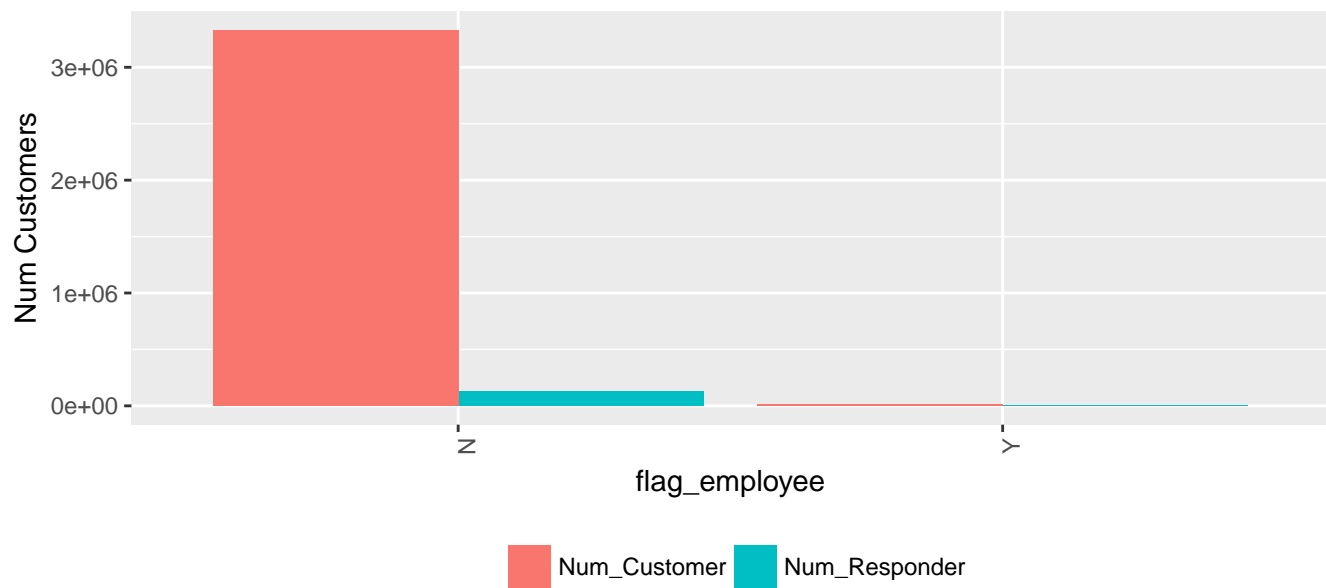
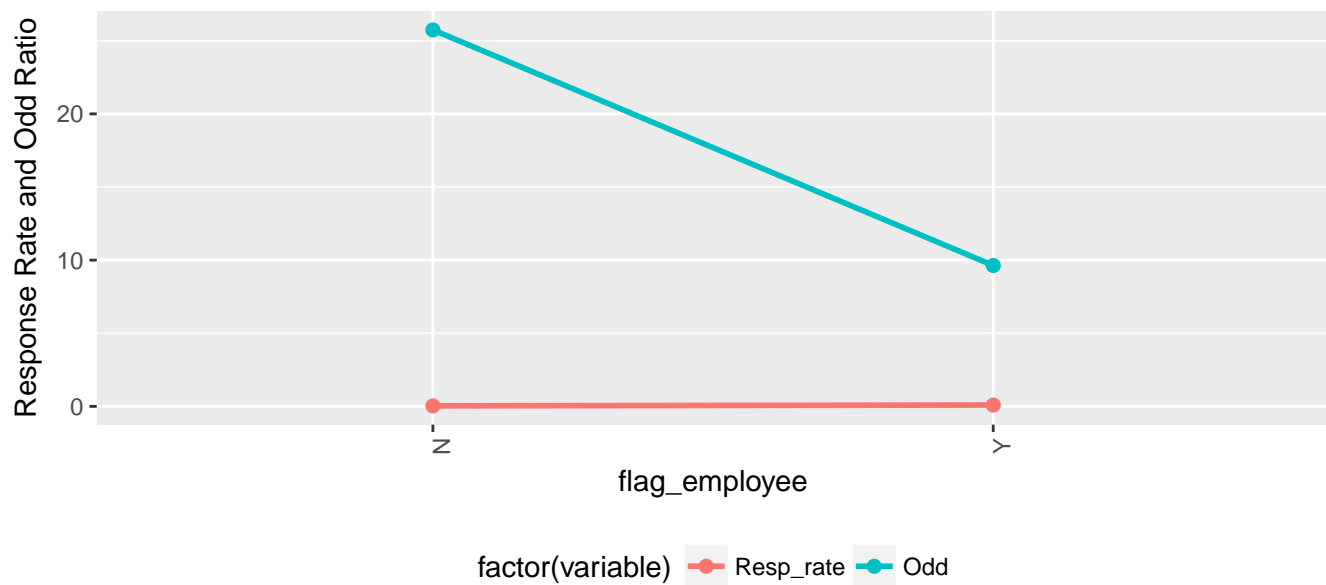


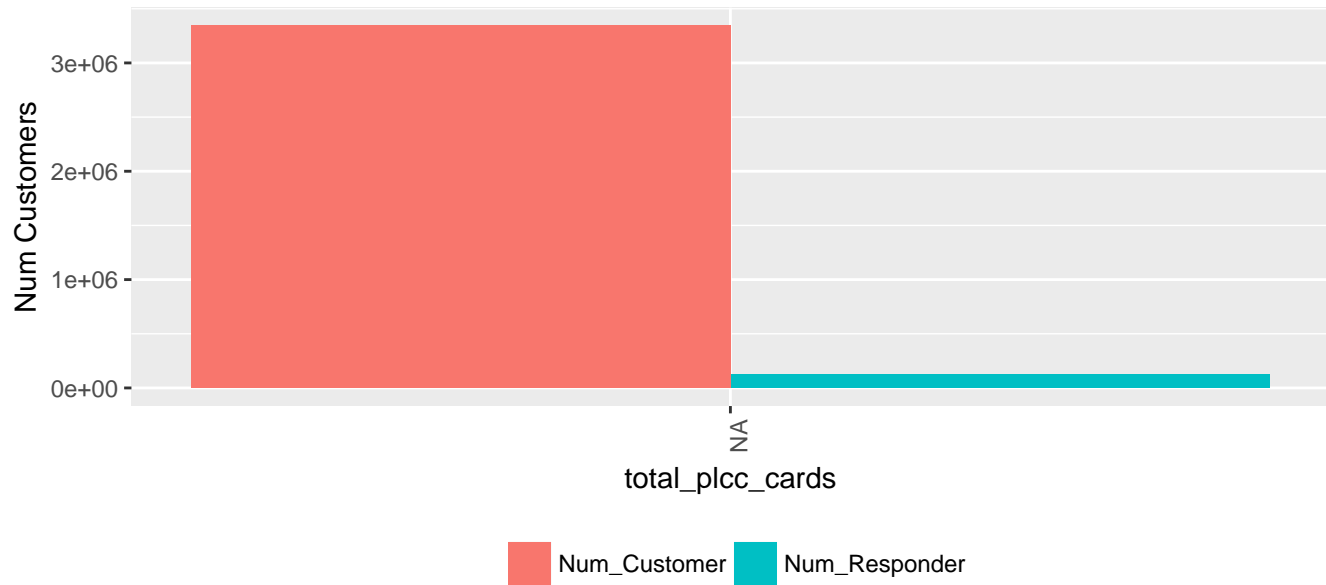
Distribution of response across flag_employee



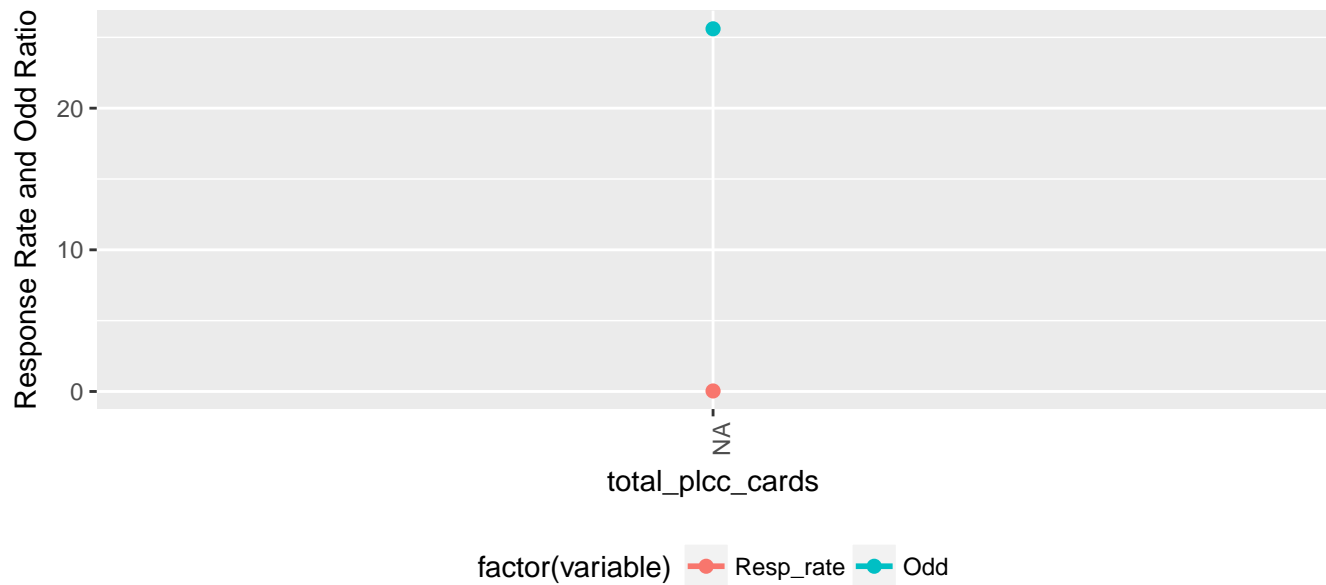
Odd ratio & Response rate across flag_employee



Distribution of response across total_plcc_cards



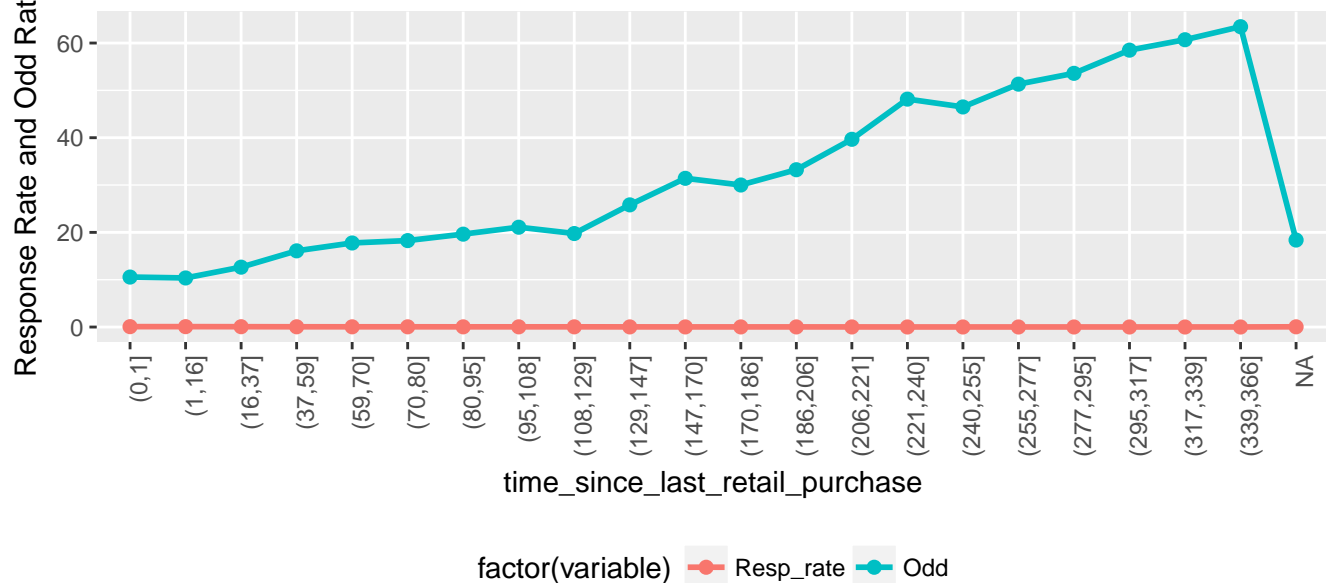
Odd ratio & Response rate across total_plcc_cards



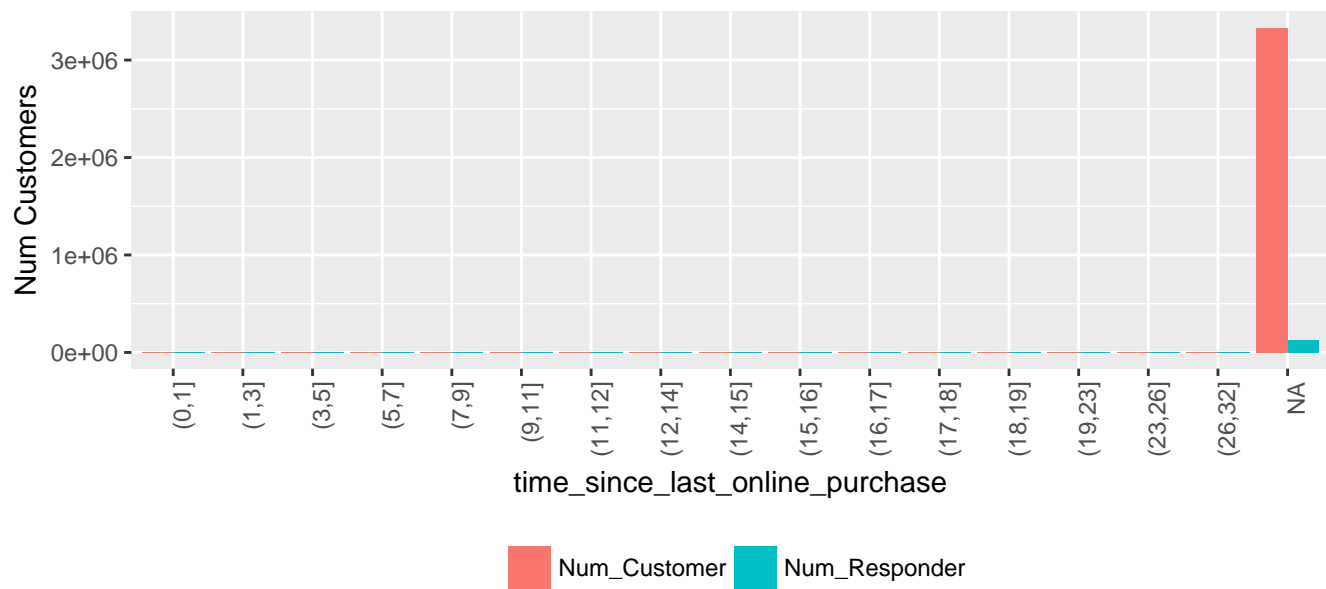
Distribution of response across time_since_last_retail_purchase



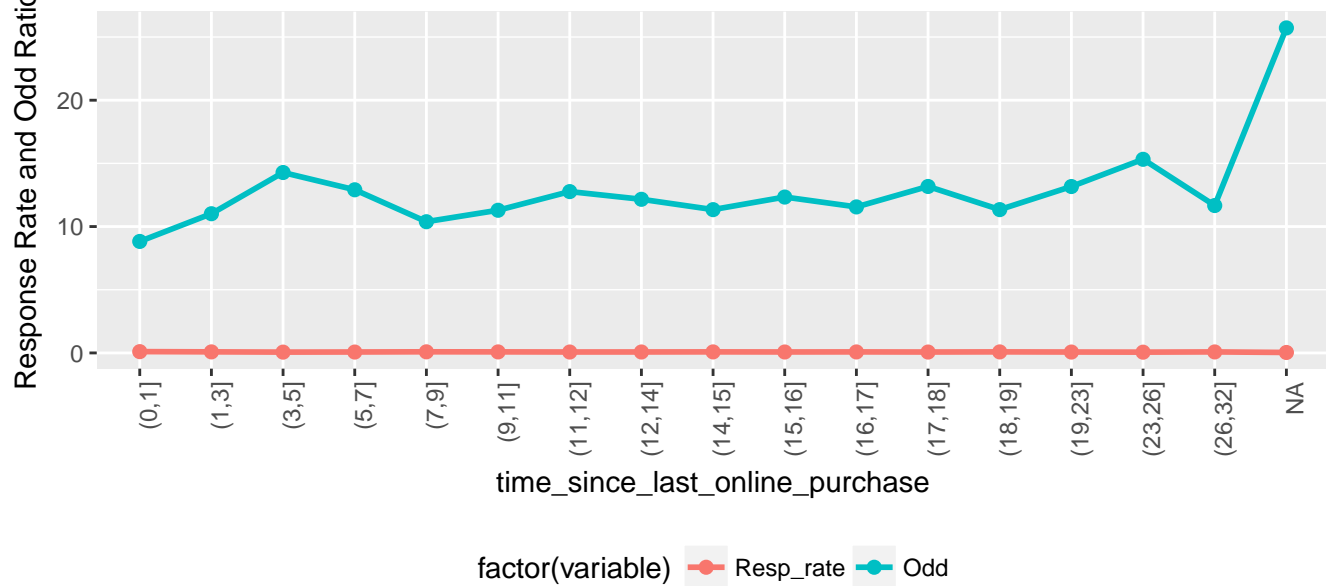
Odd ratio & Response rate across time_since_last_retail_purchase



