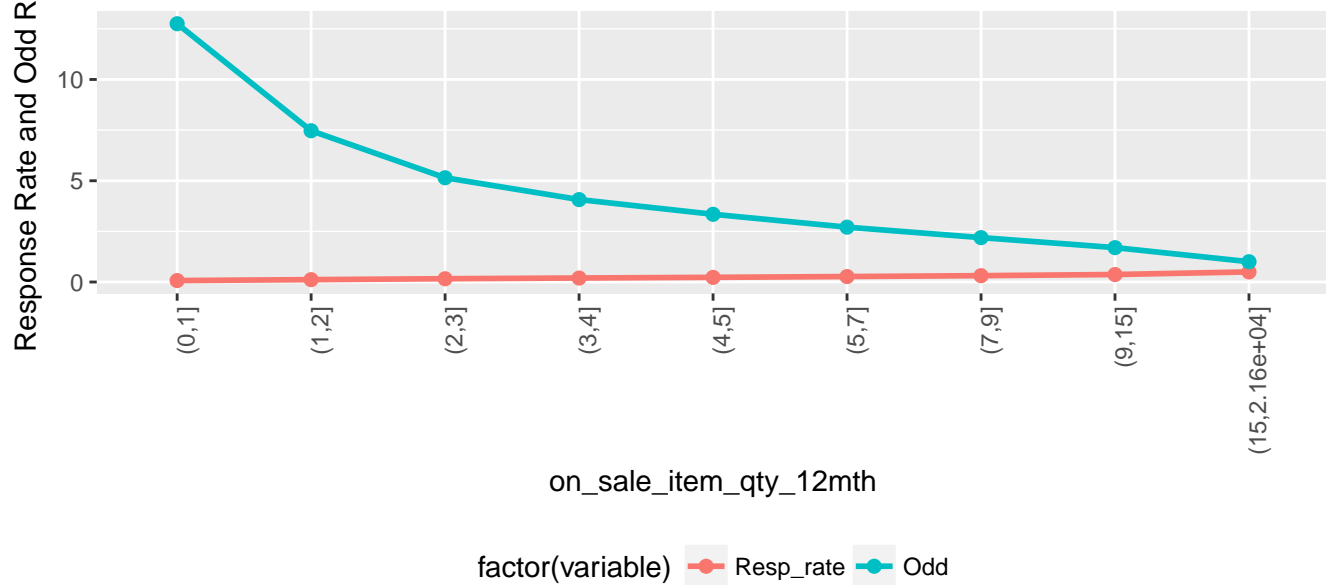
Odd ratio &amp; Response rate across on\_sales\_rev\_ratio\_12mth



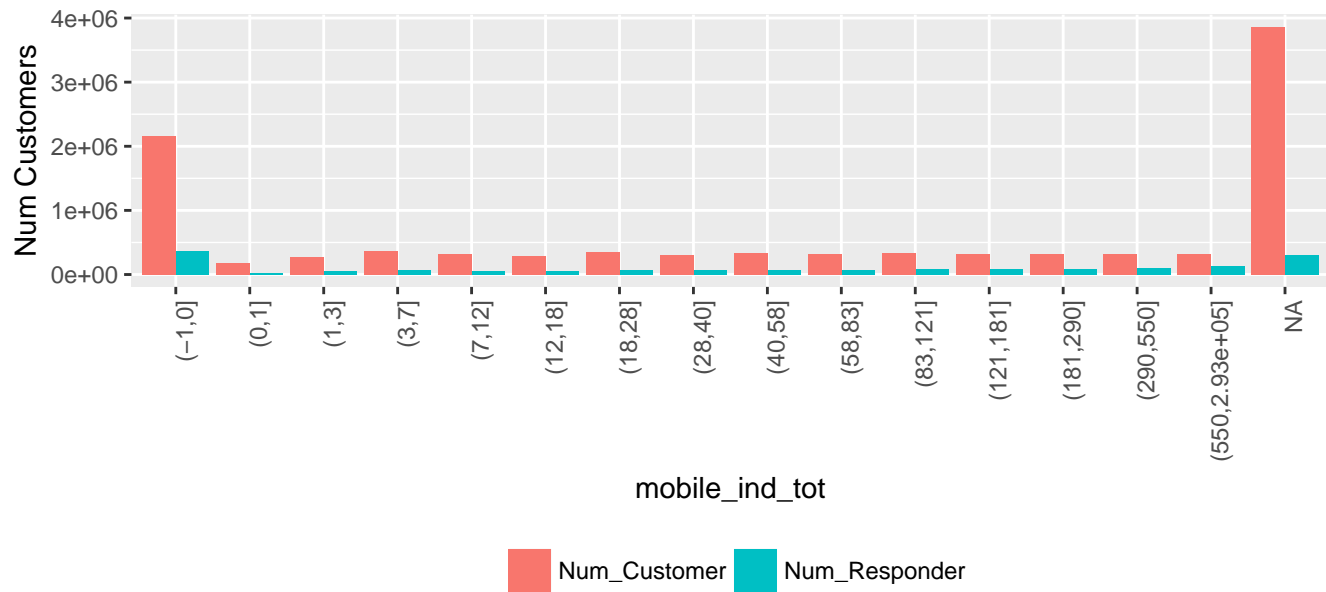
# Distribution of response across on\_sale\_item\_qty\_12mth



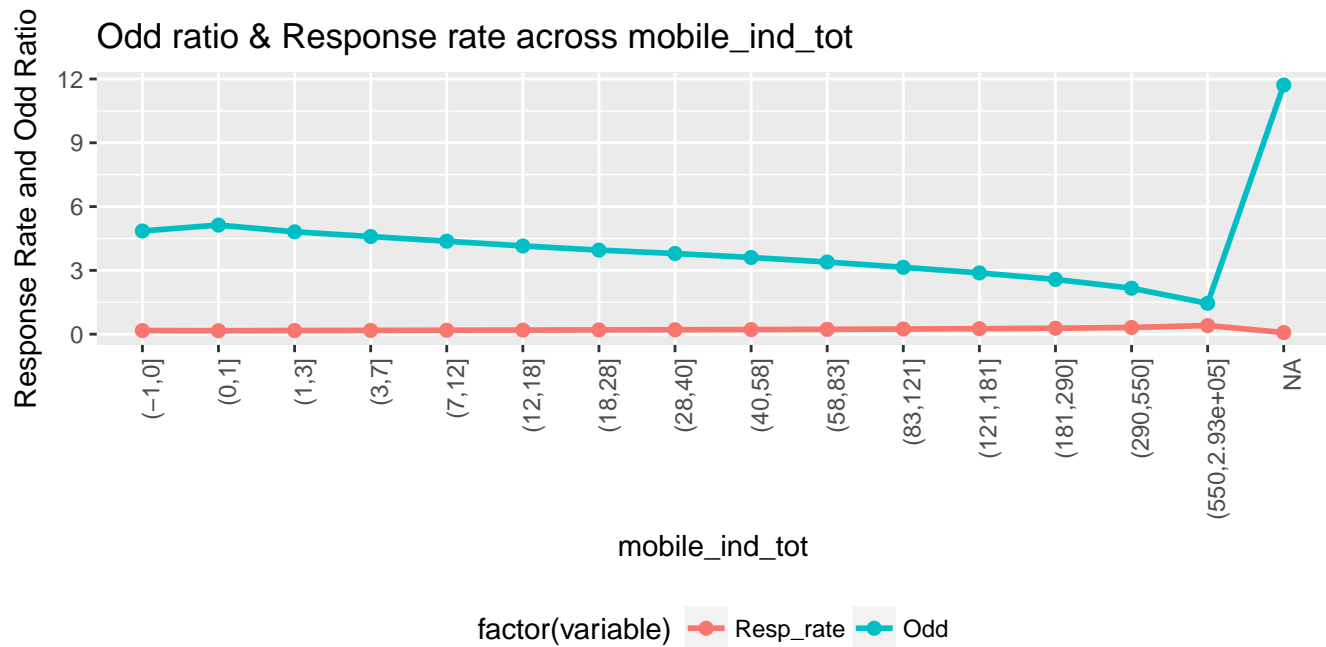
## Odd ratio & Response rate across on\_sale\_item\_qty\_12mth



Distribution of response across mobile\_ind\_tot

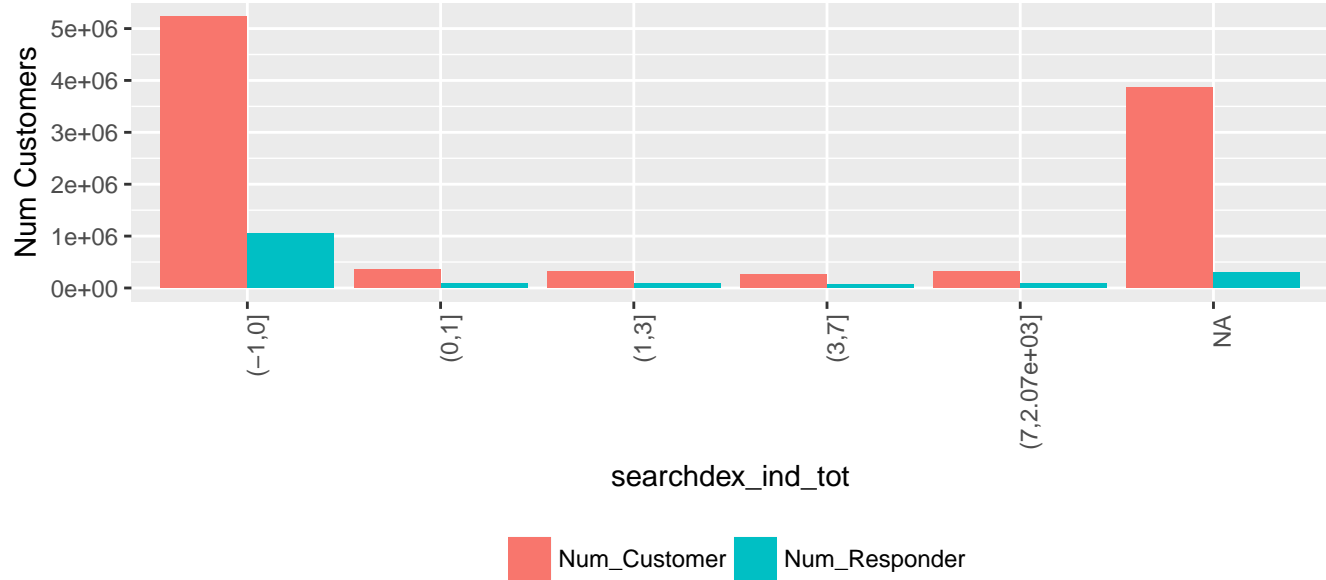


Odd ratio &amp; Response rate across mobile\_ind\_tot





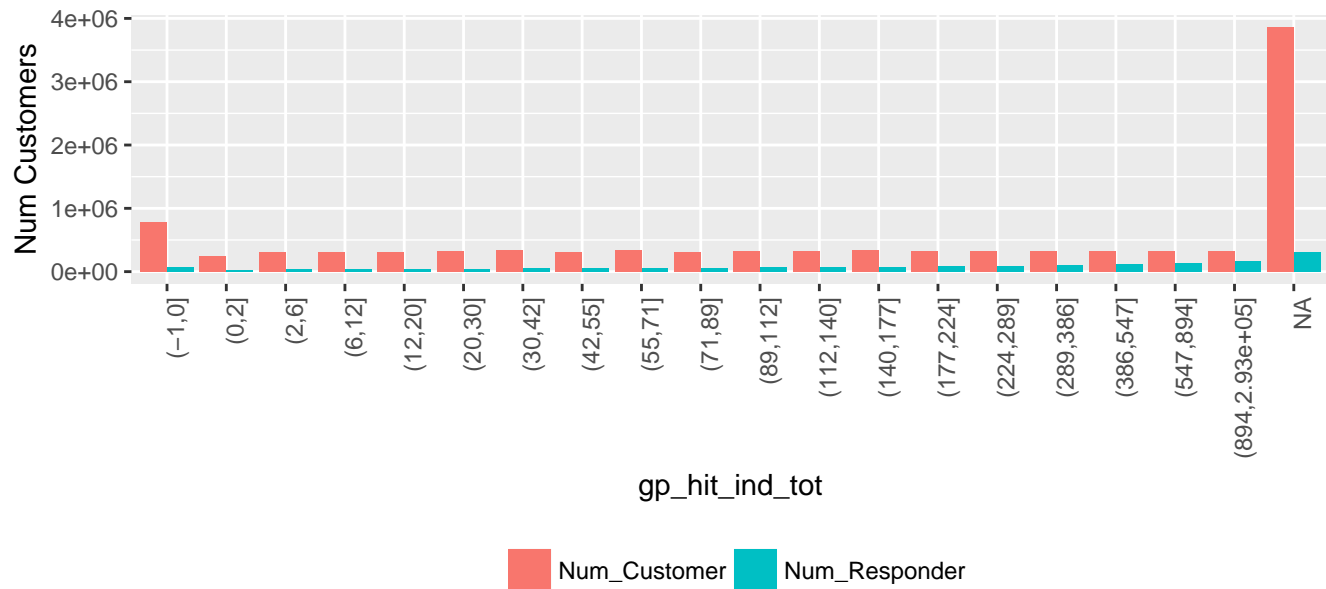
Distribution of response across searchdex\_ind\_tot



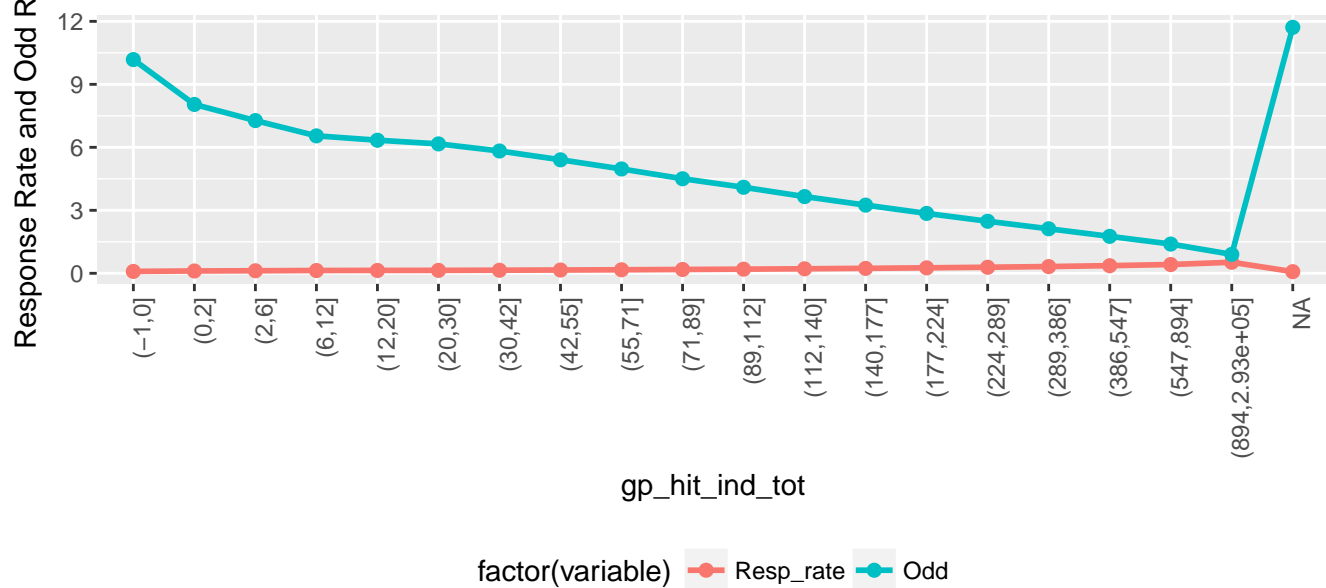
Odd ratio & Response rate across searchdex\_ind\_tot



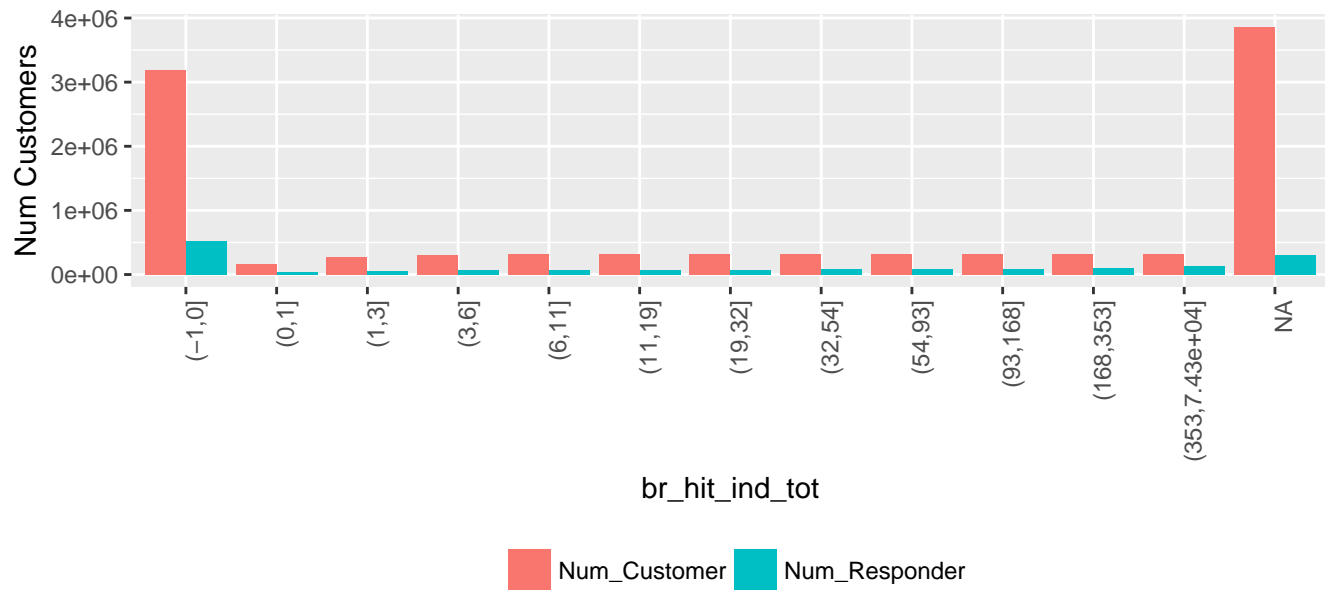
Distribution of response across gp\_hit\_ind\_tot