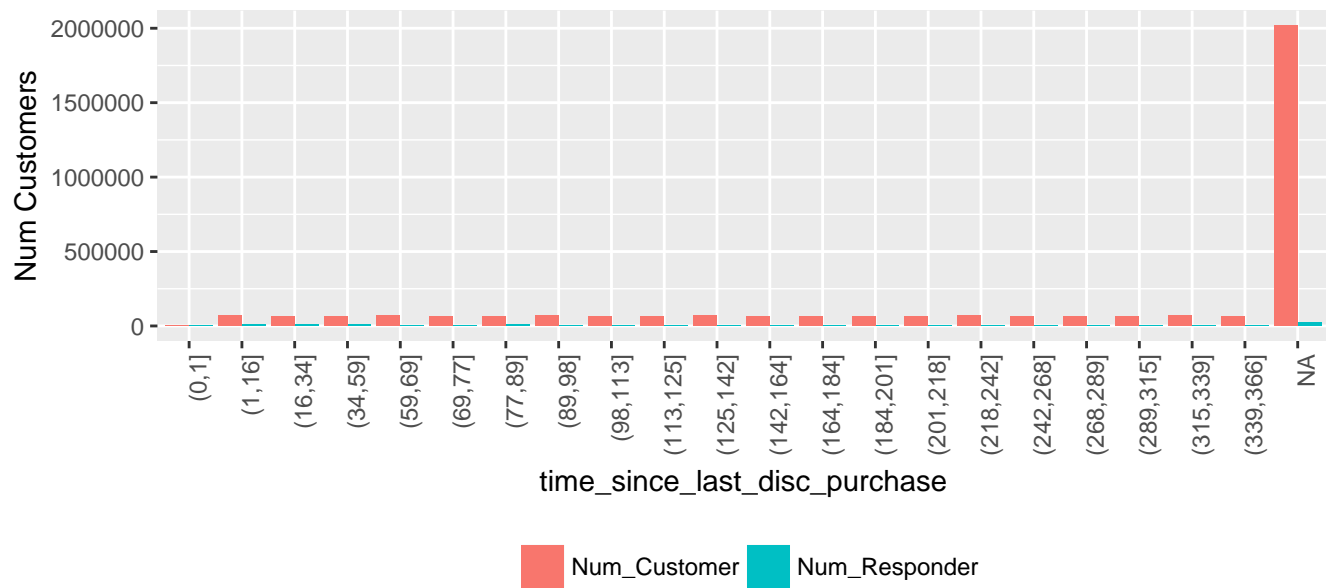
Distribution of response across time_since_last_online_purchase



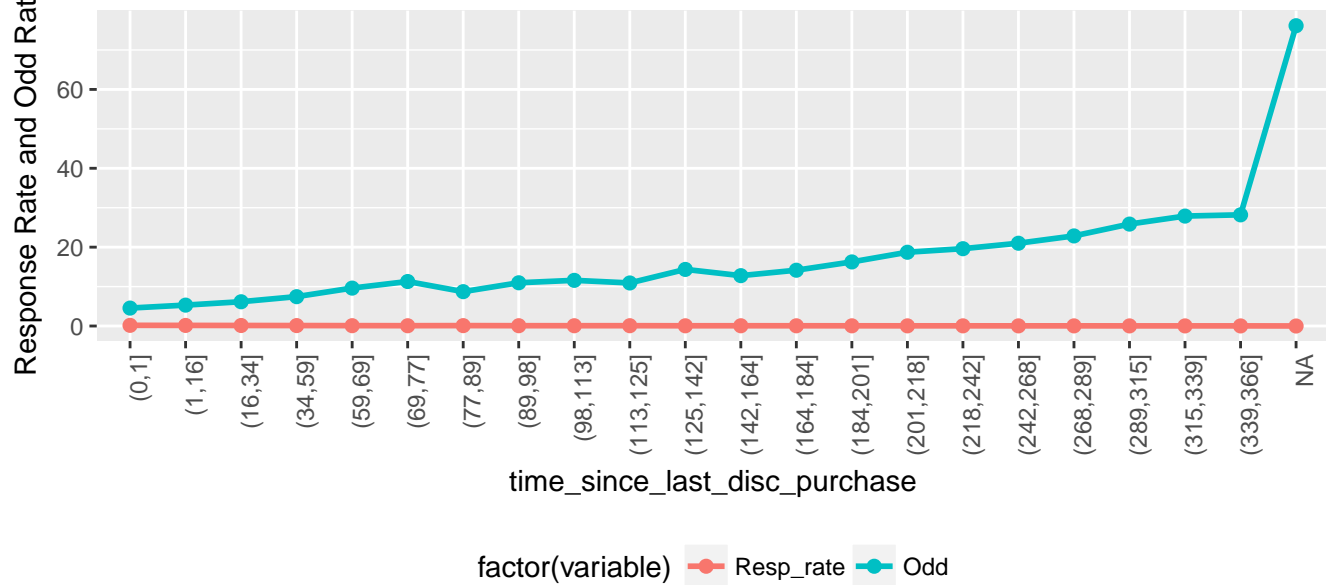
Odd ratio & Response rate across time_since_last_online_purchase



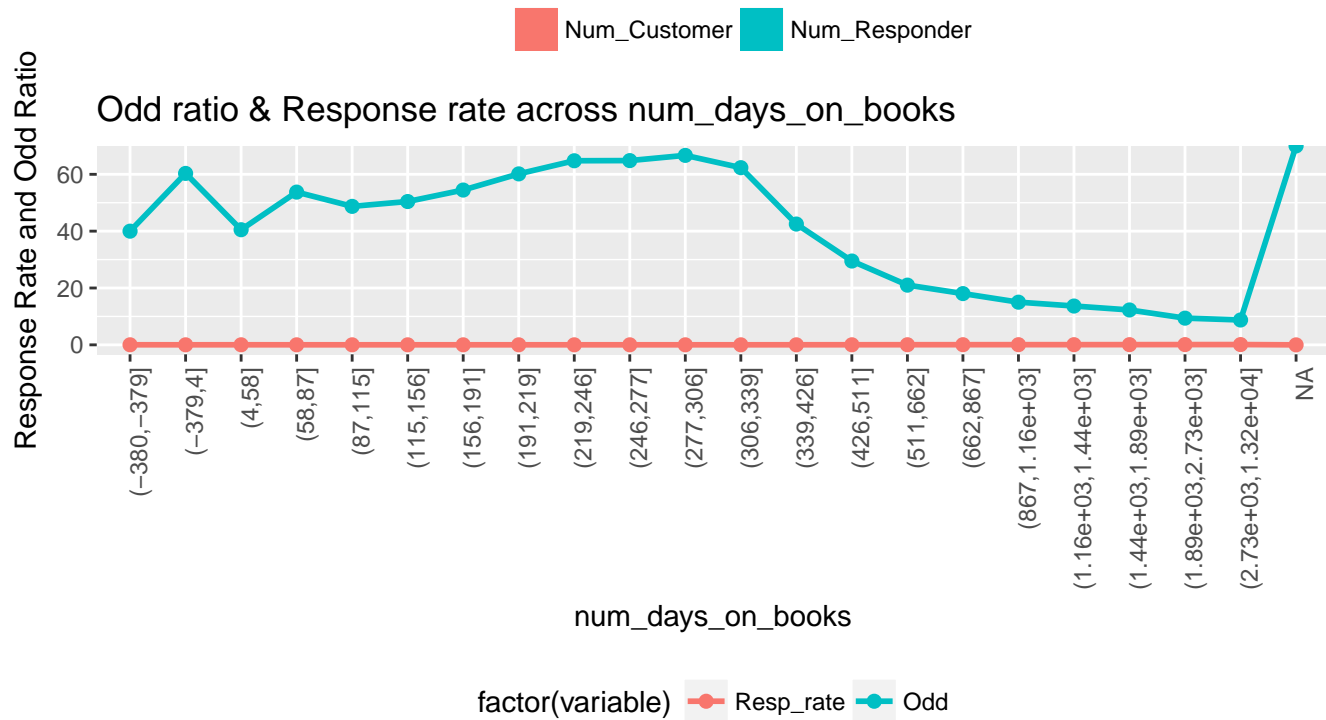
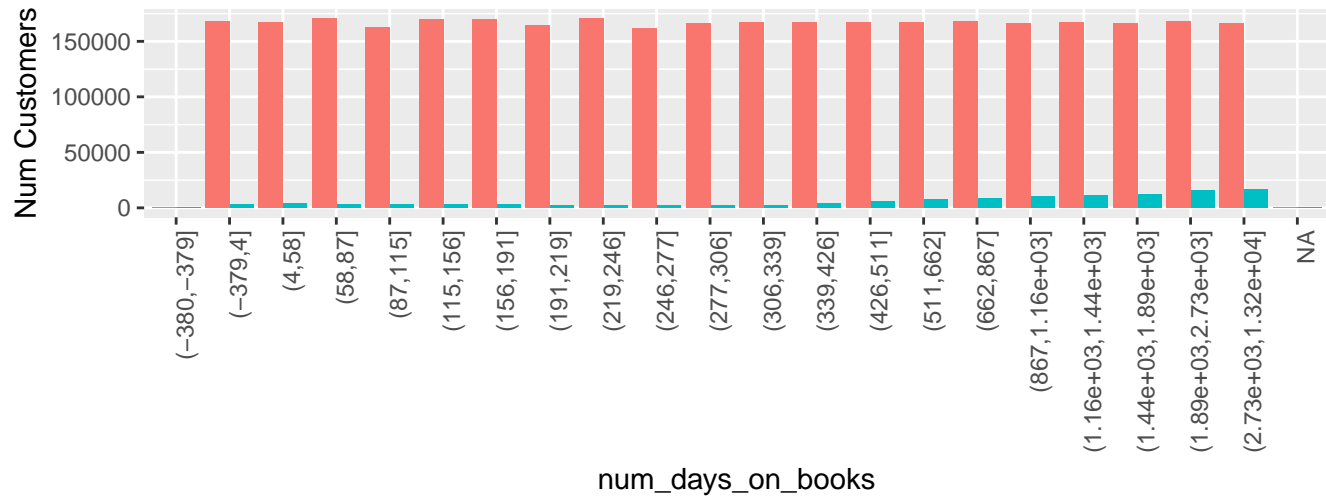
Distribution of response across time_since_last_disc_purchase



Odd ratio & Response rate across time_since_last_disc_purchase



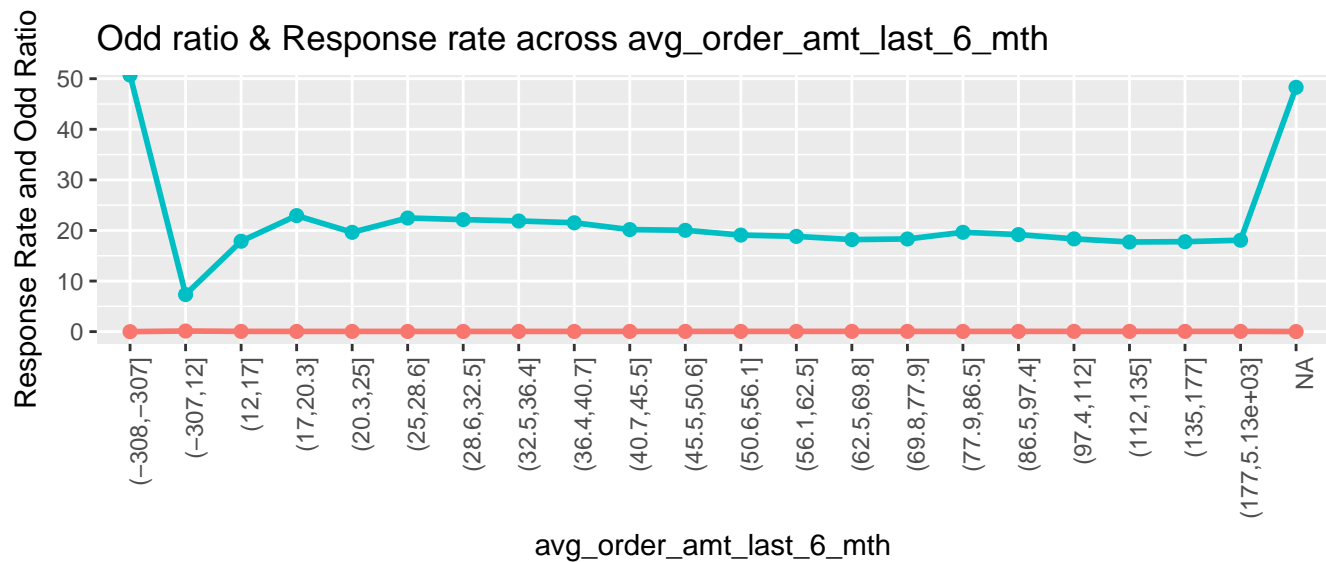
Distribution of response across num_days_on_books



Distribution of response across avg_order_amt_last_6_mth



Num_Customer Num_Responder

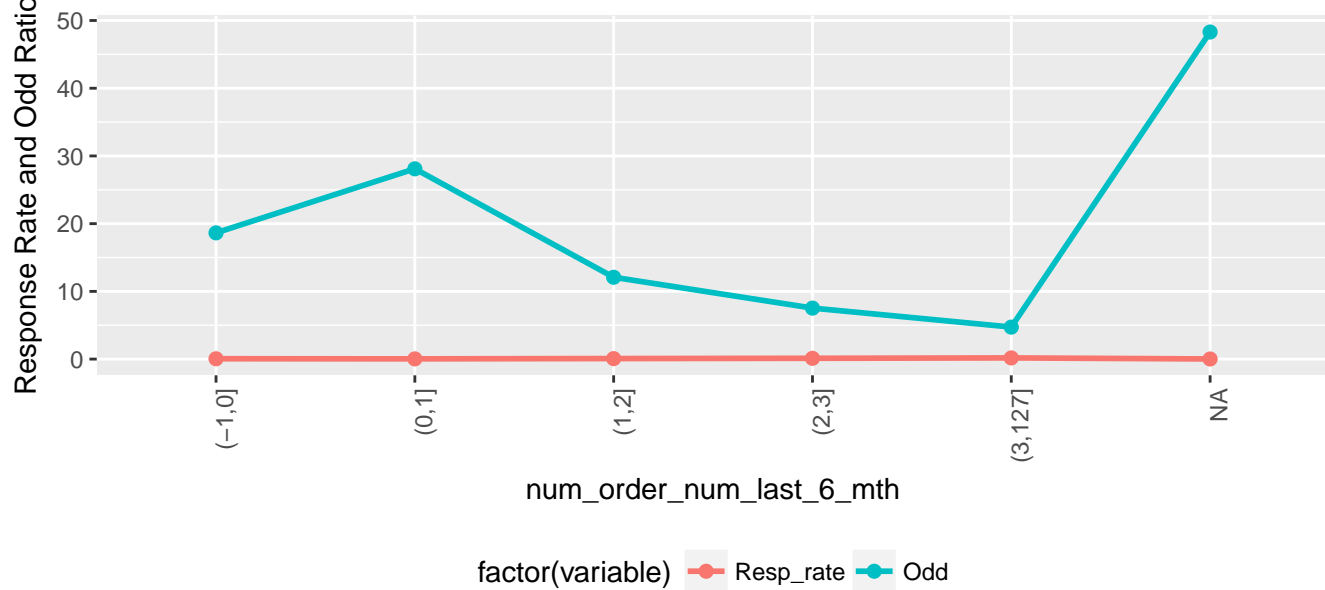


factor(variable) Resp_rate Odd

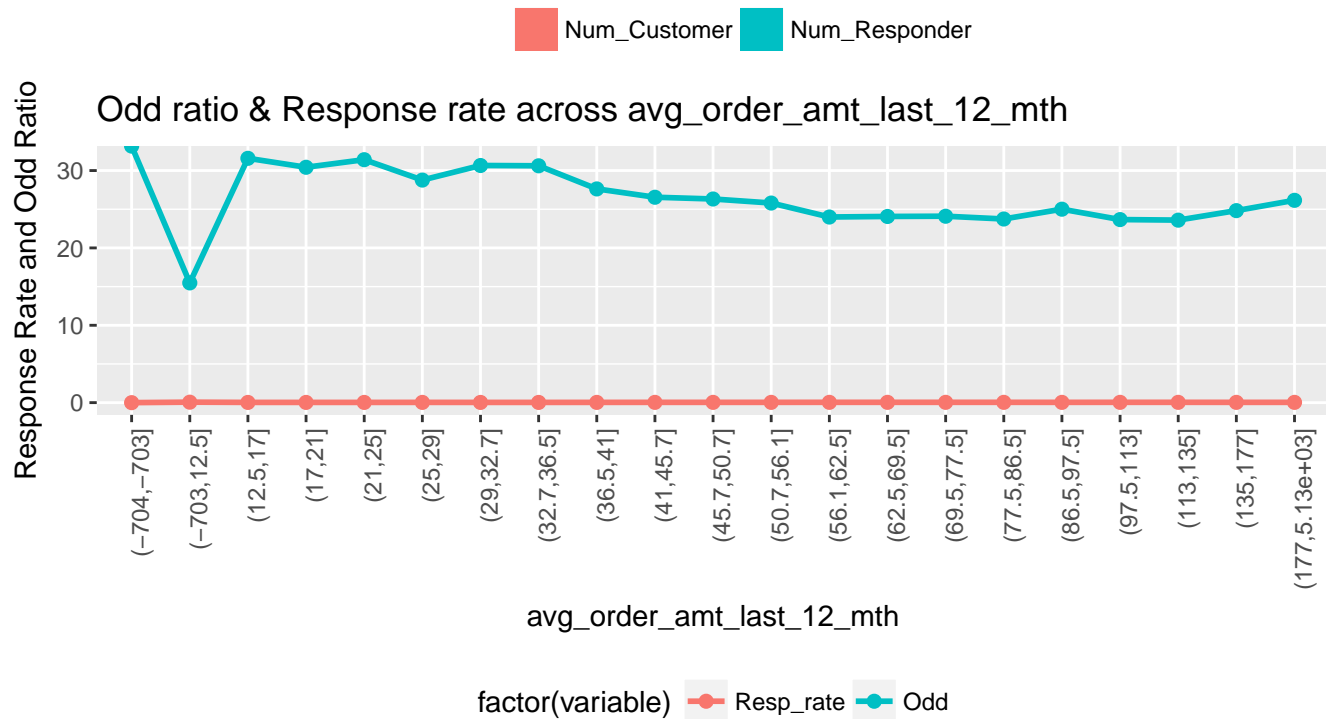
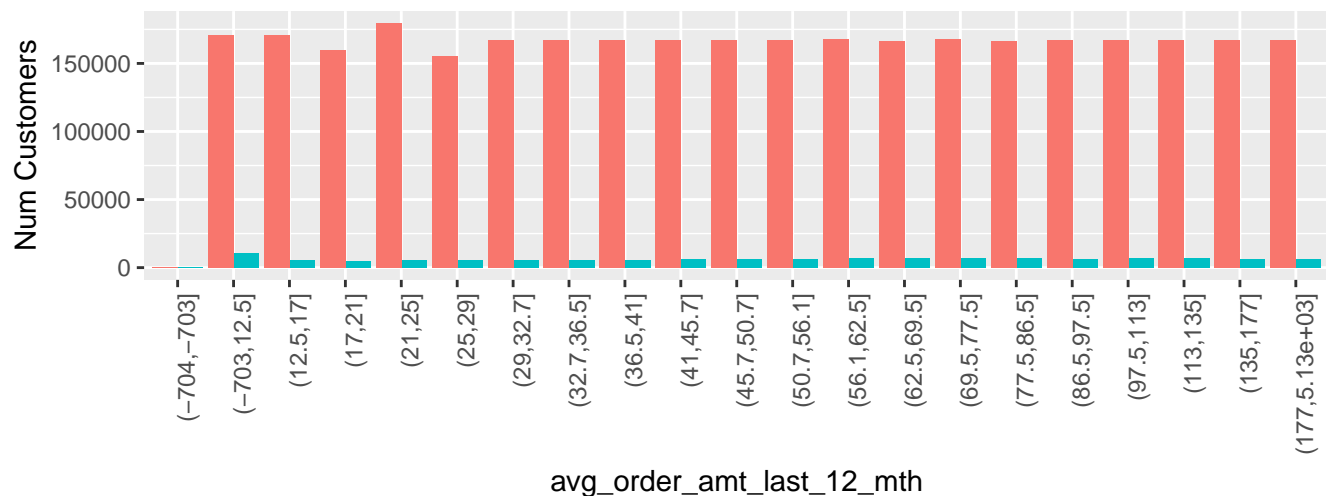
Distribution of response across num_order_num_last_6_mth



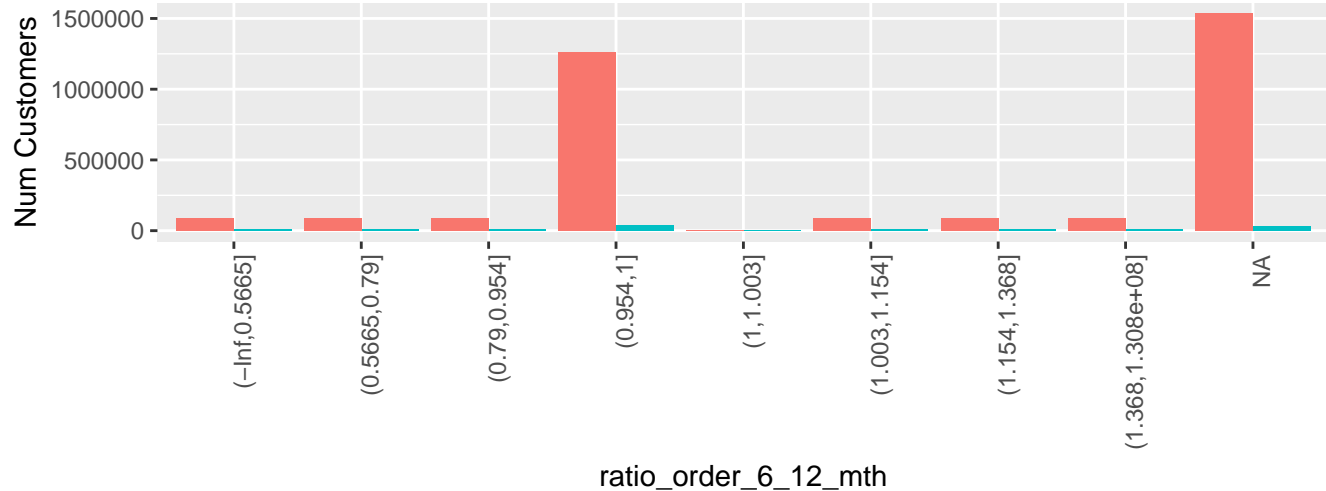
Odd ratio & Response rate across num_order_num_last_6_mth



Distribution of response across avg_order_amt_last_12_mth

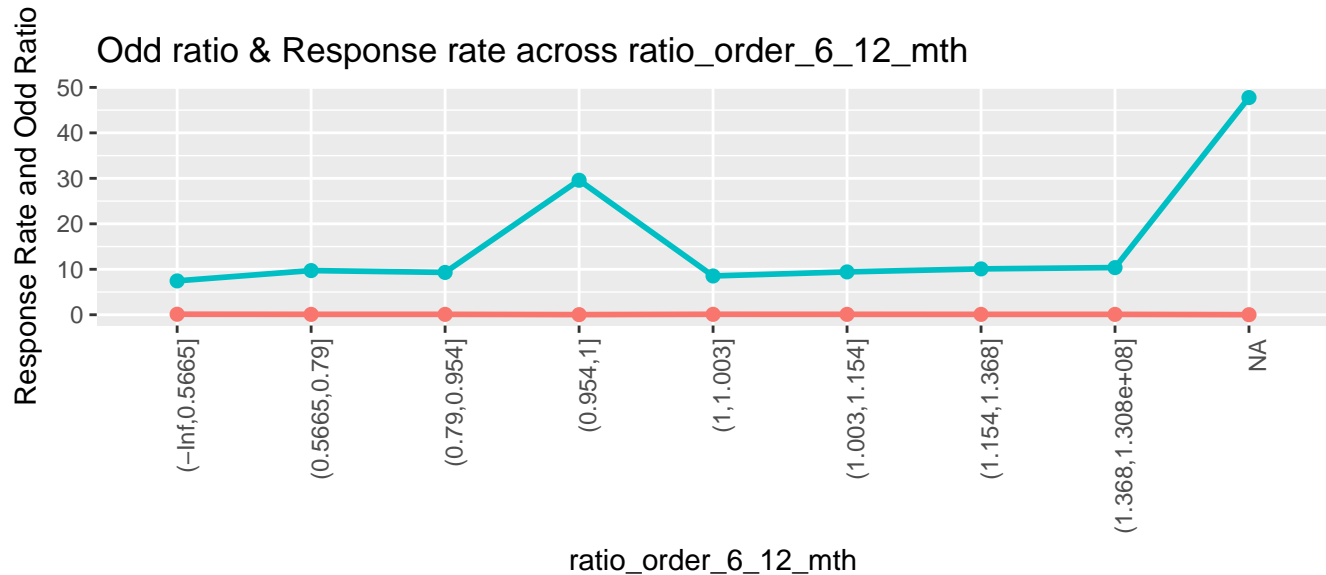


Distribution of response across ratio_order_6_12_mth



Num_Customer Num_Responder

Odd ratio & Response rate across ratio_order_6_12_mth

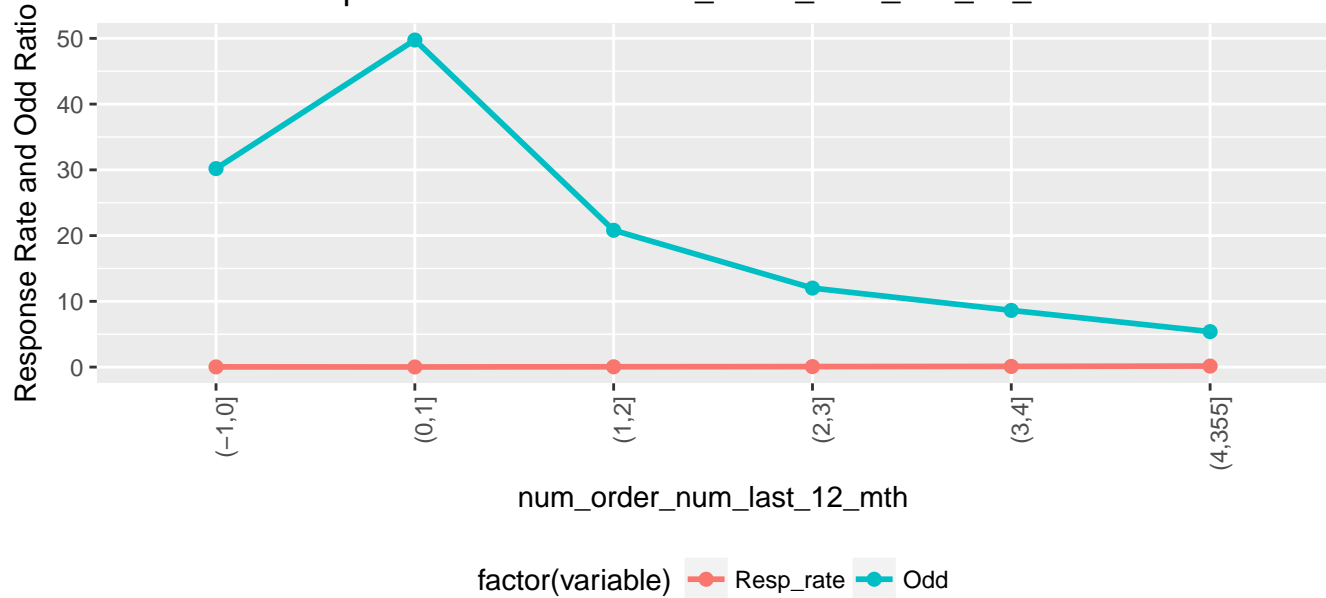


factor(variable) Resp_rate Odd

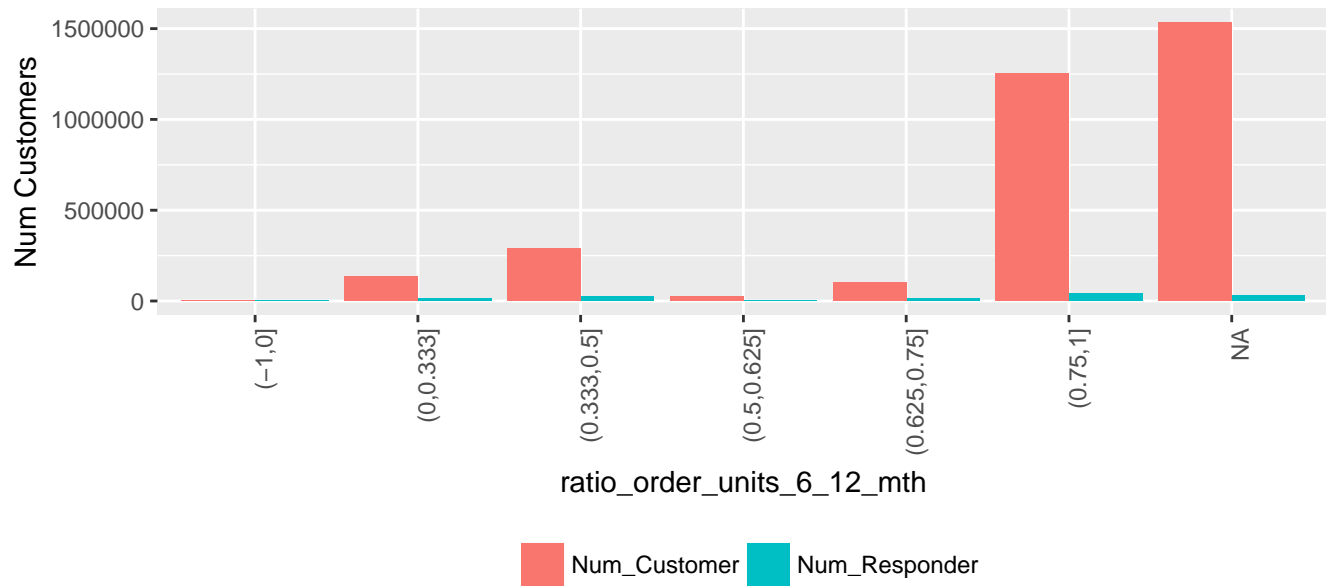
Distribution of response across num_order_num_last_12_mth



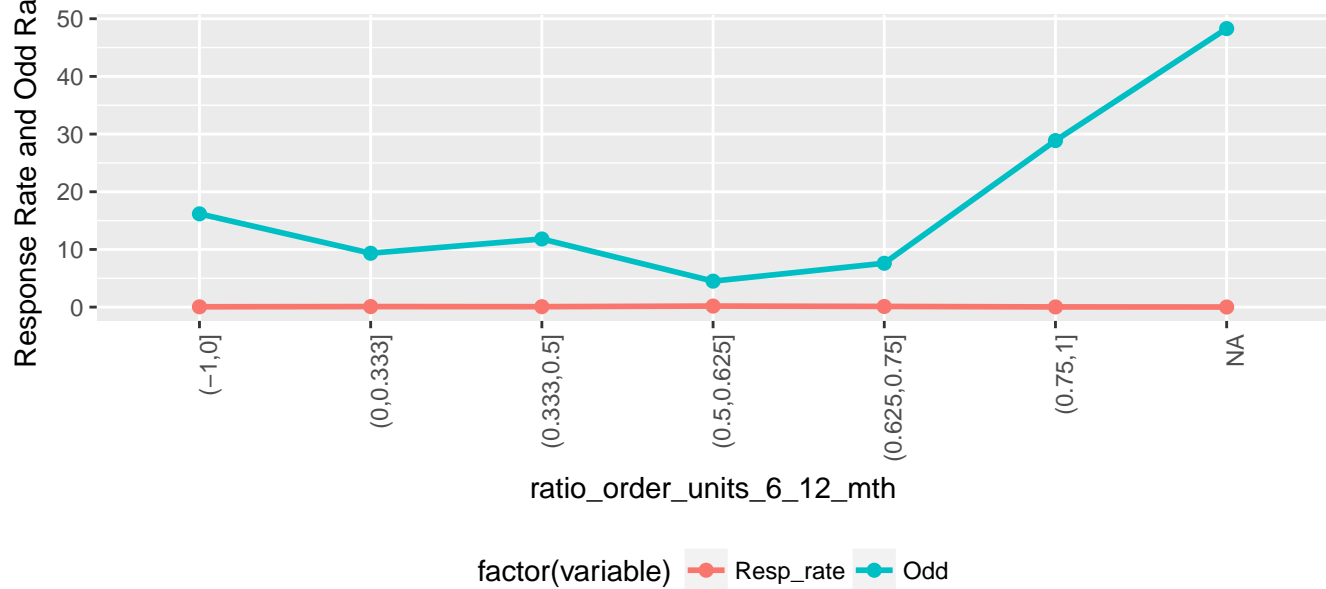
Odd ratio & Response rate across num_order_num_last_12_mth



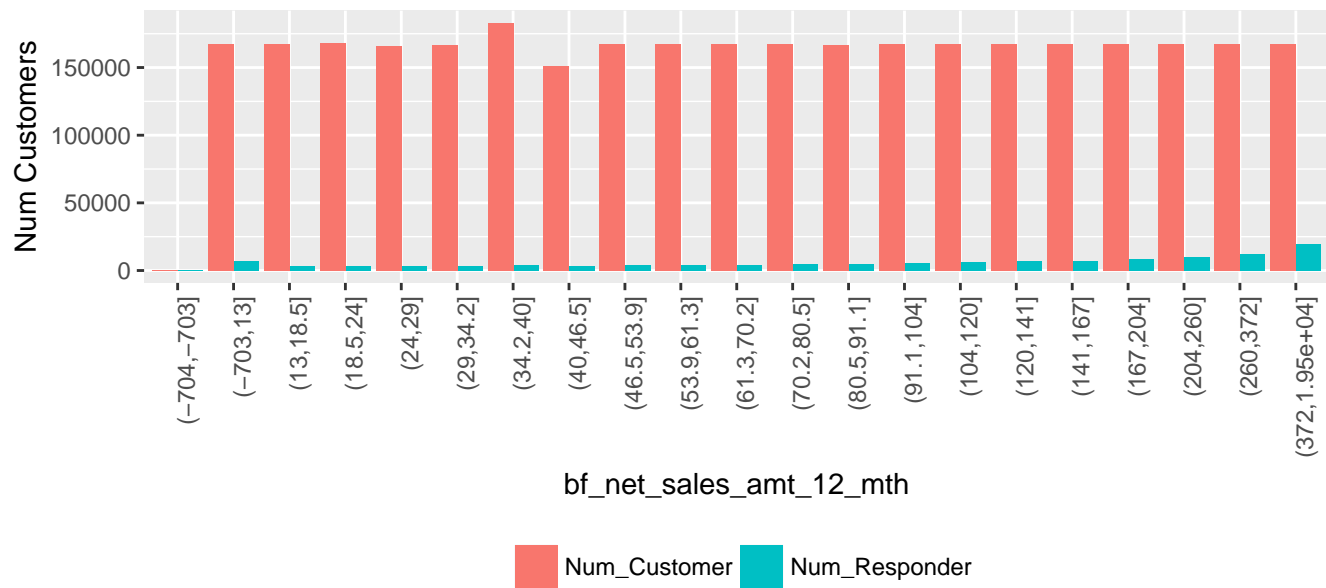
Distribution of response across ratio_order_units_6_12_mth