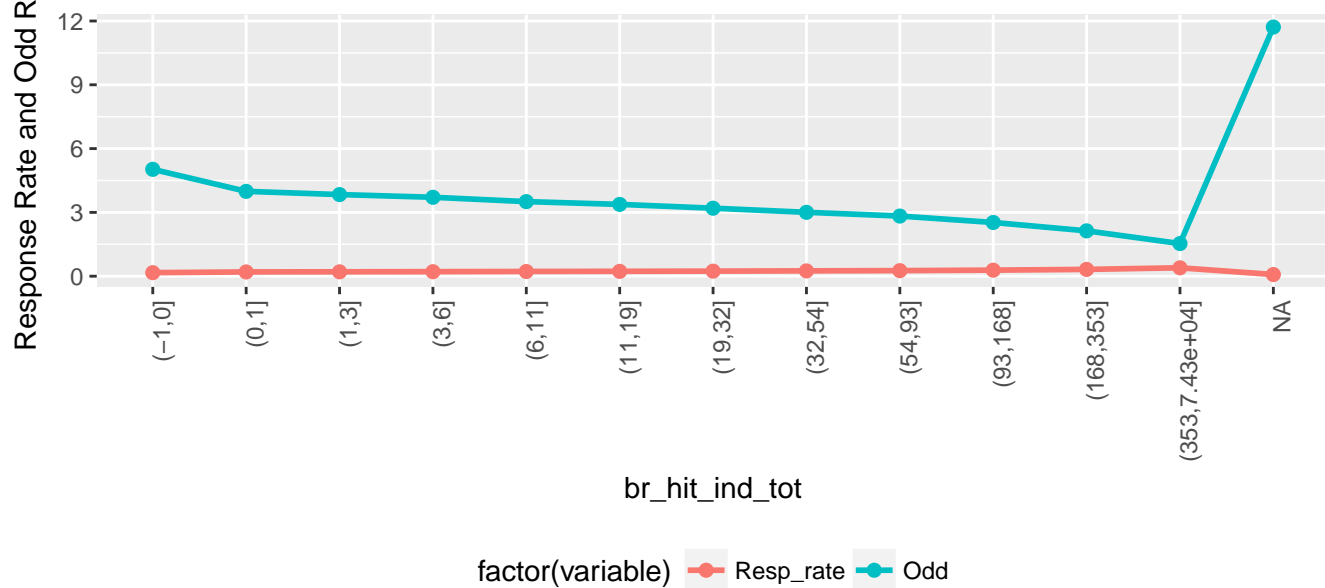
Odd ratio &amp; Response rate across gp\_hit\_ind\_tot



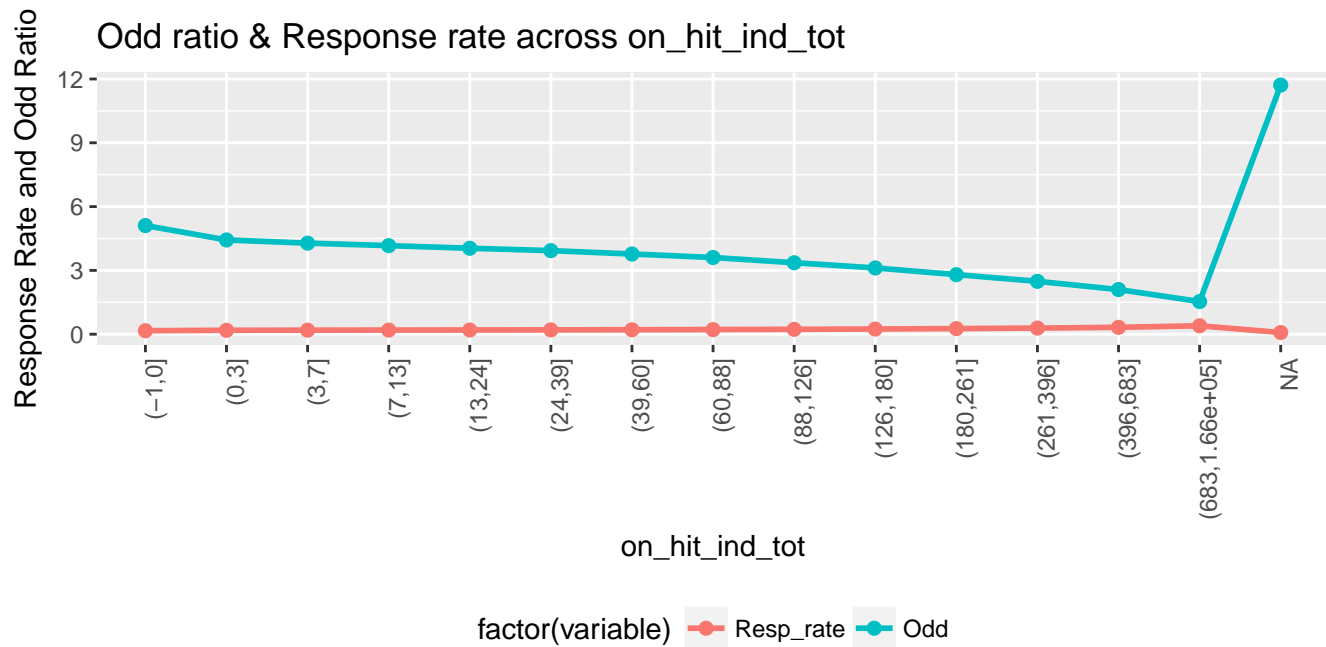
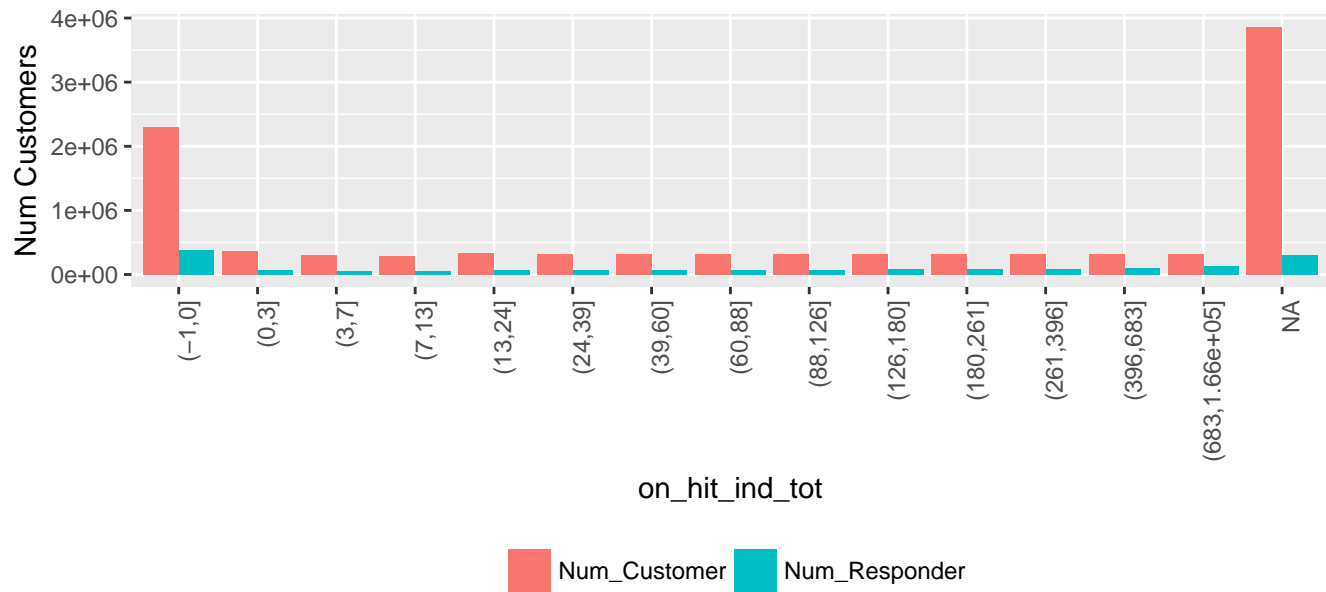
Distribution of response across br\_hit\_ind\_tot



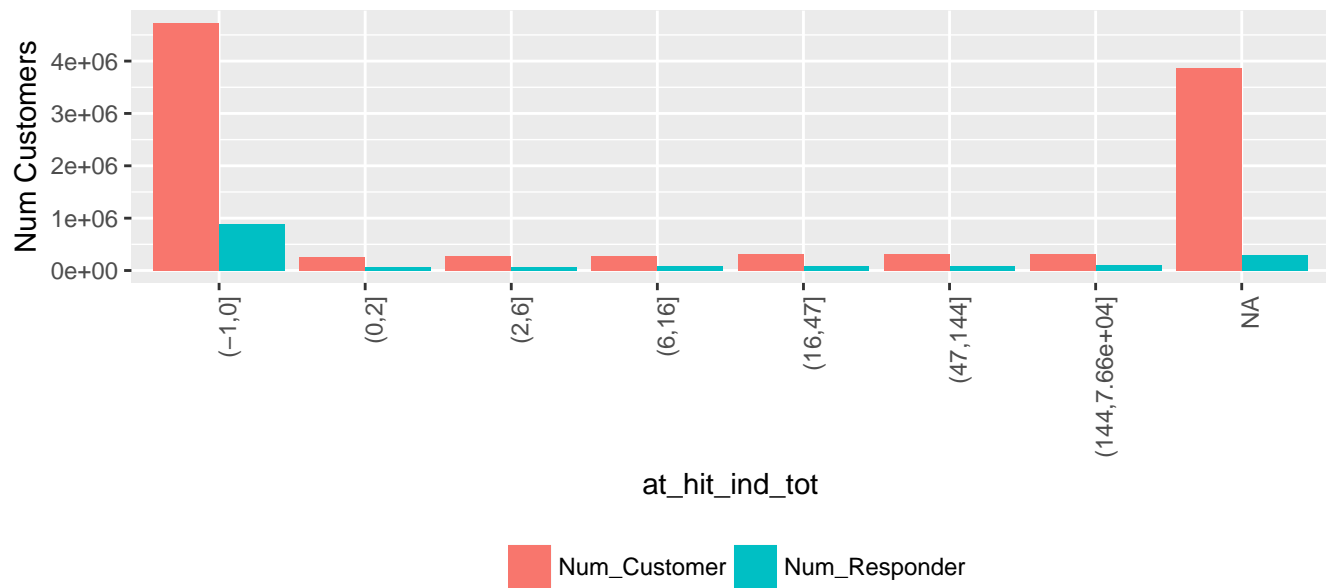
Odd ratio &amp; Response rate across br\_hit\_ind\_tot



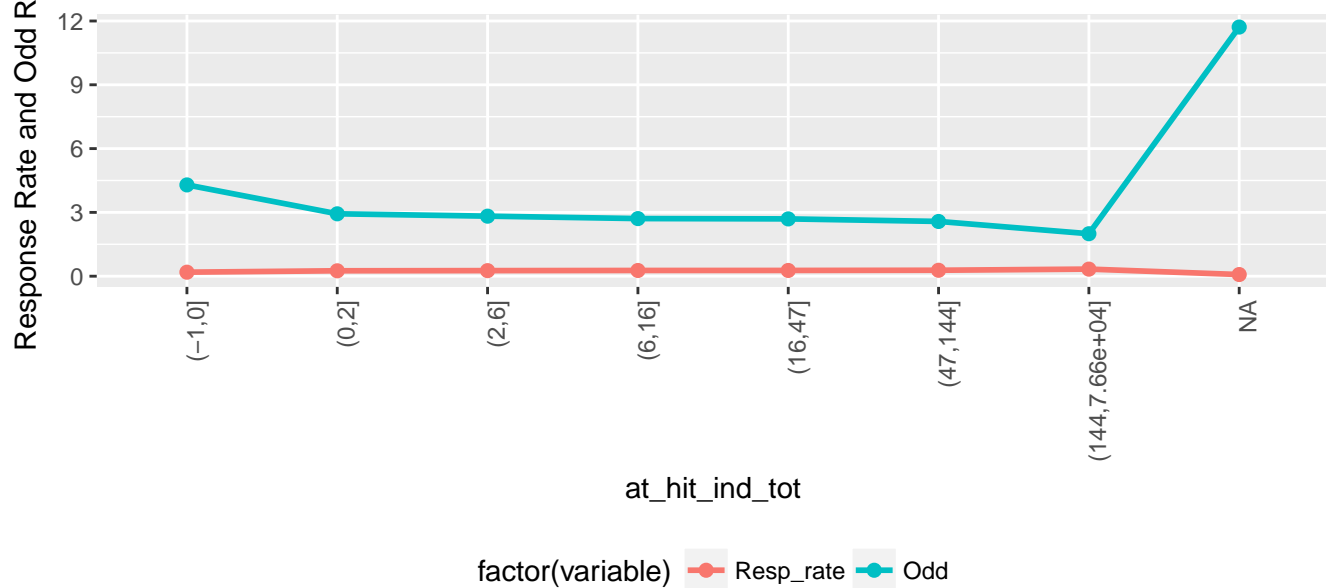
# Distribution of response across on\_hit\_ind\_tot



Distribution of response across at\_hit\_ind\_tot



Odd ratio & Response rate across at\_hit\_ind\_tot



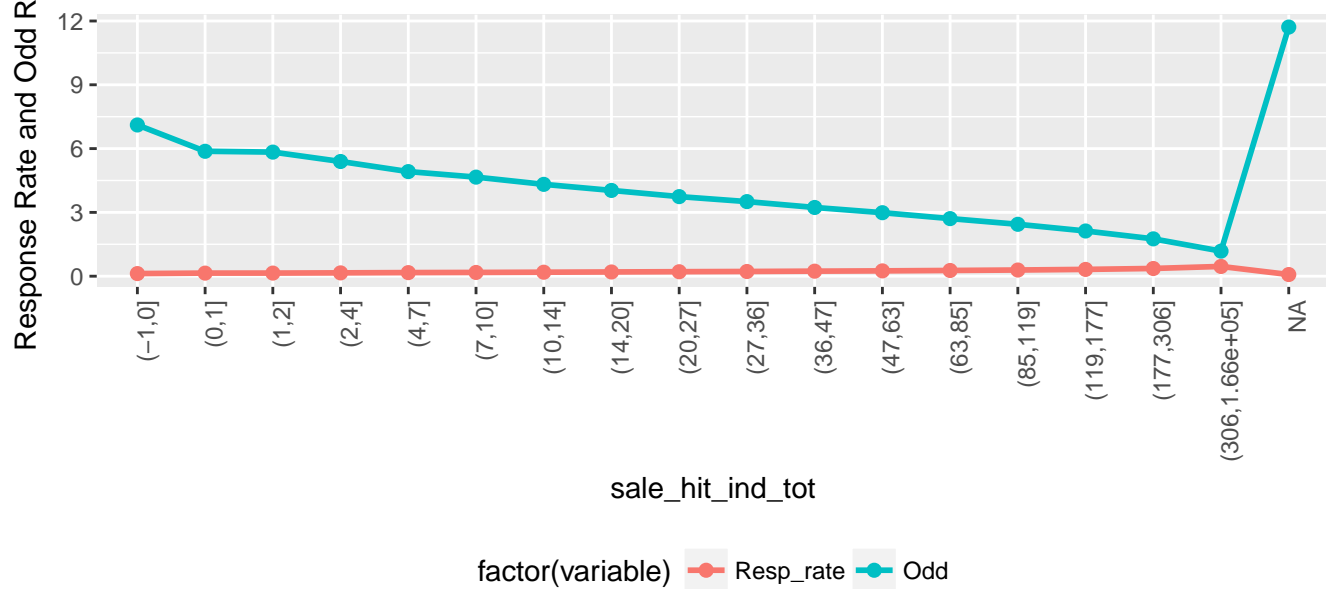
Distribution of response across factory\_hit\_ind\_tot