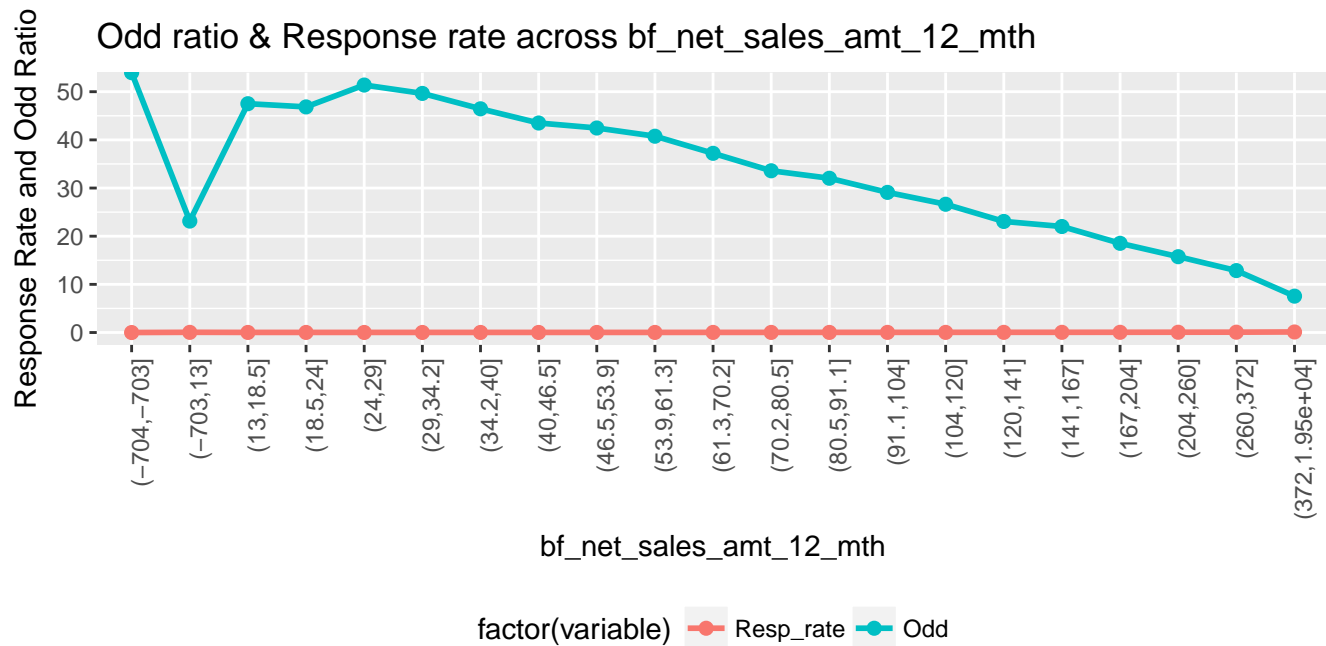
Odd ratio & Response rate across ratio_order_units_6_12_mth



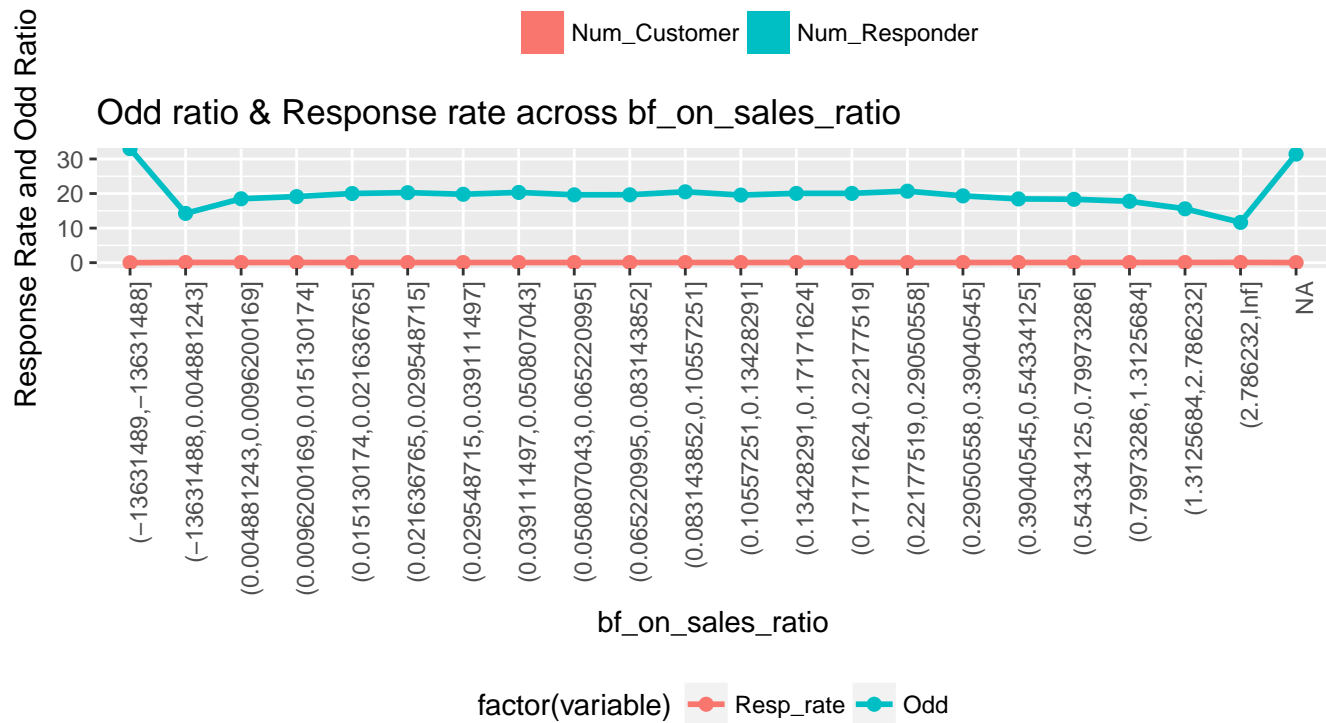
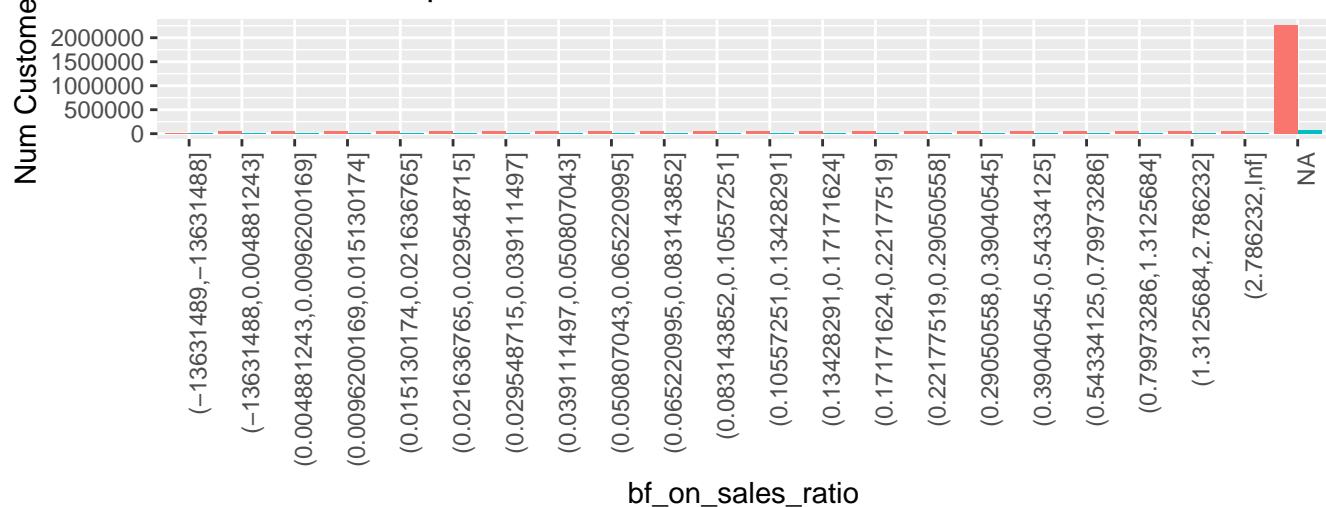
Distribution of response across bf_net_sales_amt_12_mth



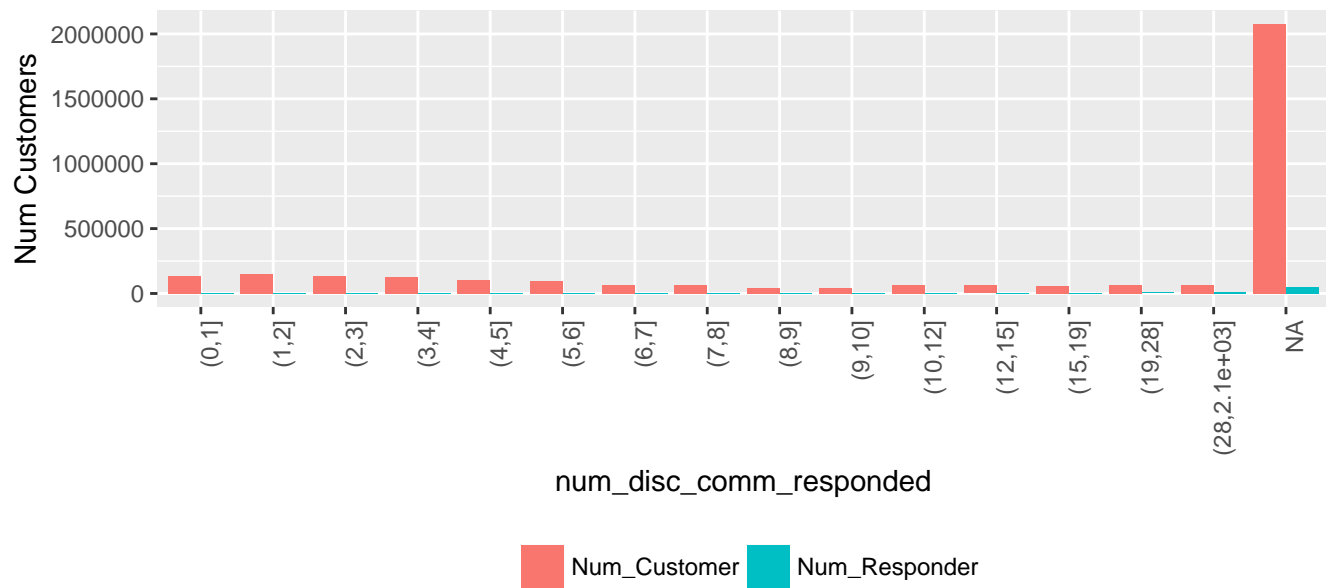
Odd ratio & Response rate across bf_net_sales_amt_12_mth



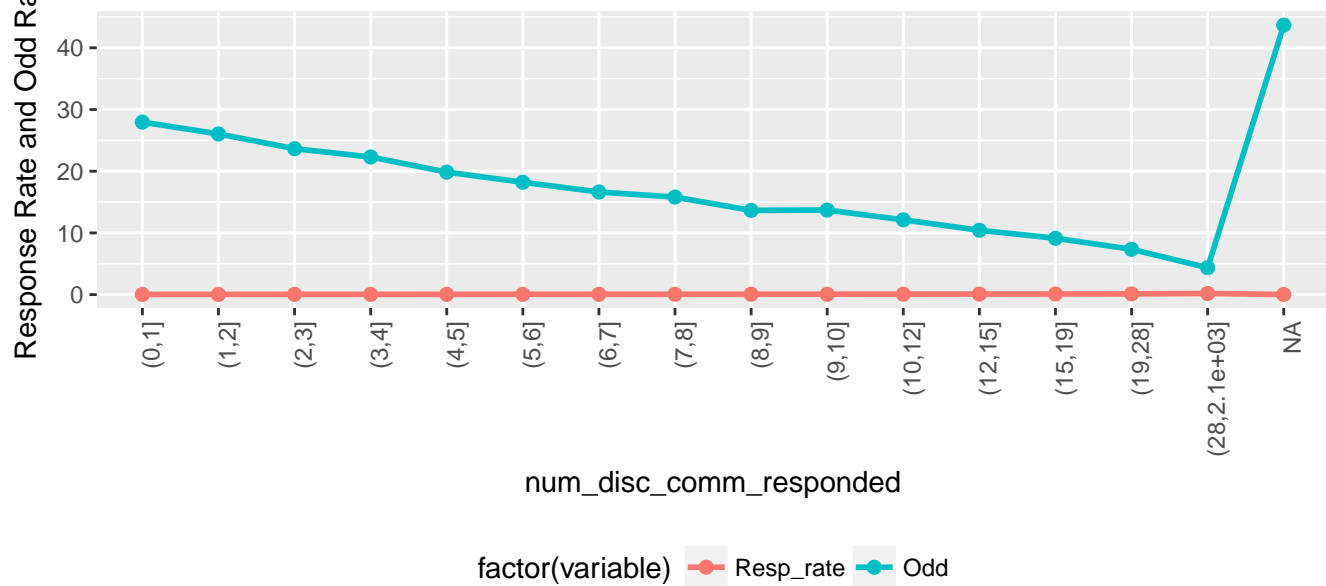
Distribution of response across bf_on_sales_ratio



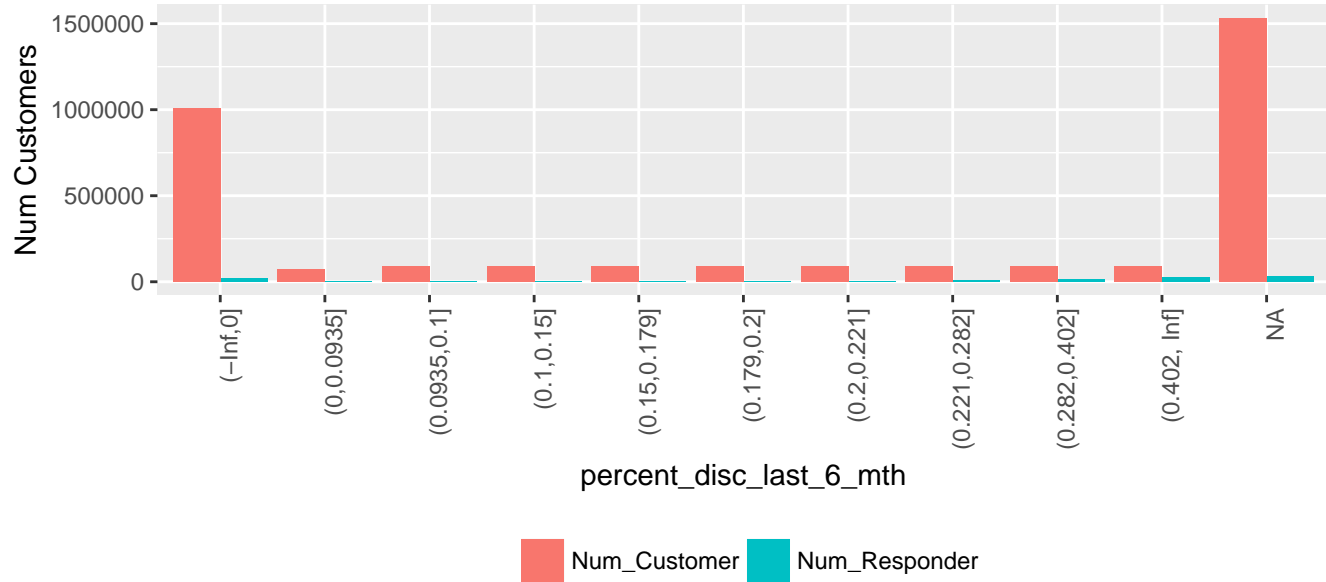
Distribution of response across num_disc_comm_responded



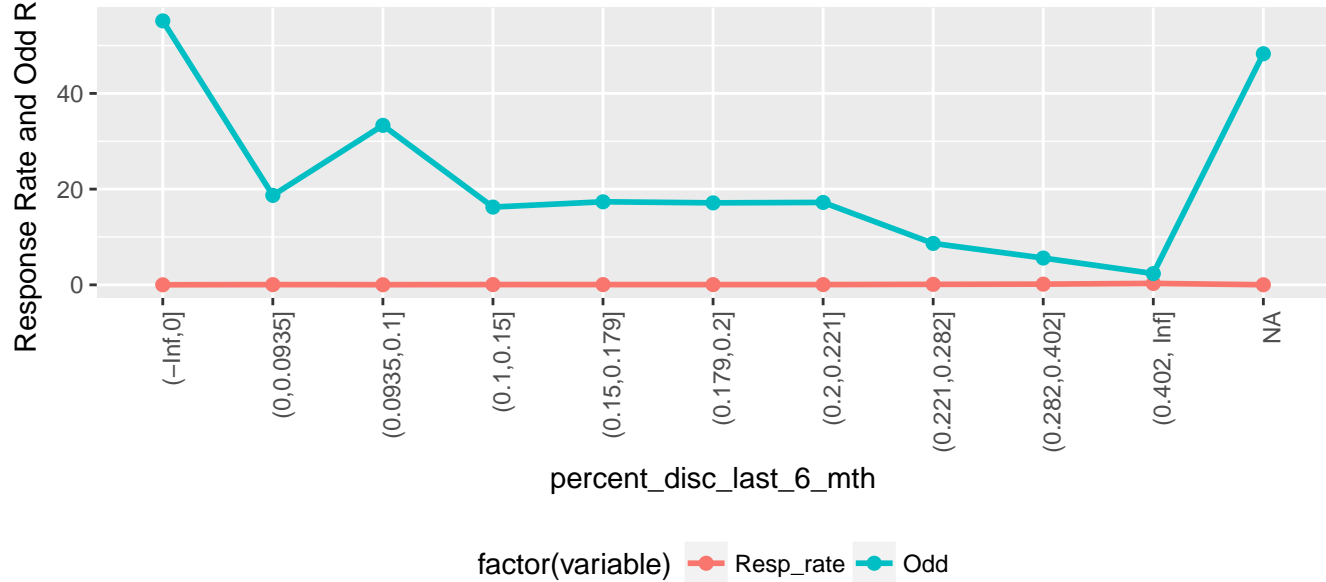
Odd ratio & Response rate across num_disc_comm_responded



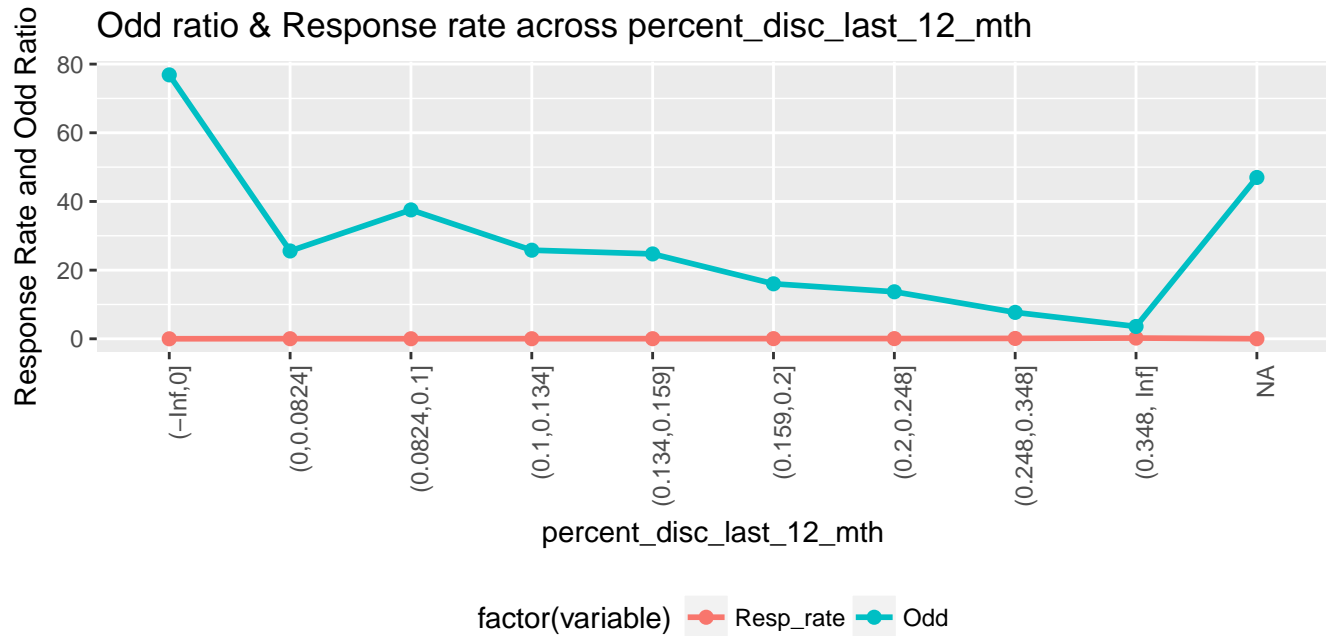
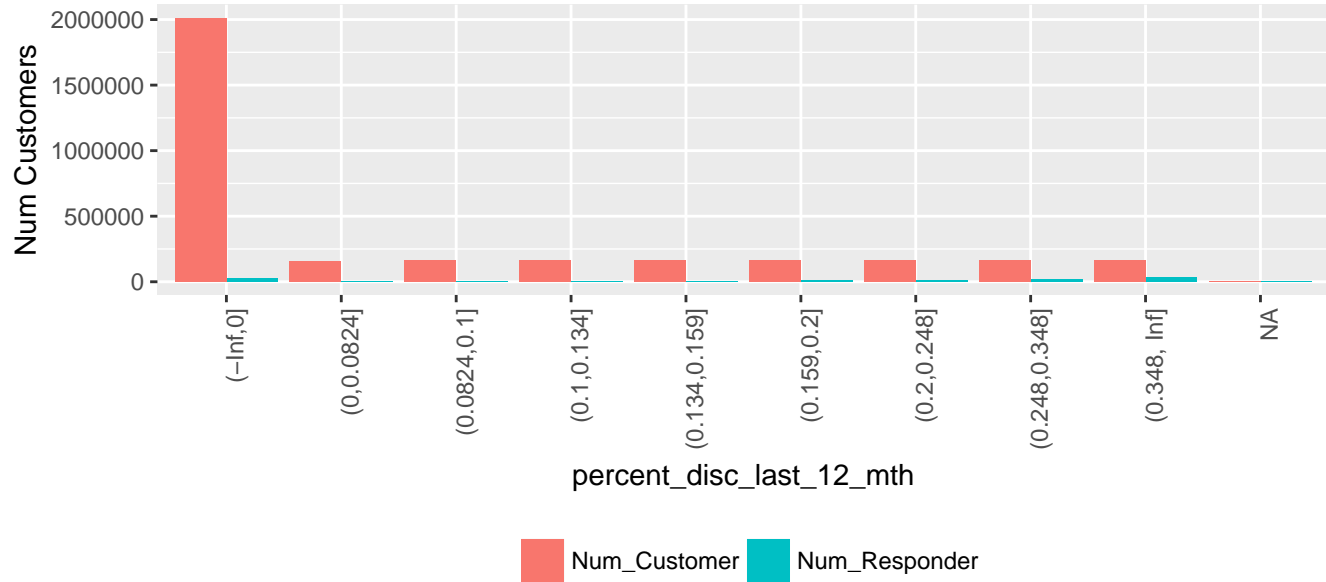
Distribution of response across percent_disc_last_6_mth



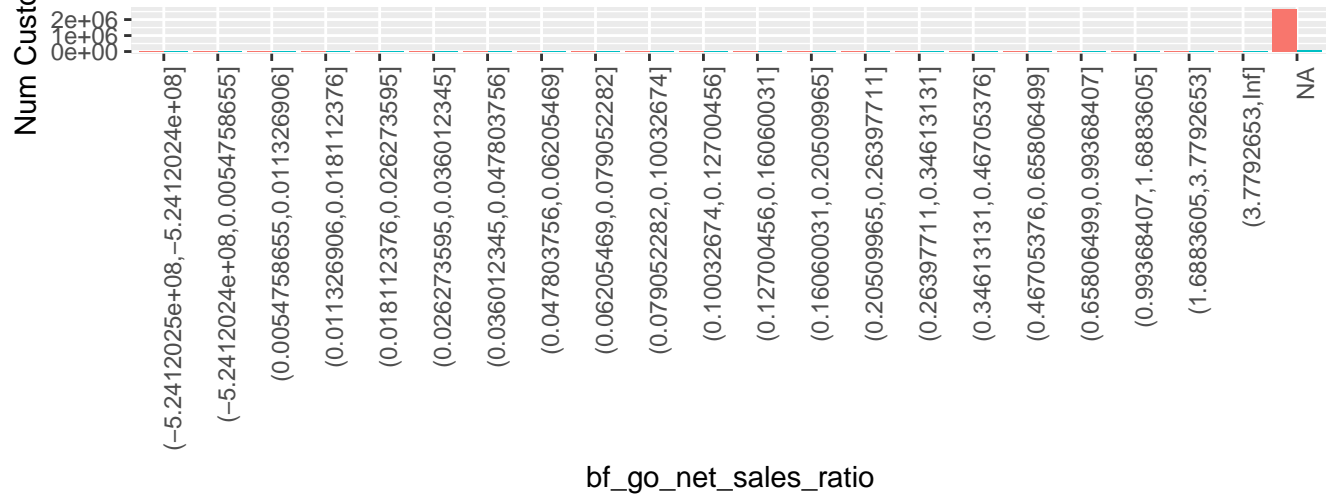
Odd ratio & Response rate across percent_disc_last_6_mth



Distribution of response across percent_disc_last_12_mth

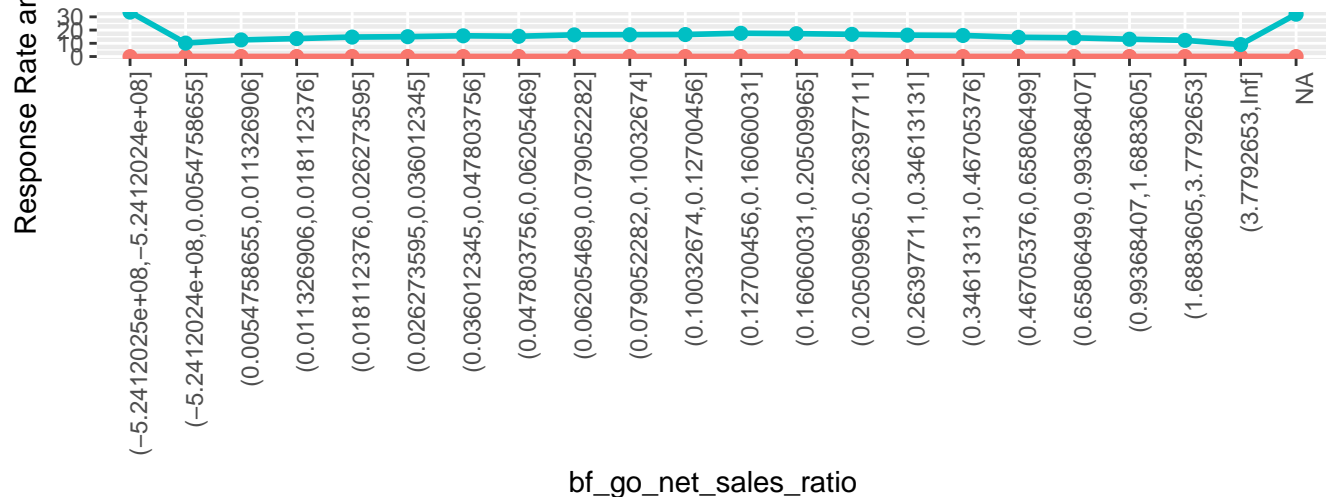


Distribution of response across bf_go_net_sales_ratio



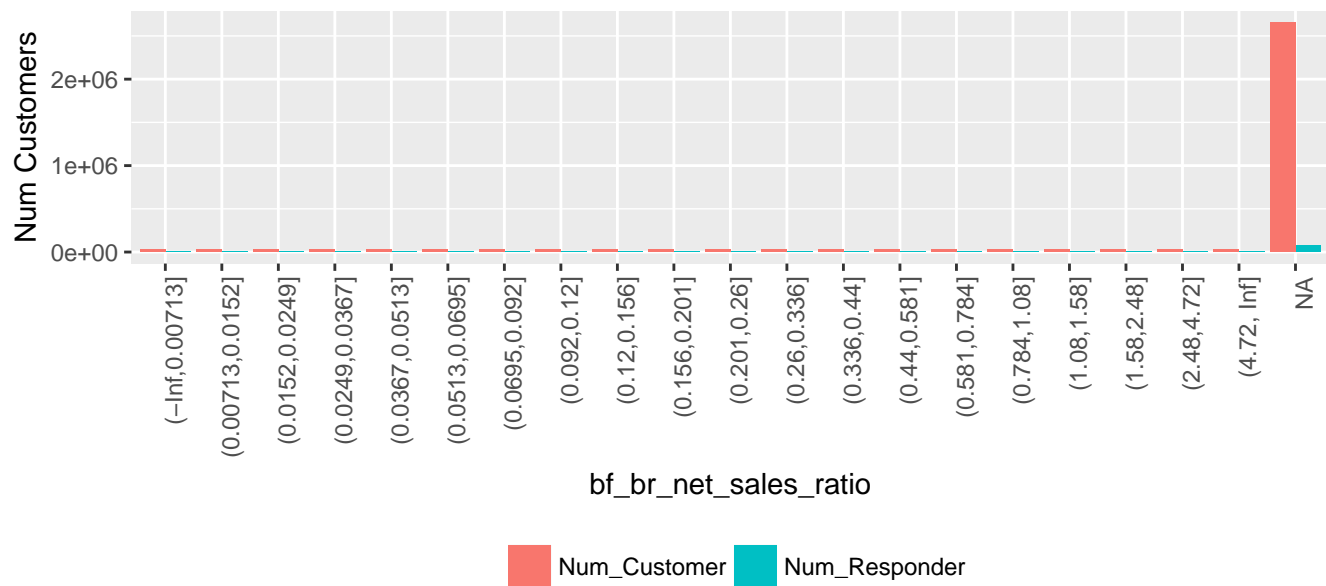
Num_Customer Num_Responder

Odd ratio & Response rate across bf_go_net_sales_ratio

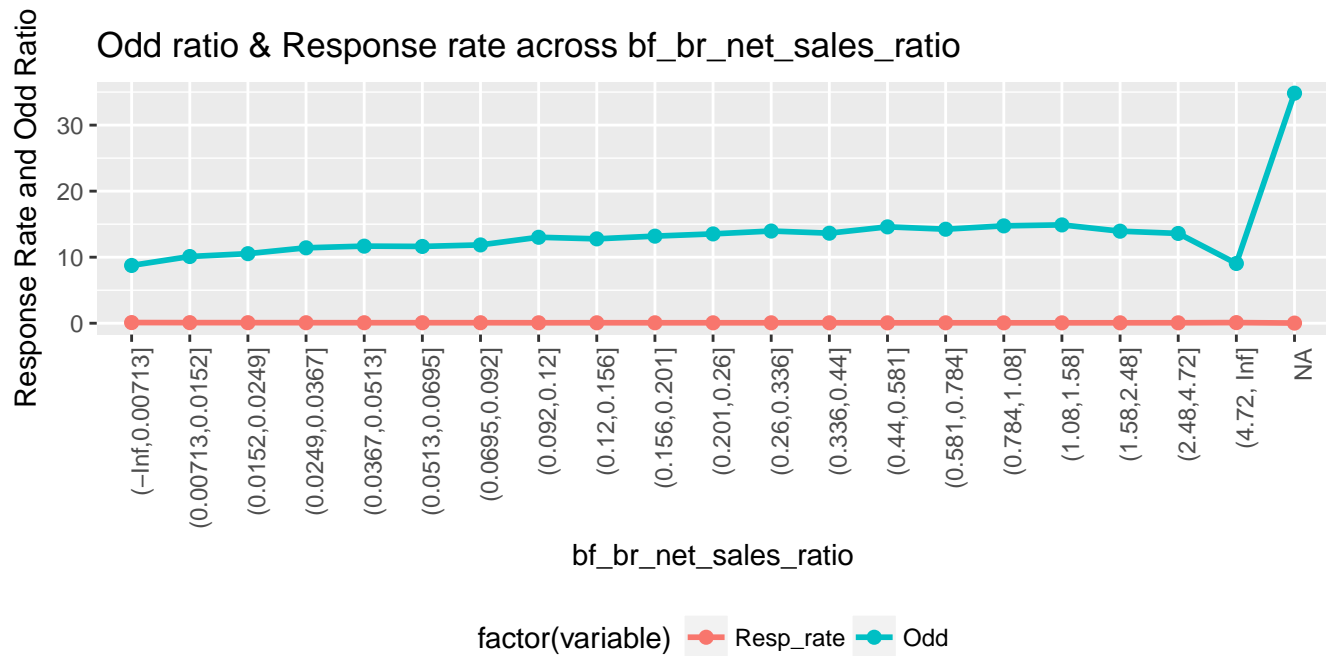


factor(variable) Resp_rate Odd

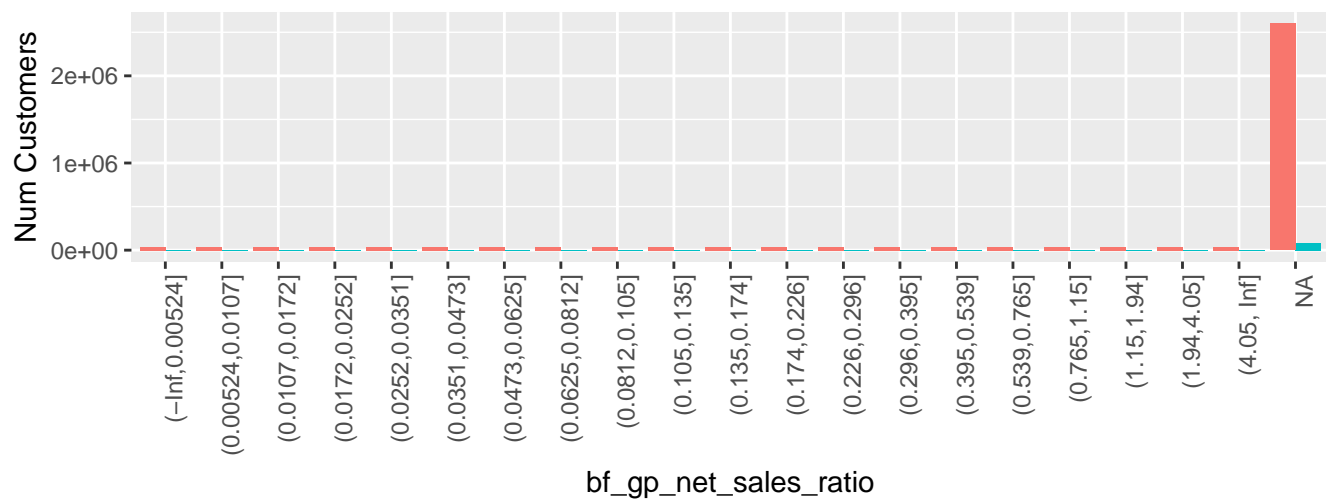
Distribution of response across bf_br_net_sales_ratio