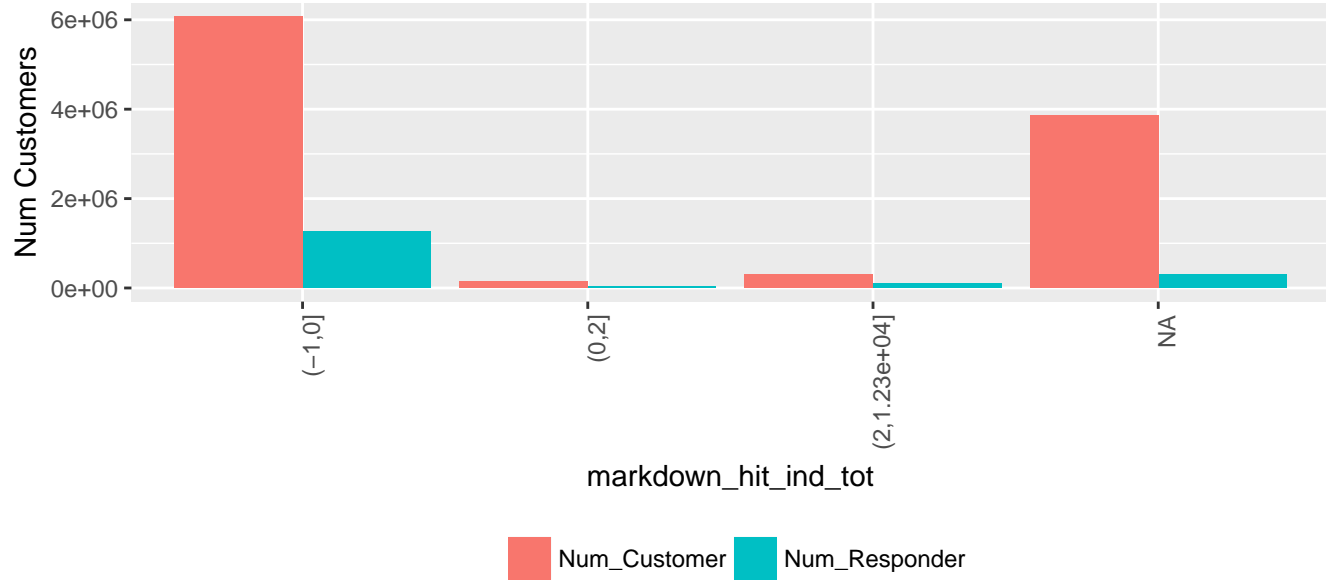
Distribution of response across sale\_hit\_ind\_tot



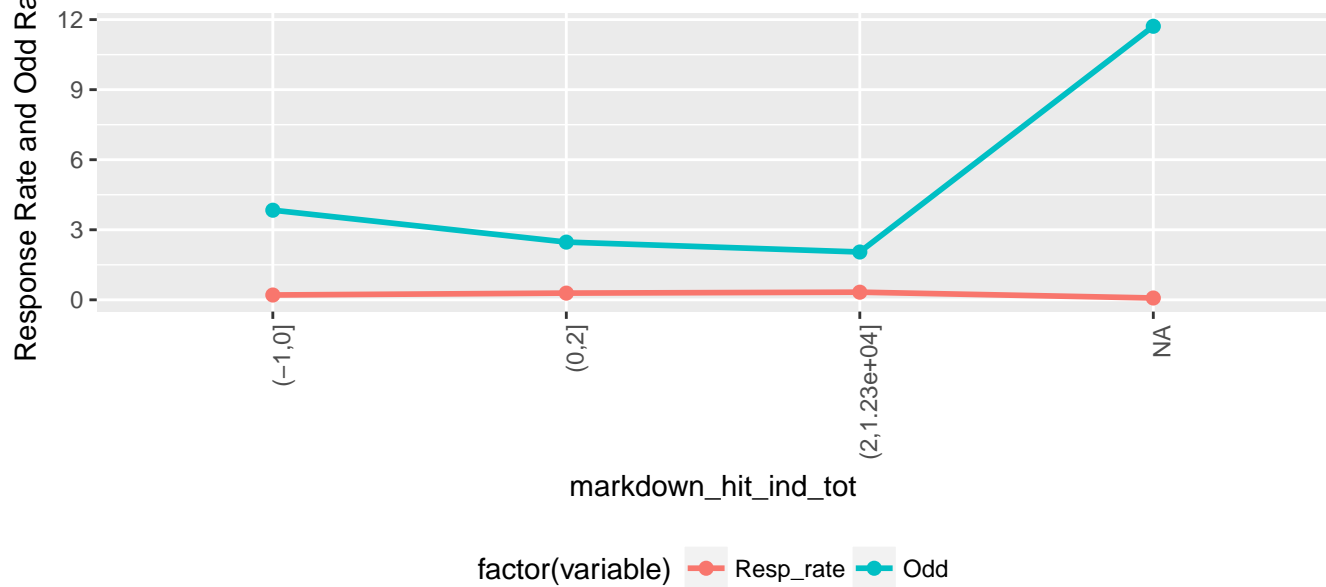
Odd ratio &amp; Response rate across sale\_hit\_ind\_tot



Distribution of response across markdown\_hit\_ind\_tot

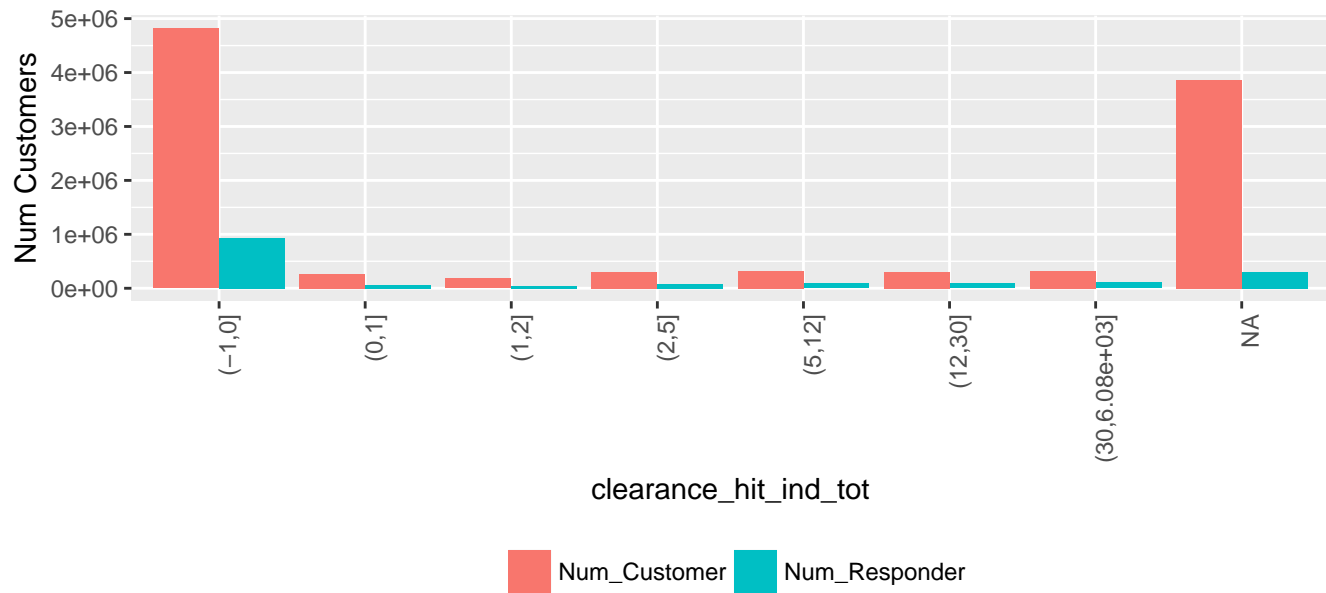


Odd ratio & Response rate across markdown\_hit\_ind\_tot

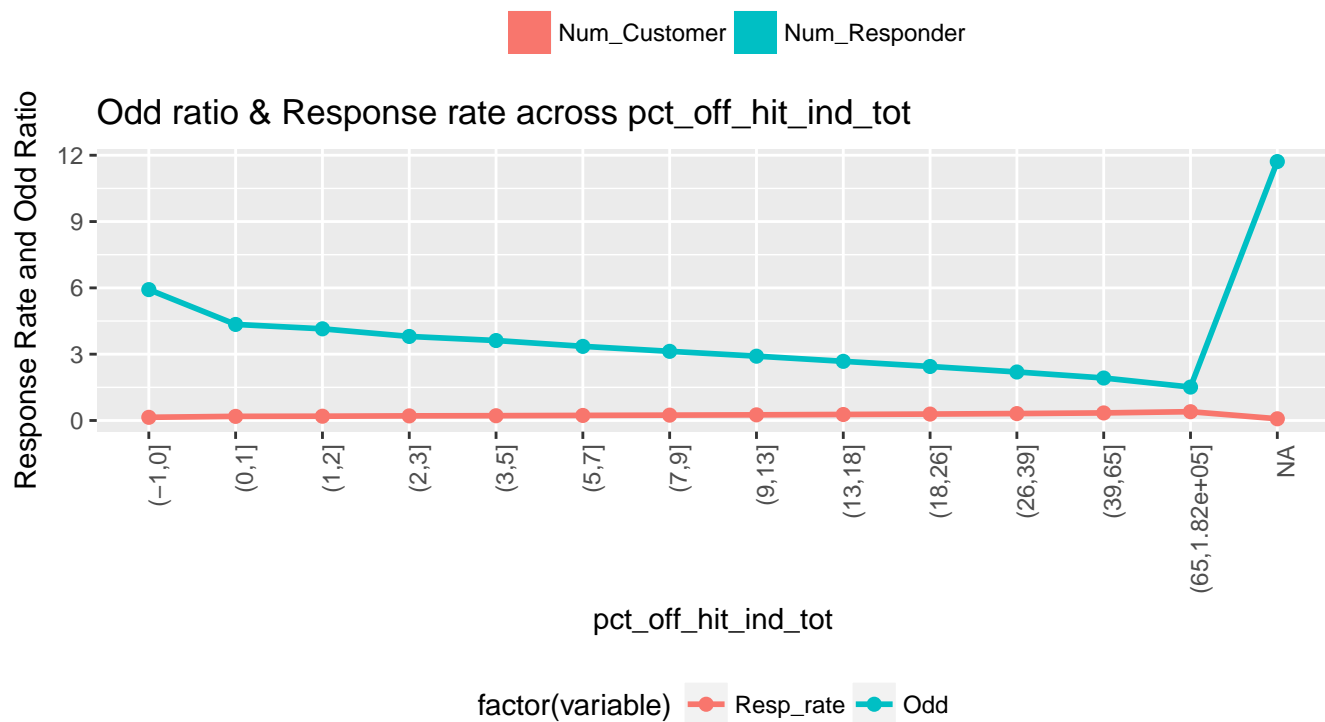
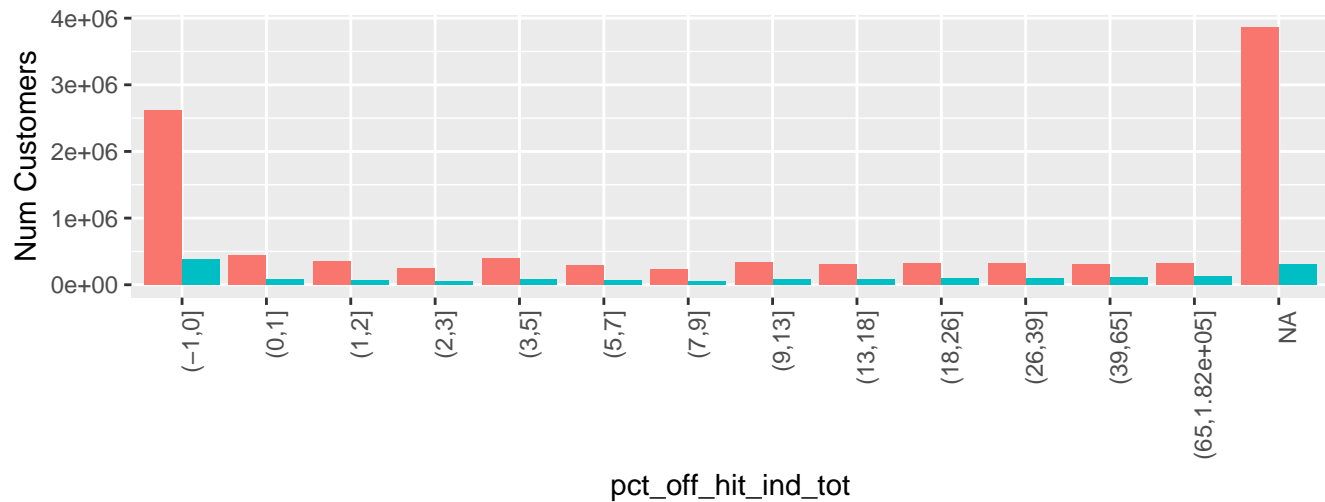




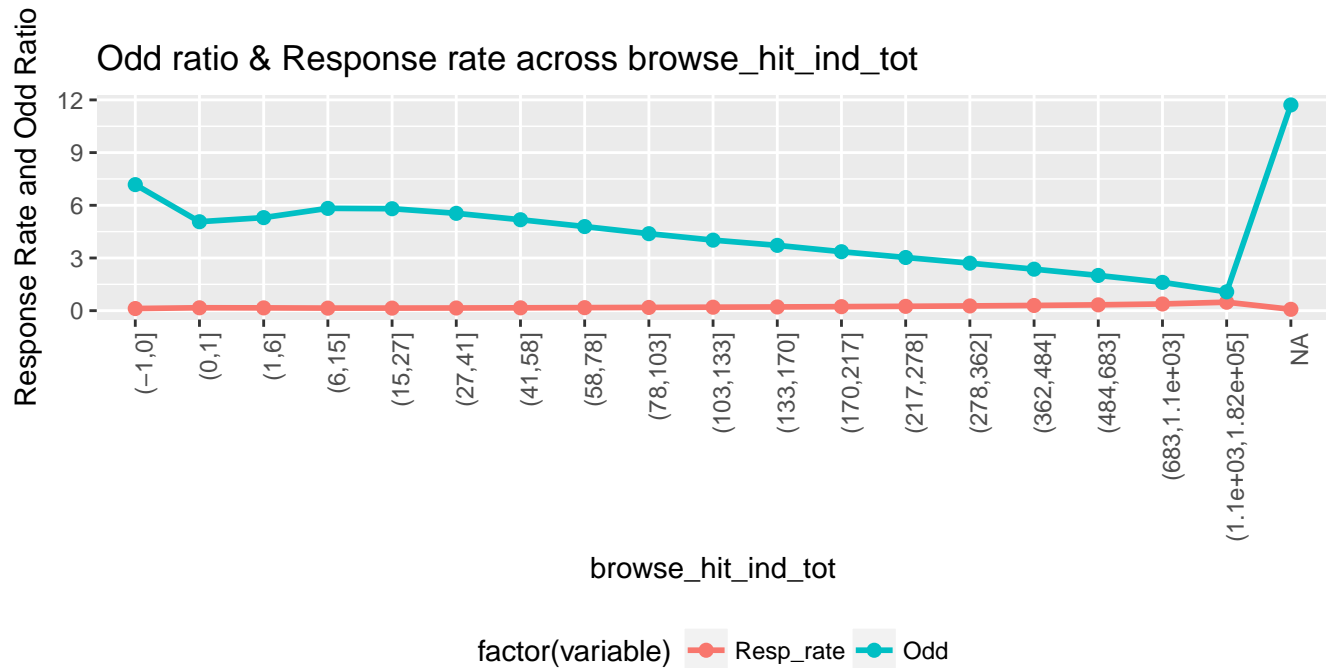
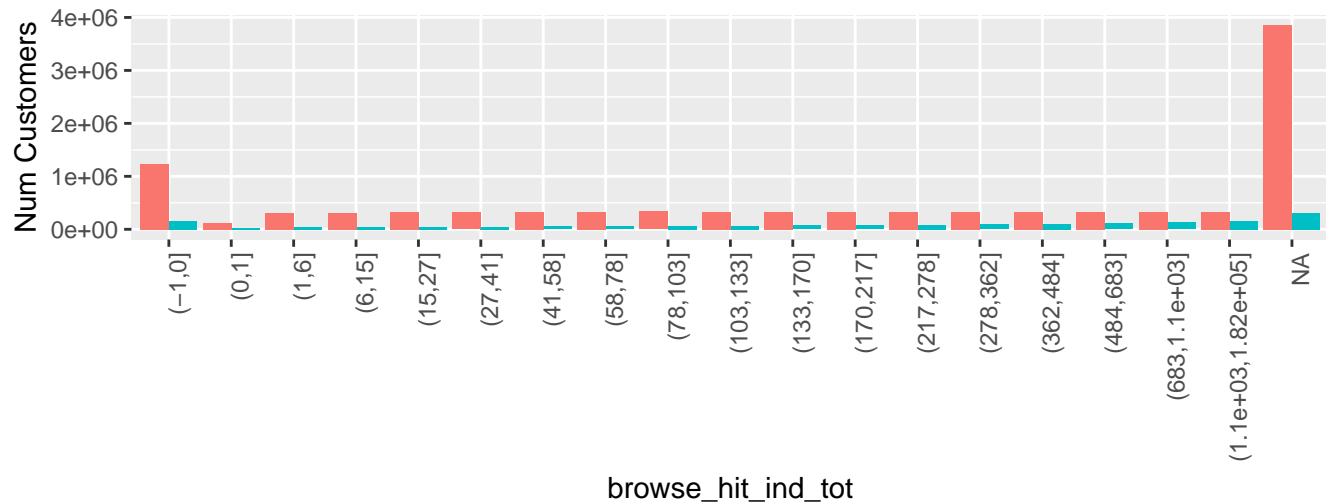
Distribution of response across clearance\_hit\_ind\_tot