Odd ratio & Response rate across bf_br_net_sales_ratio

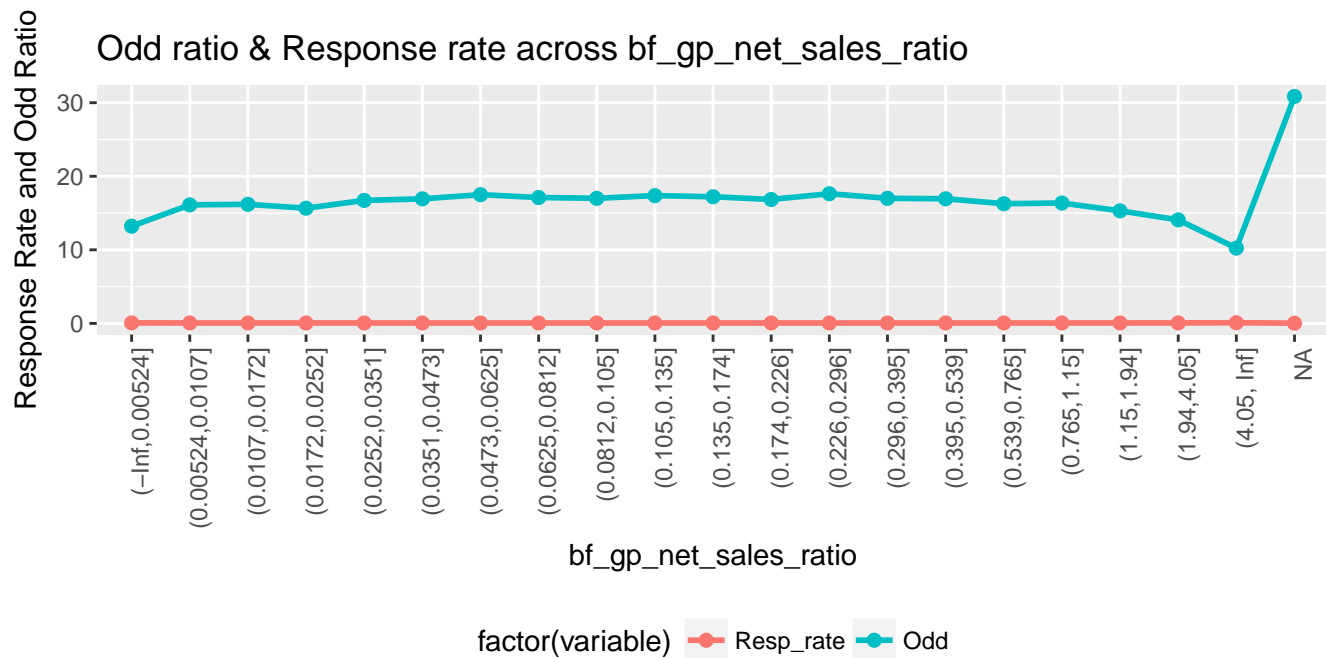


Distribution of response across bf_gp_net_sales_ratio

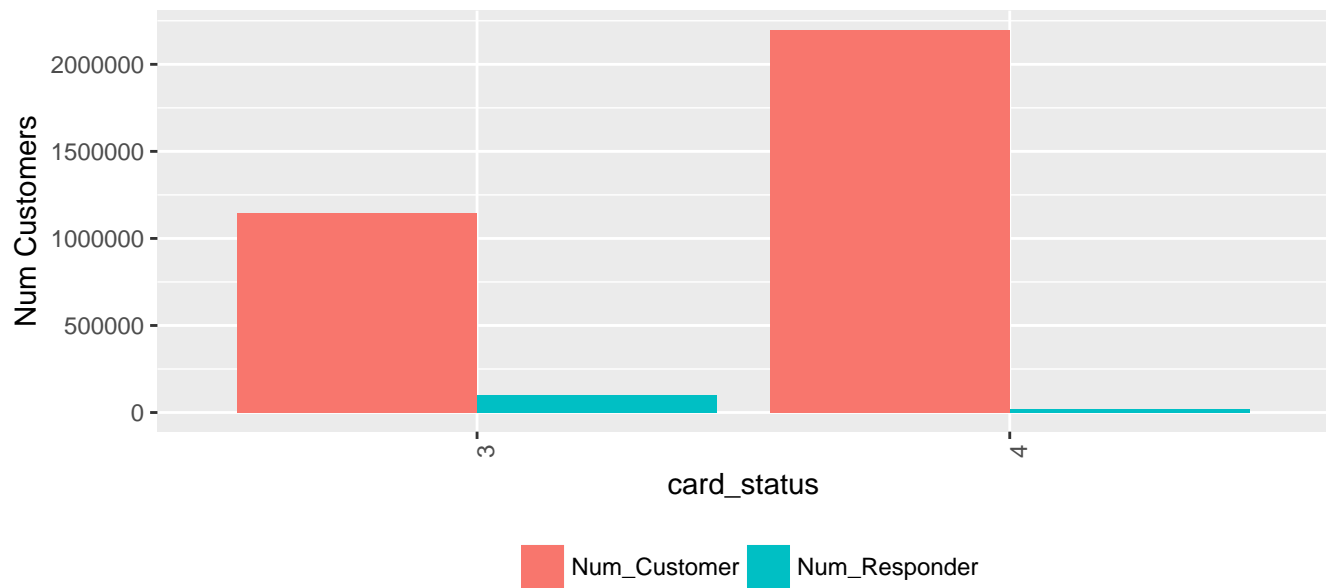


Num_Customer Num_Responder

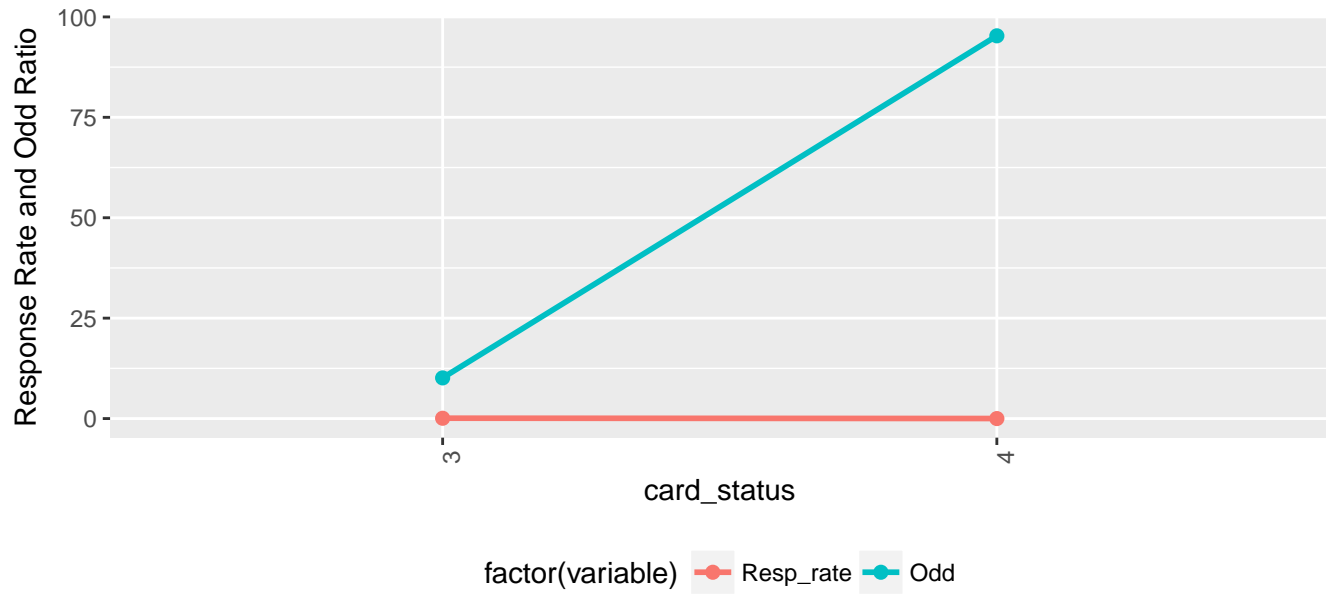
Odd ratio & Response rate across bf_gp_net_sales_ratio



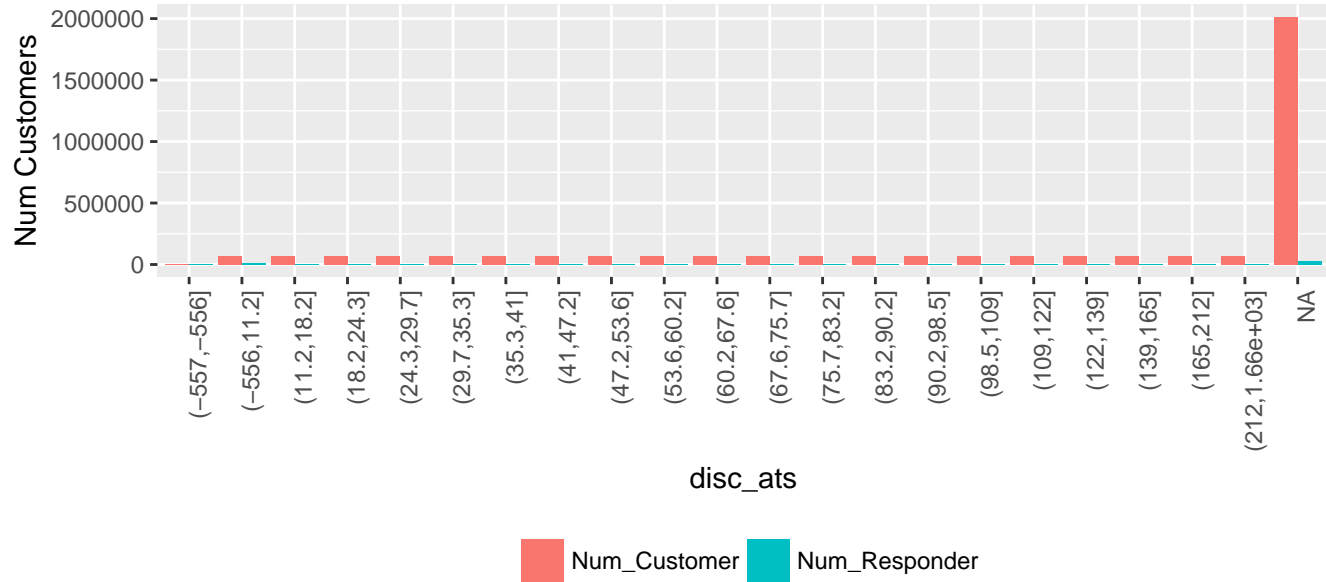
Distribution of response across card_status



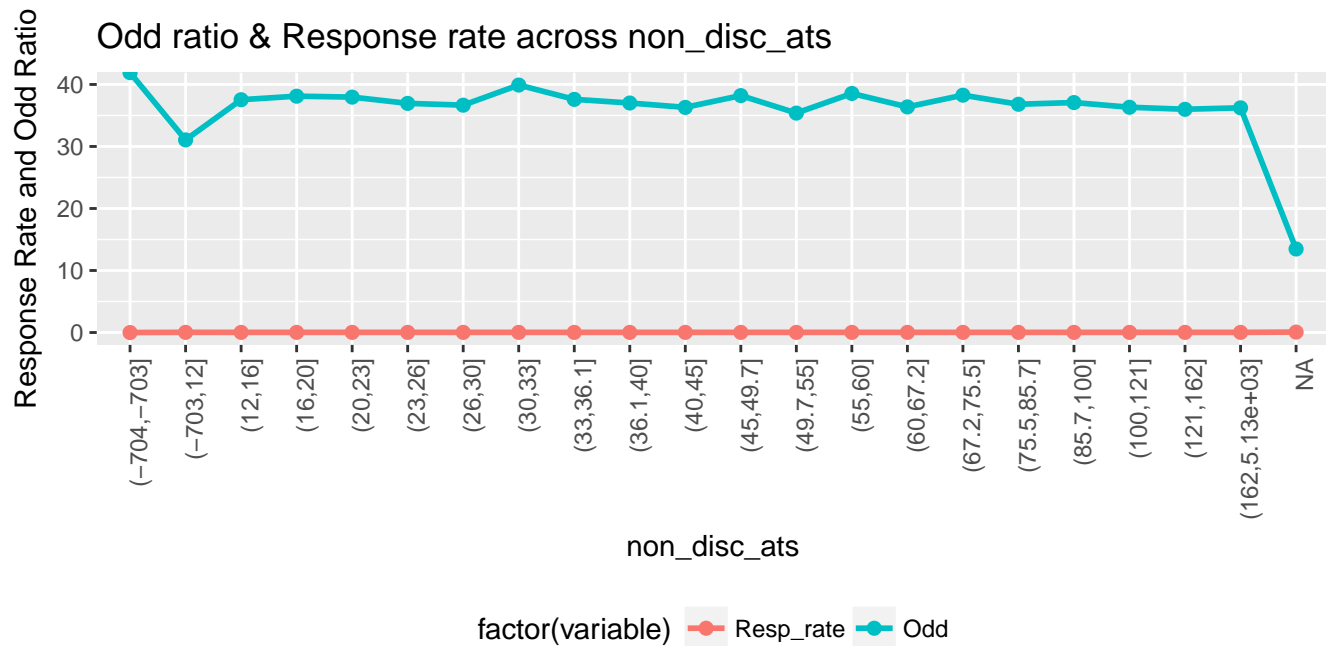
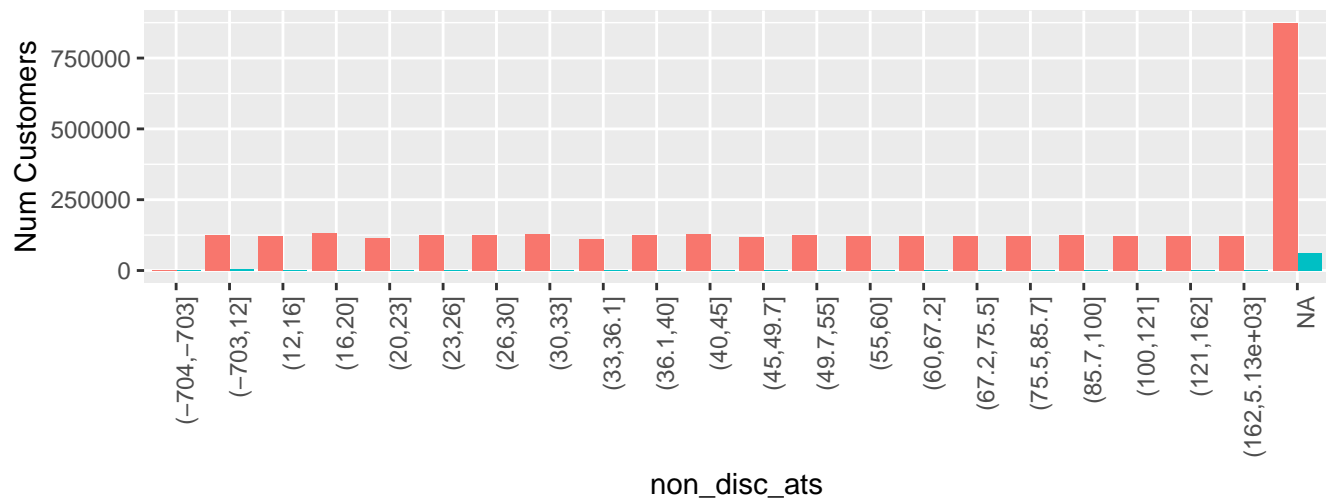
Odd ratio & Response rate across card_status



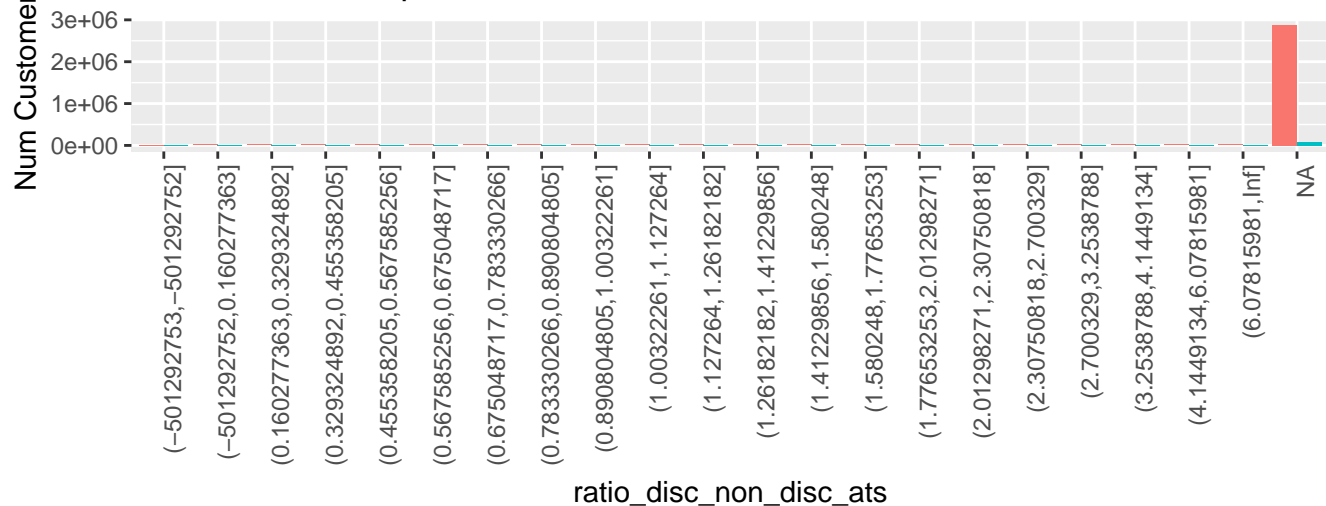
Distribution of response across disc_atrs



Distribution of response across non_disc_at



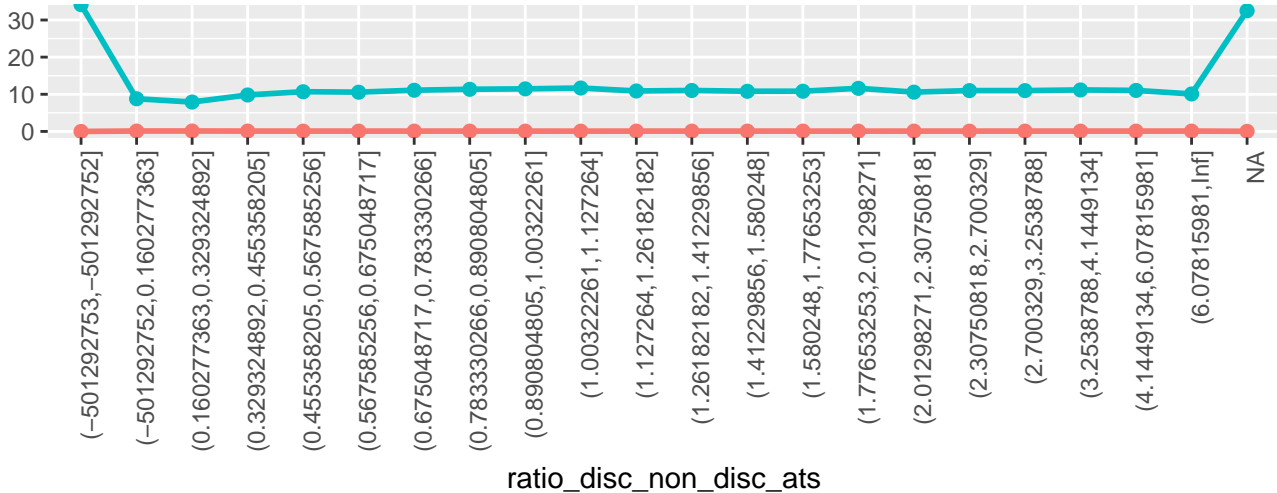
Distribution of response across ratio_disc_non_disc_ats



Response Rate and Odd Ratio

Odd ratio & Response rate across ratio_disc_non_disc_ats

Num_Customer Num_Responder

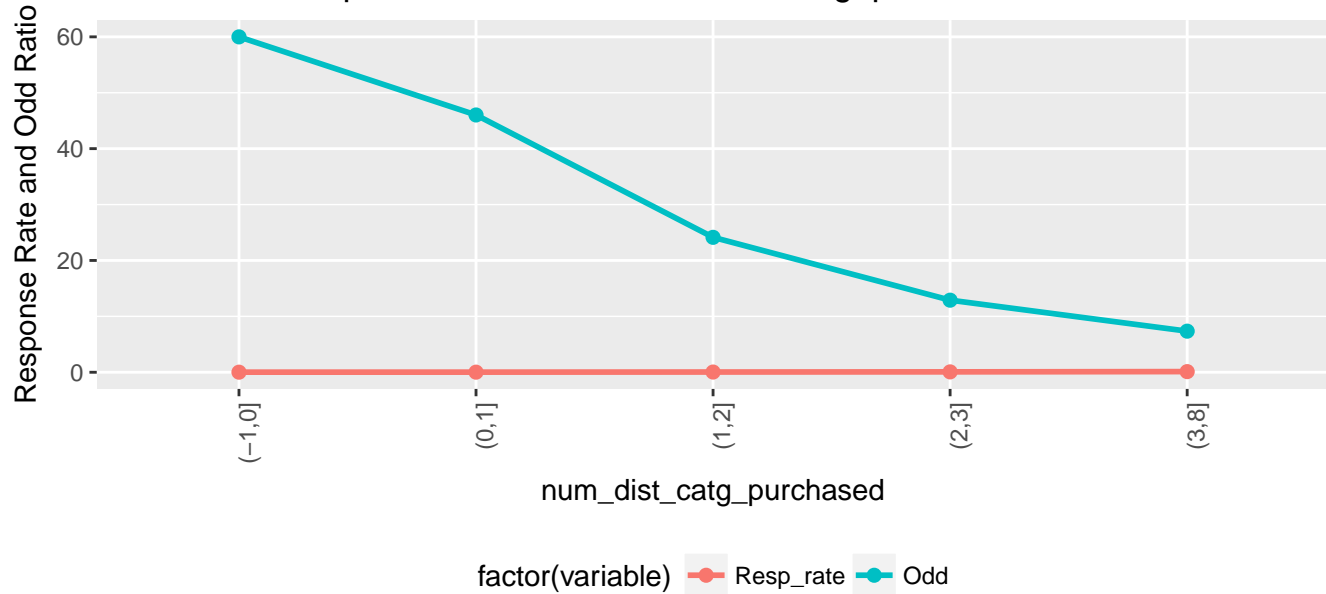


factor(variable) Resp_rate Odd

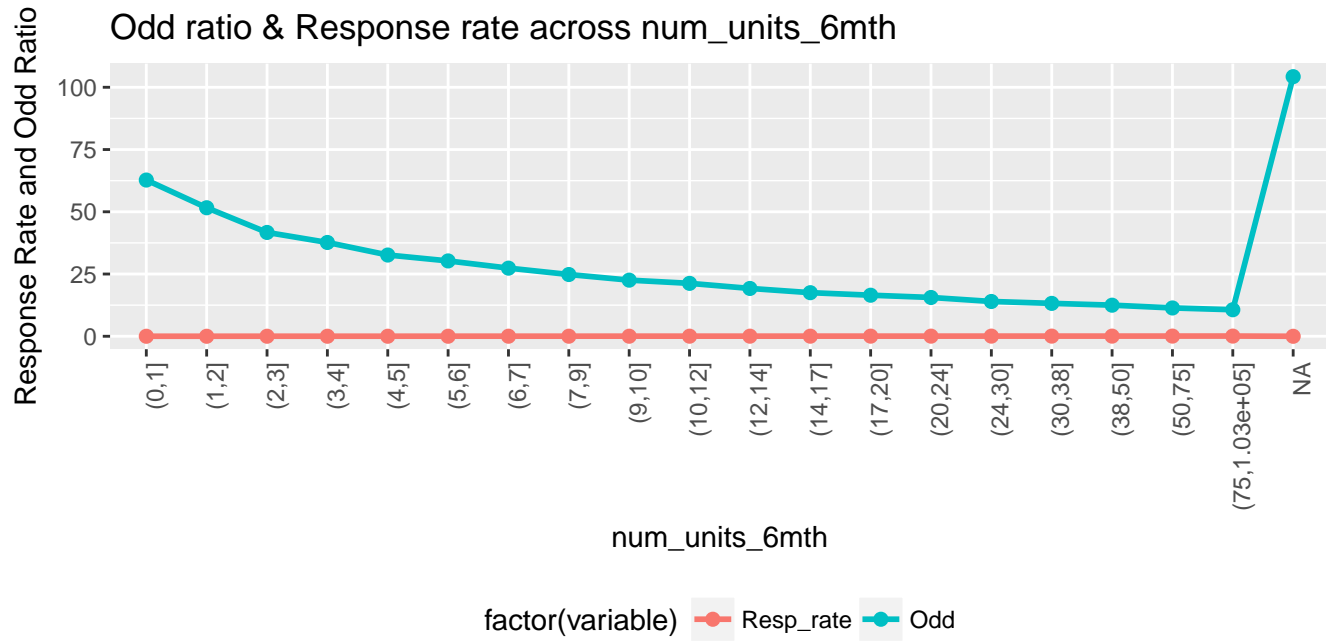
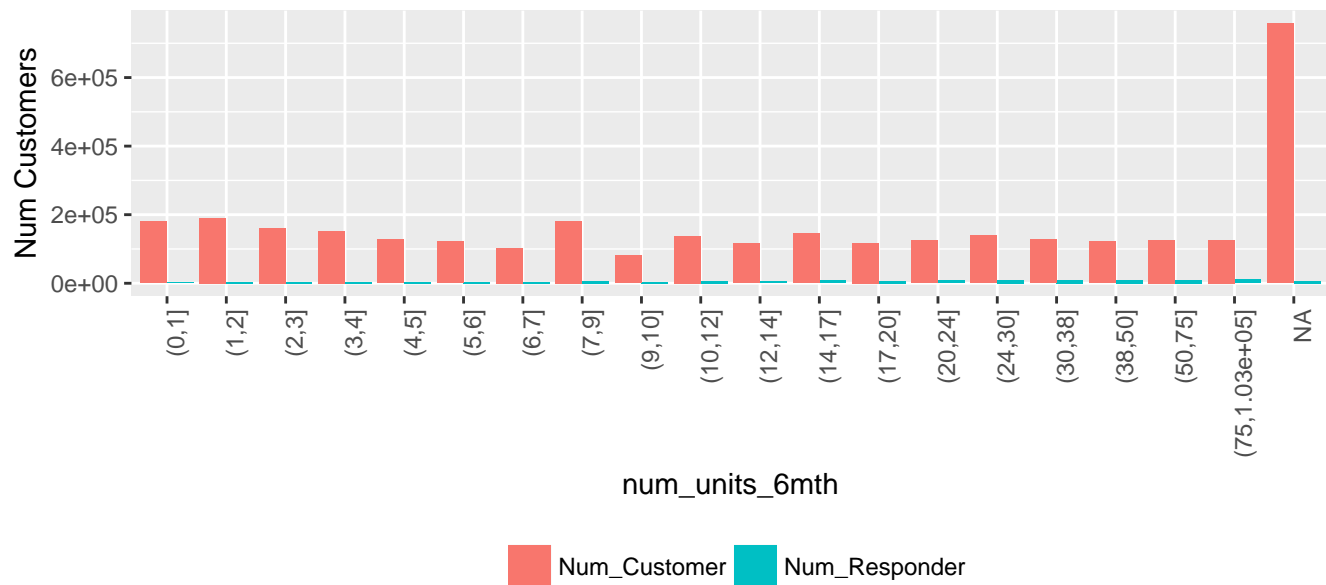
Distribution of response across num_dist_catg_purchased



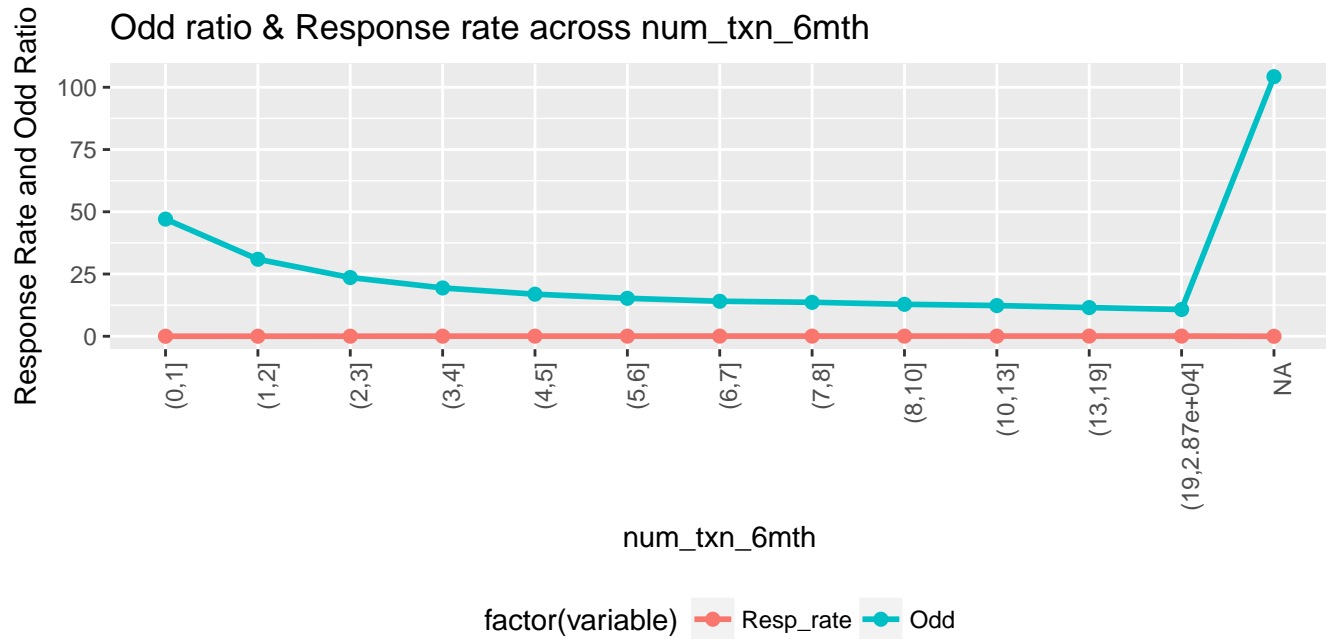
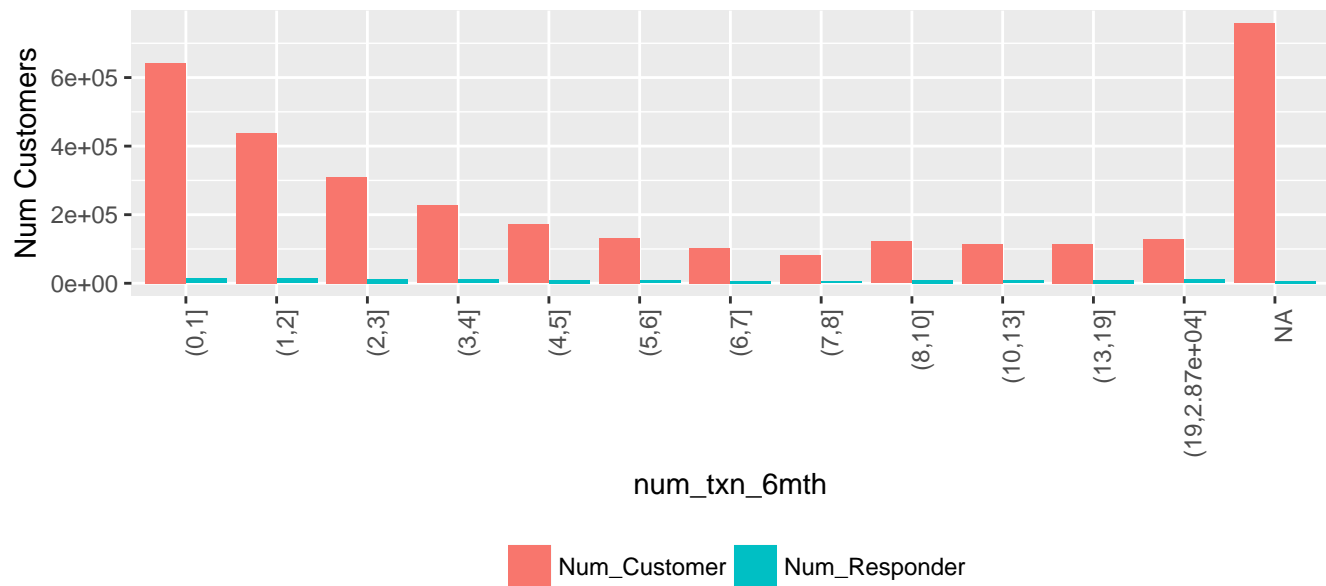
Odd ratio & Response rate across num_dist_catg_purchased



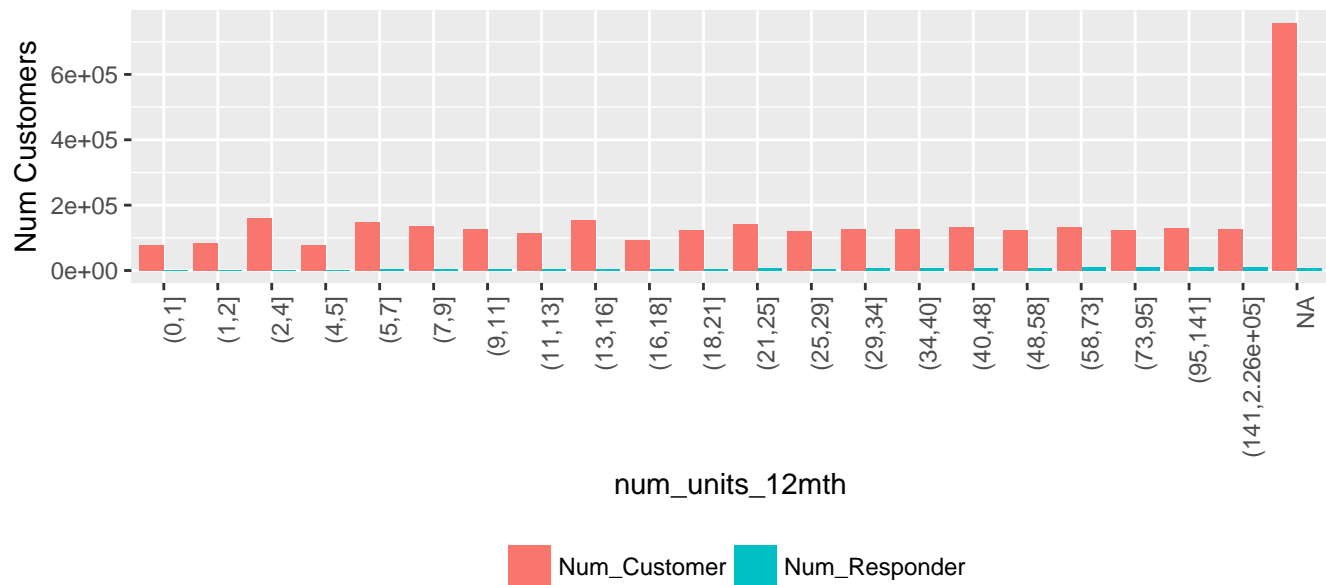
Distribution of response across num_units_6mth



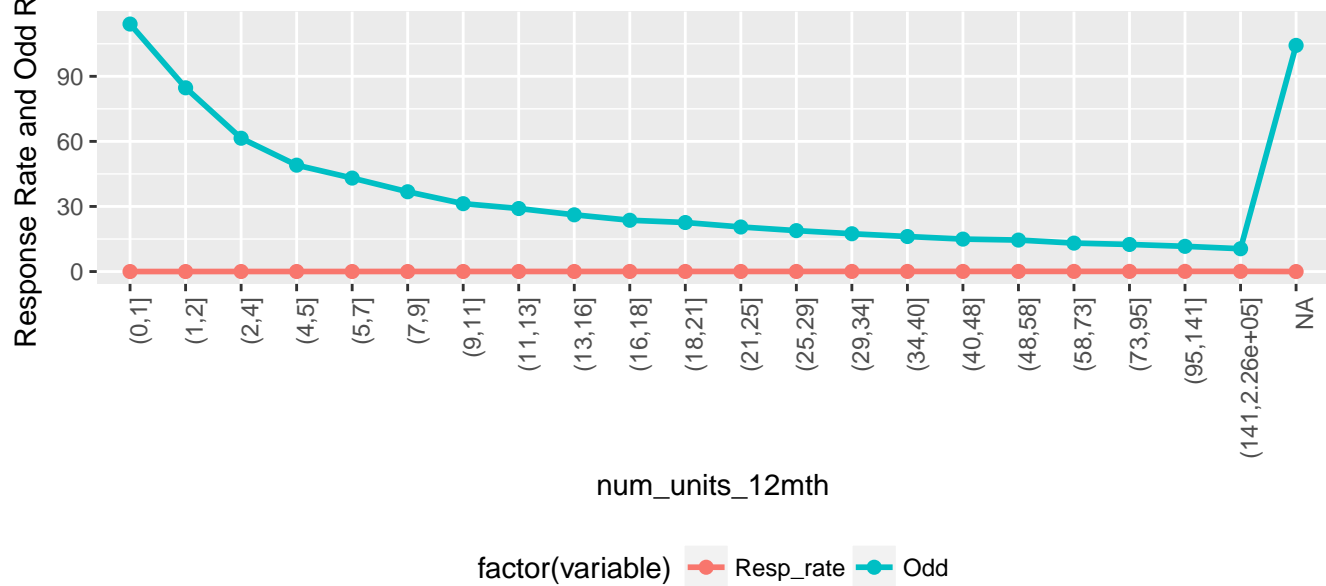
Distribution of response across num_txn_6mth