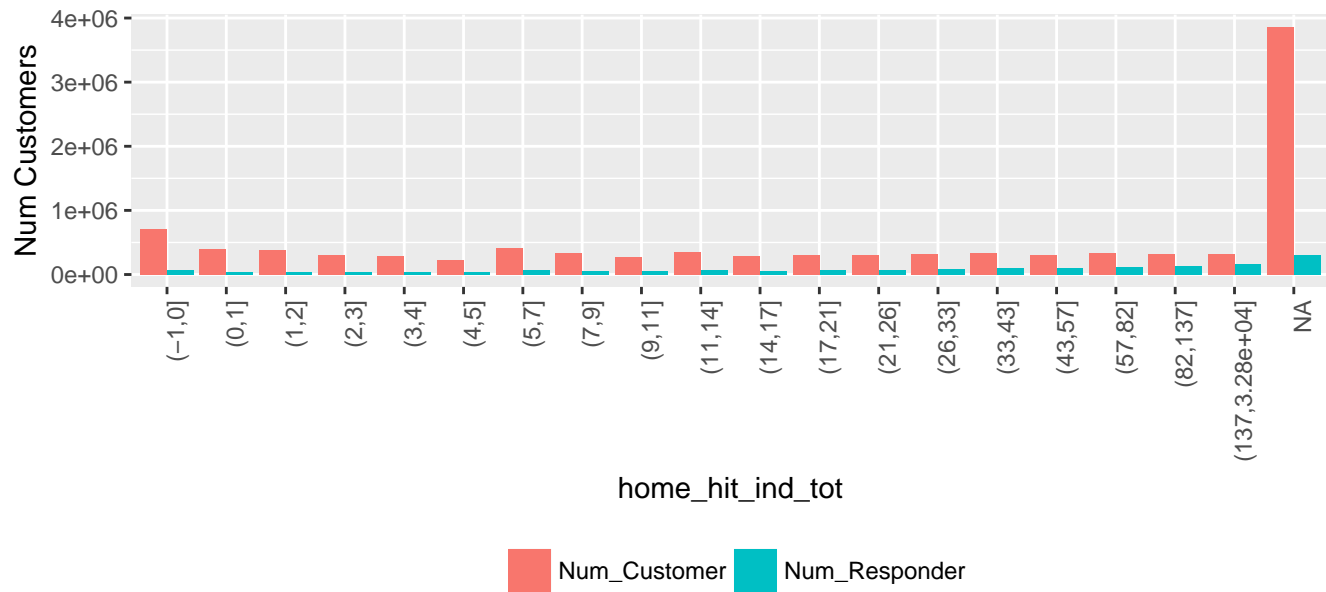
Distribution of response across pct\_off\_hit\_ind\_tot



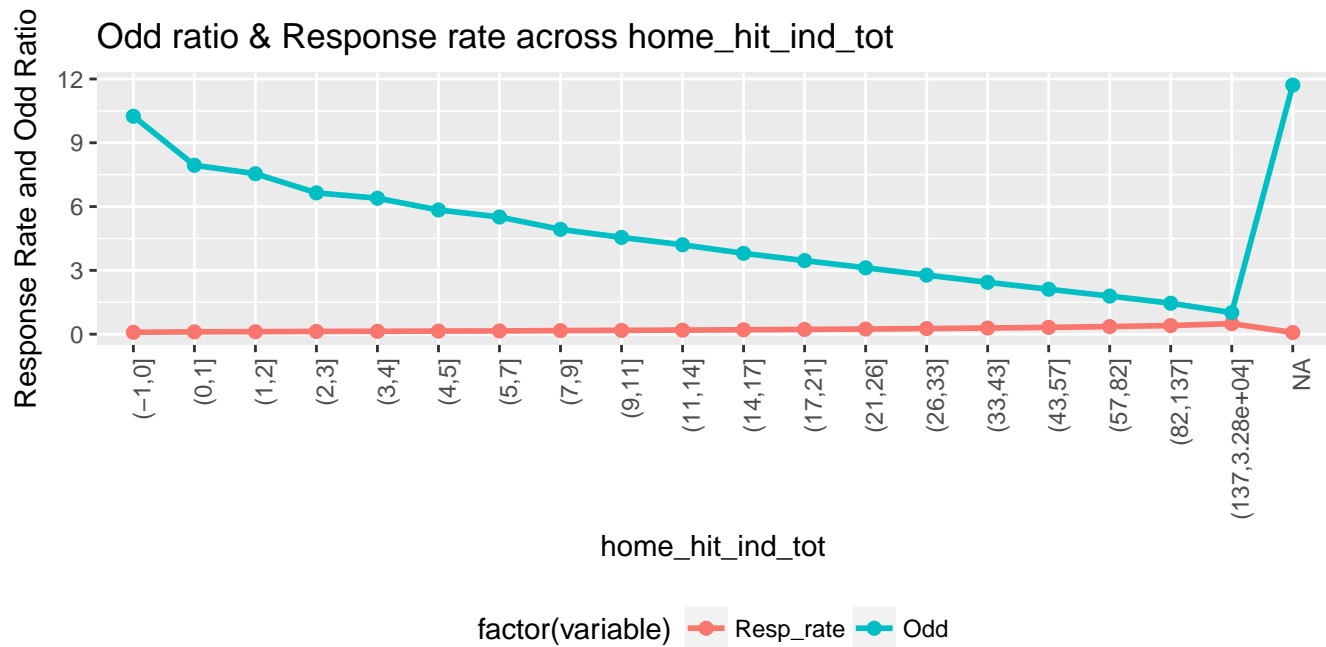
Distribution of response across browse\_hit\_ind\_tot



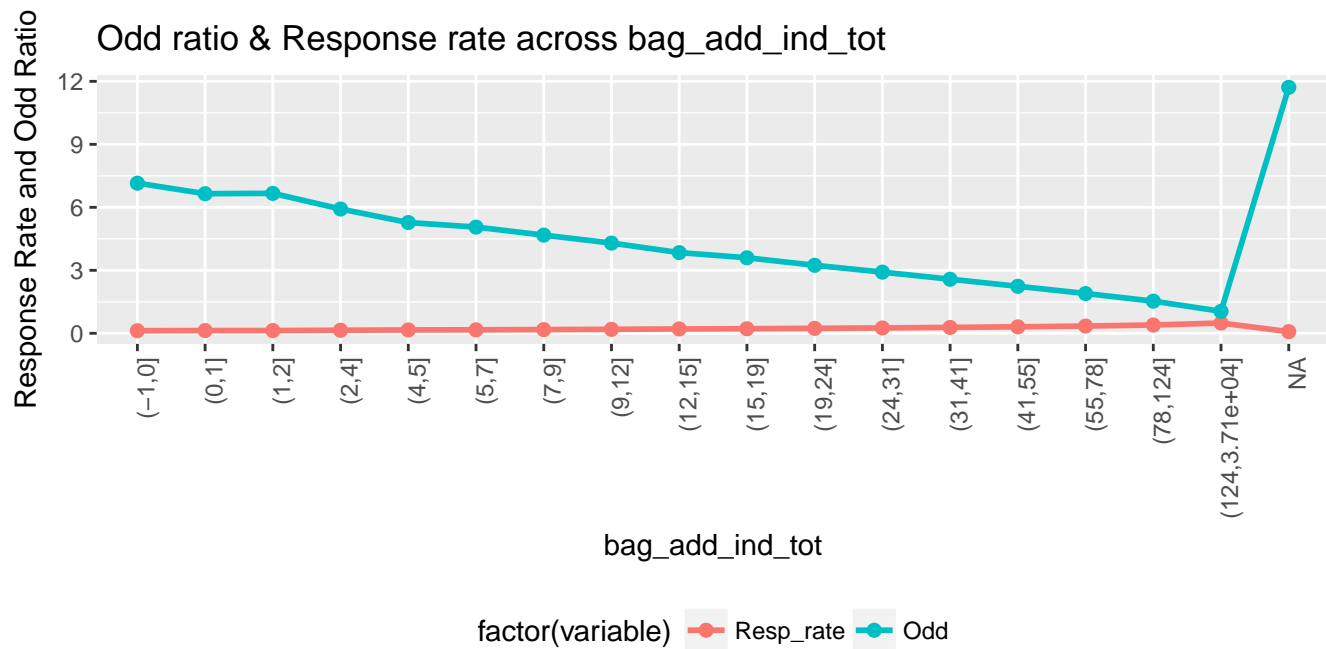
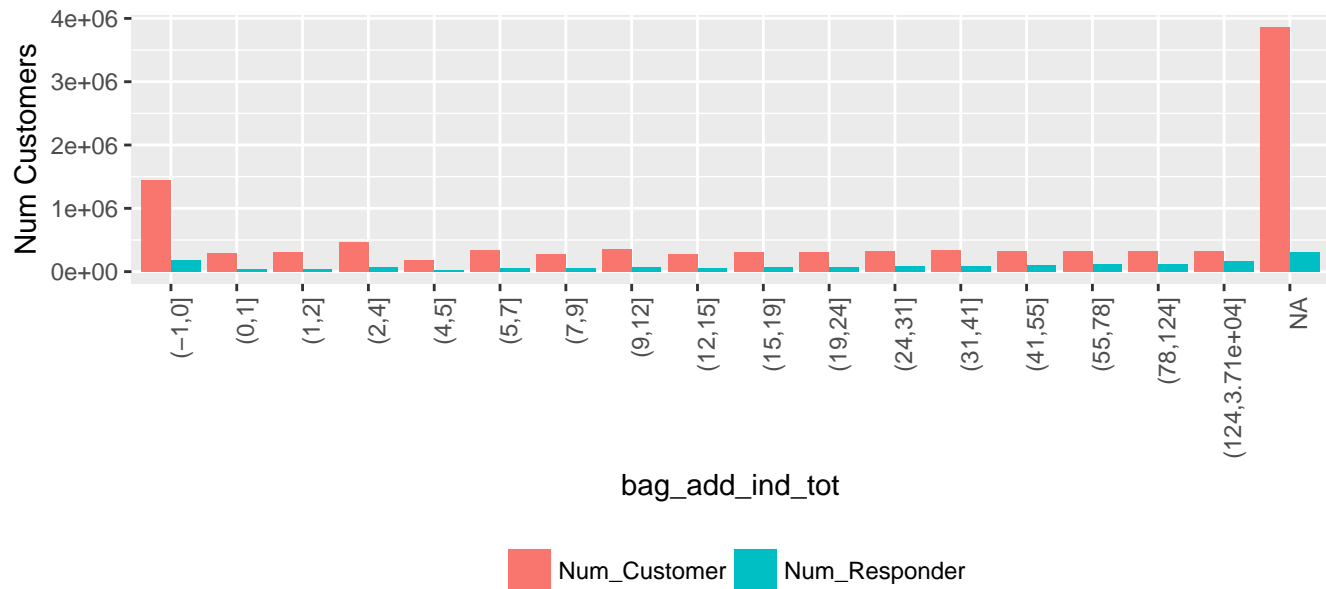
Distribution of response across home\_hit\_ind\_tot



Odd ratio &amp; Response rate across home\_hit\_ind\_tot



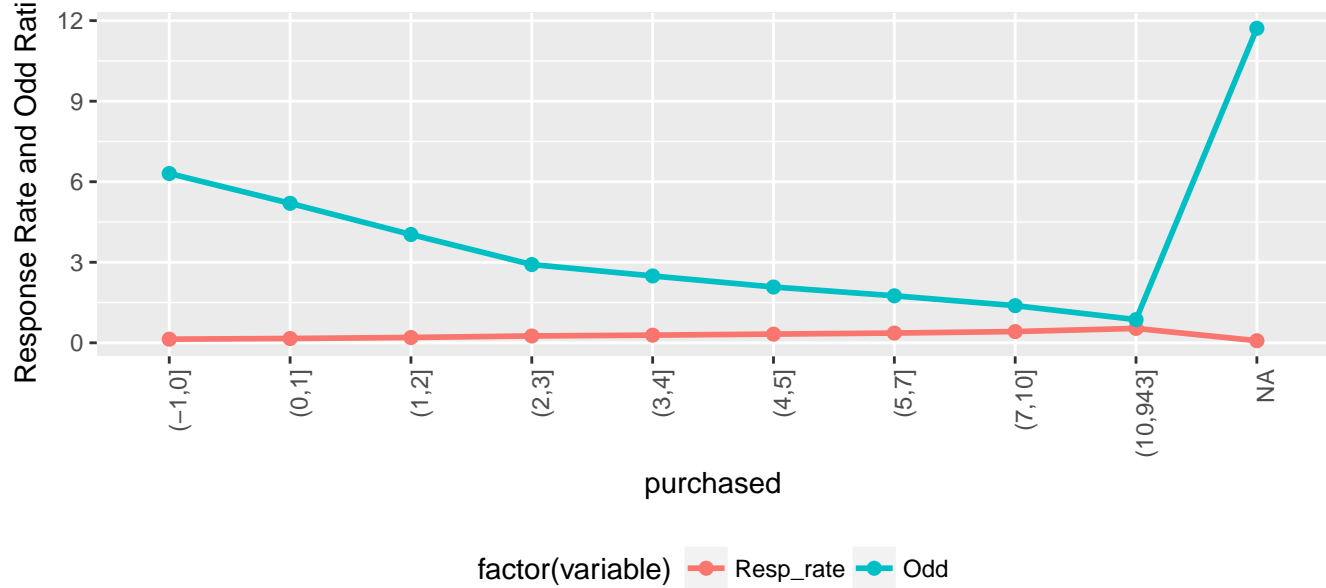
# Distribution of response across bag\_add\_ind\_tot



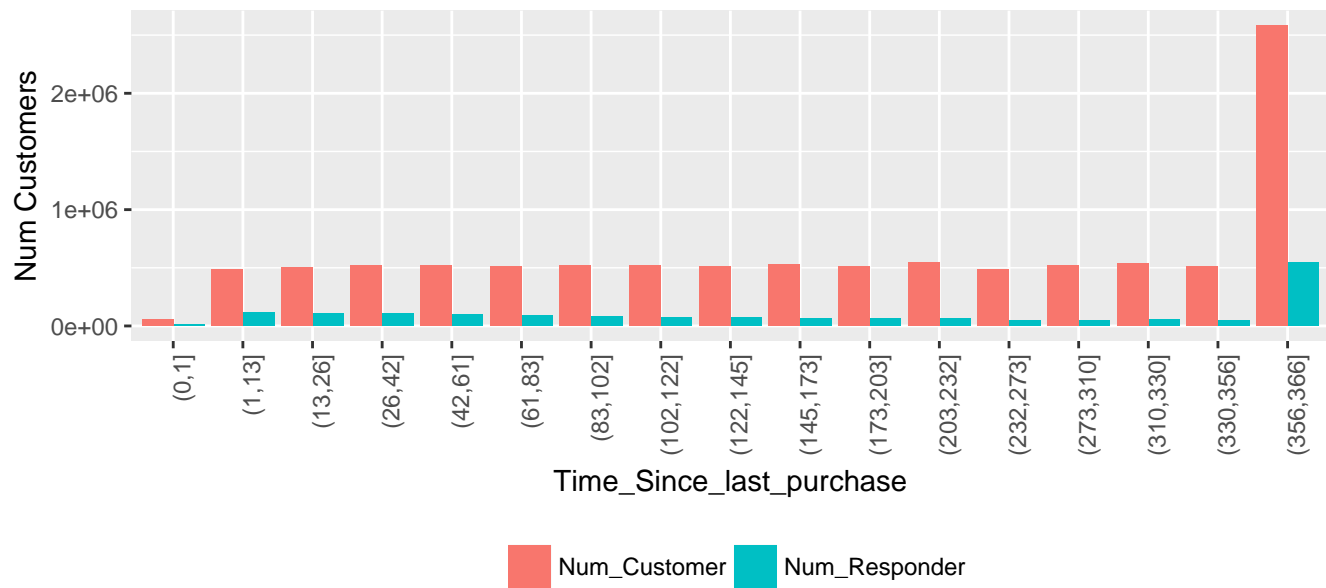
# Distribution of response across purchased



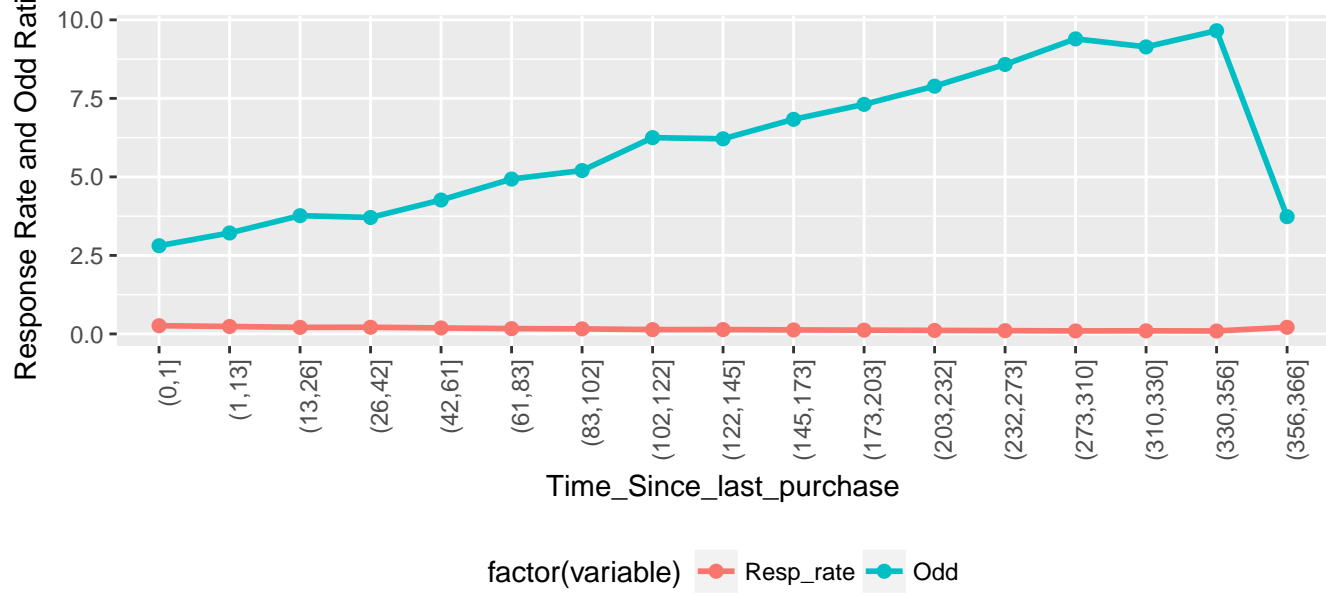
## Odd ratio & Response rate across purchased



# Distribution of response across Time\_Since\_last\_purchase



## Odd ratio & Response rate across Time\_Since\_last\_purchase



# Distribution of response across Time\_Since\_last\_disc\_purchase