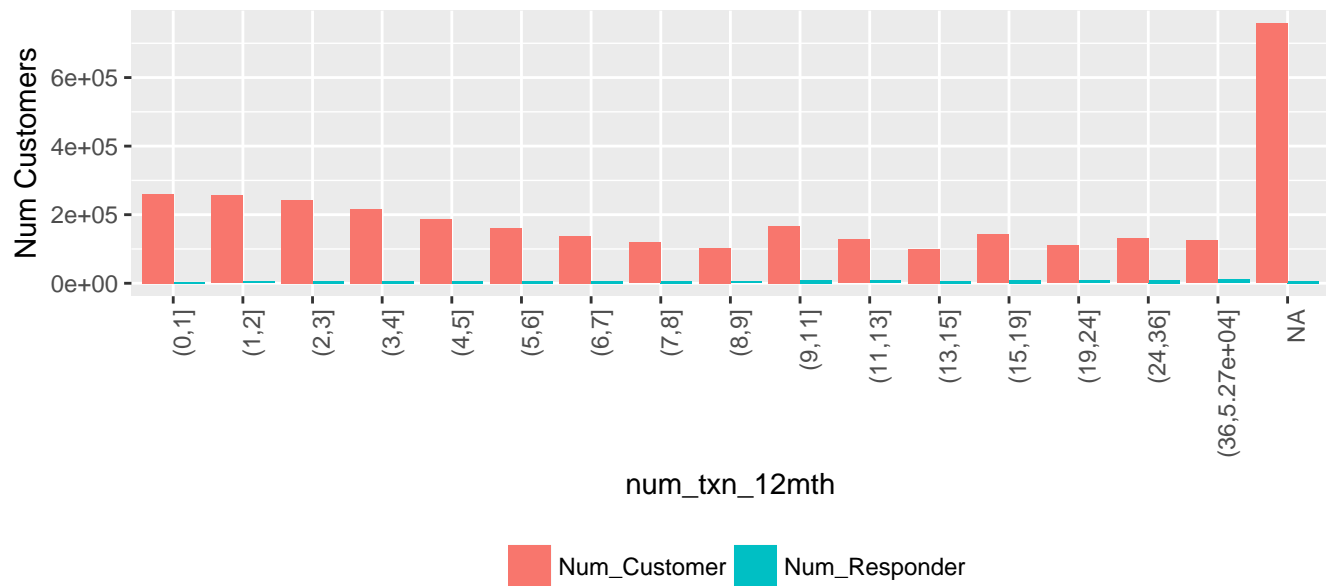
Distribution of response across num_units_12mth



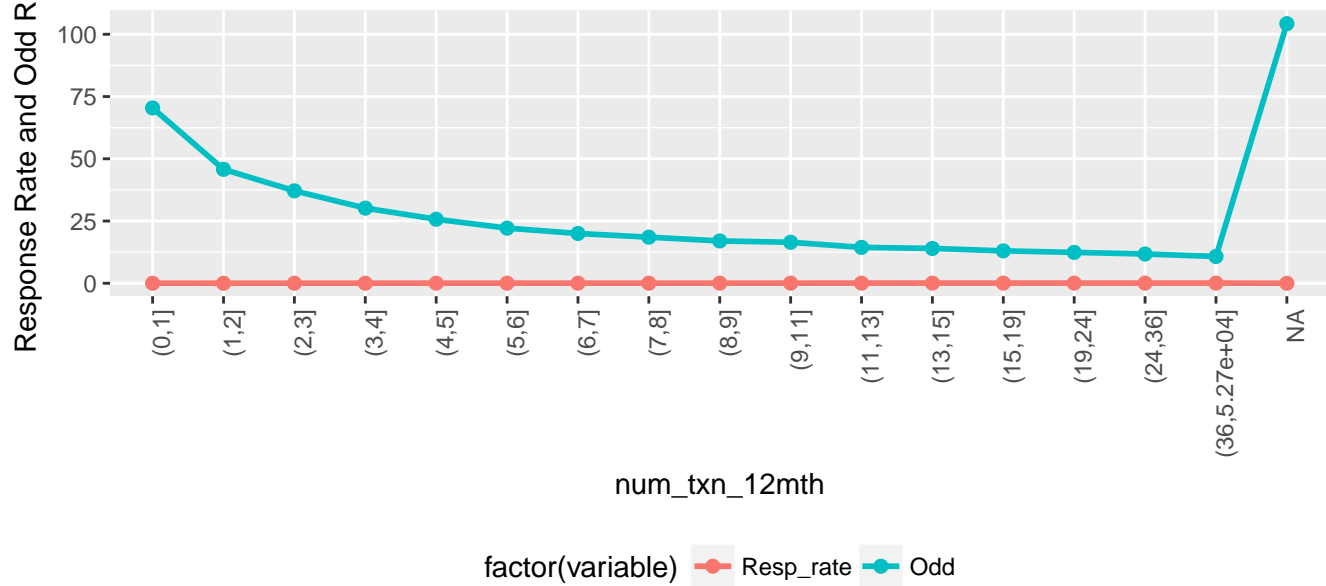
Odd ratio & Response rate across num_units_12mth



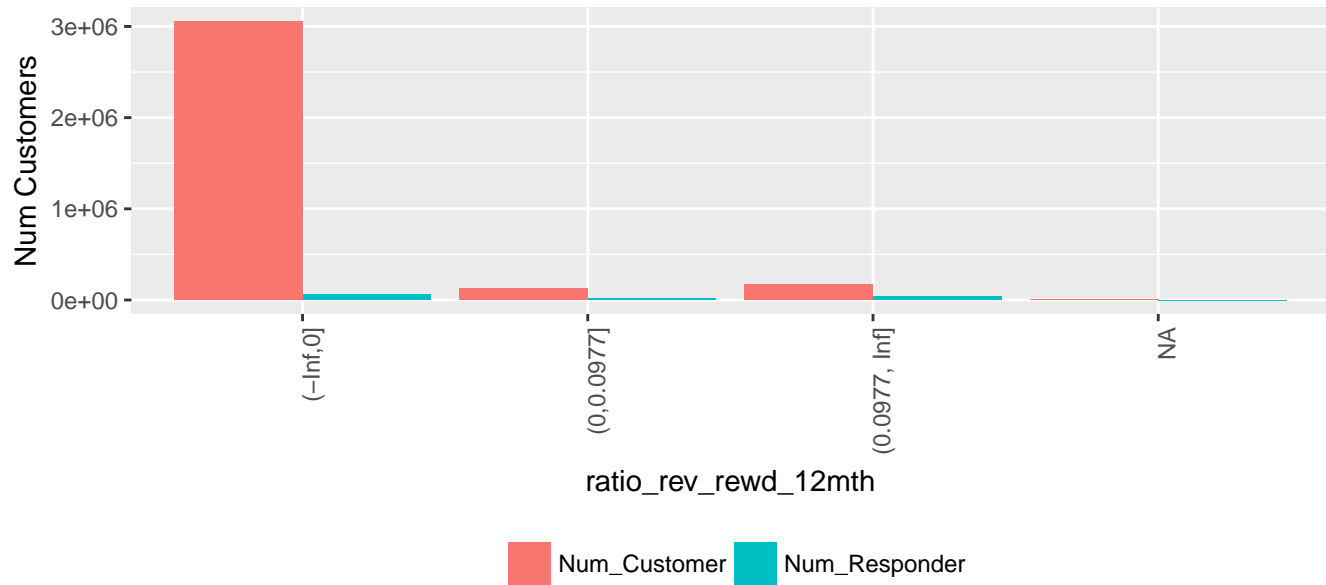
Distribution of response across num_txn_12mth



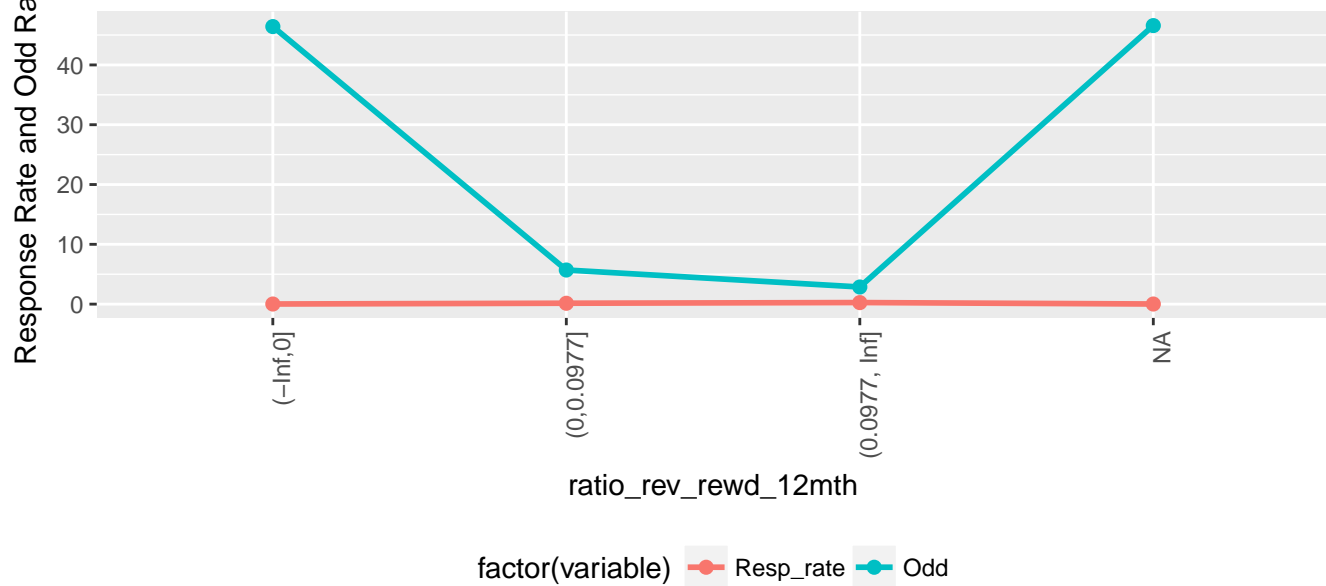
Odd ratio & Response rate across num_txn_12mth



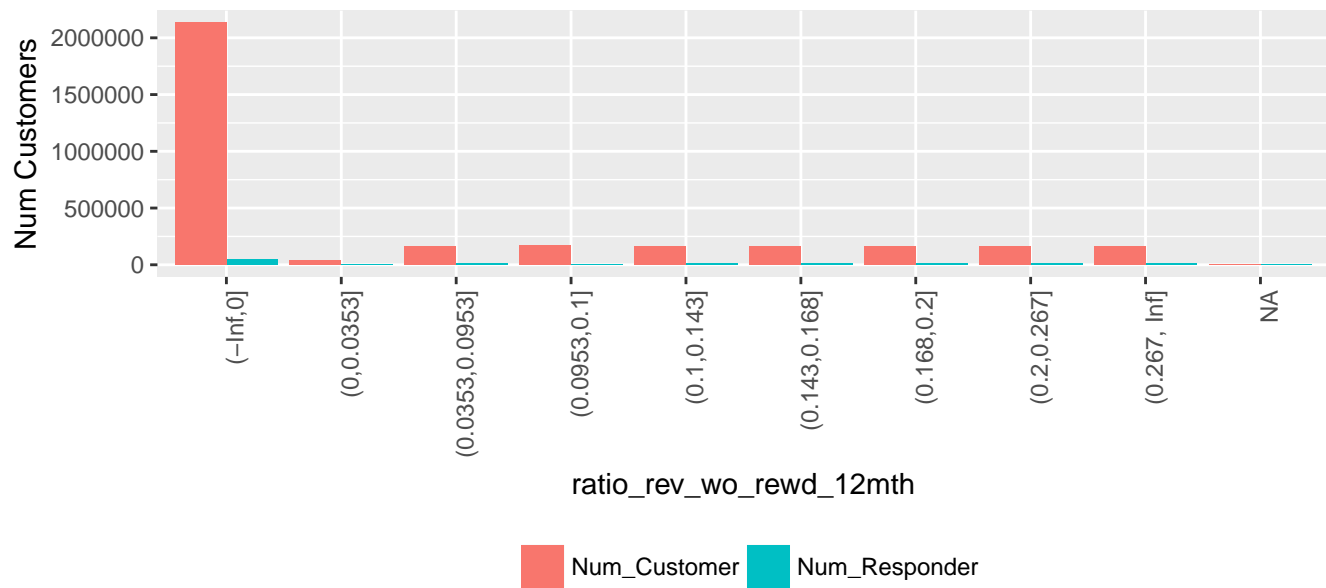
Distribution of response across ratio_rev_rewd_12mth



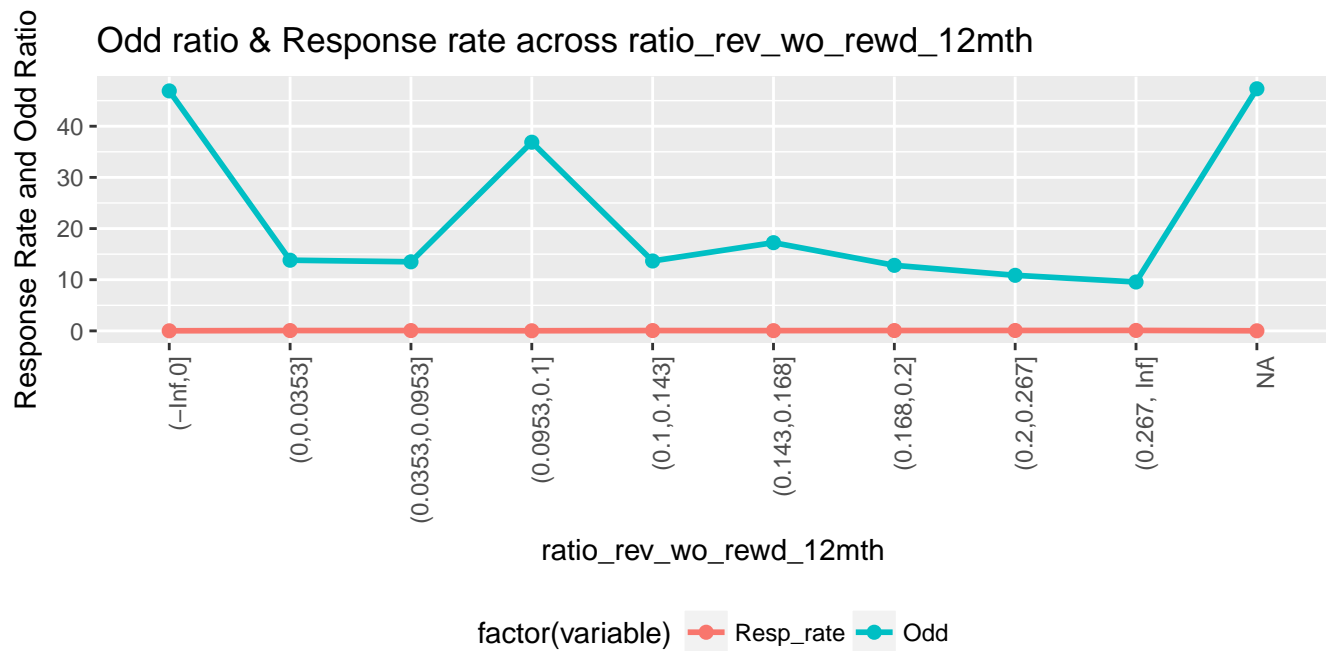
Odd ratio & Response rate across ratio_rev_rewd_12mth



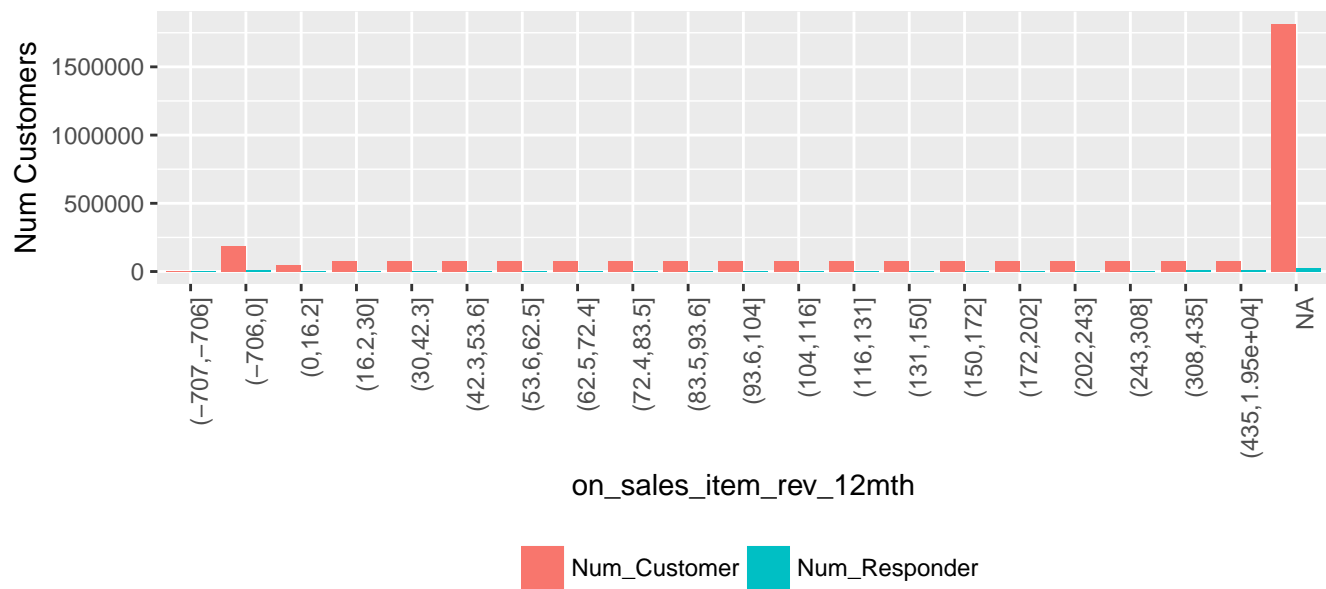
Distribution of response across ratio_rev_wo_rewd_12mth



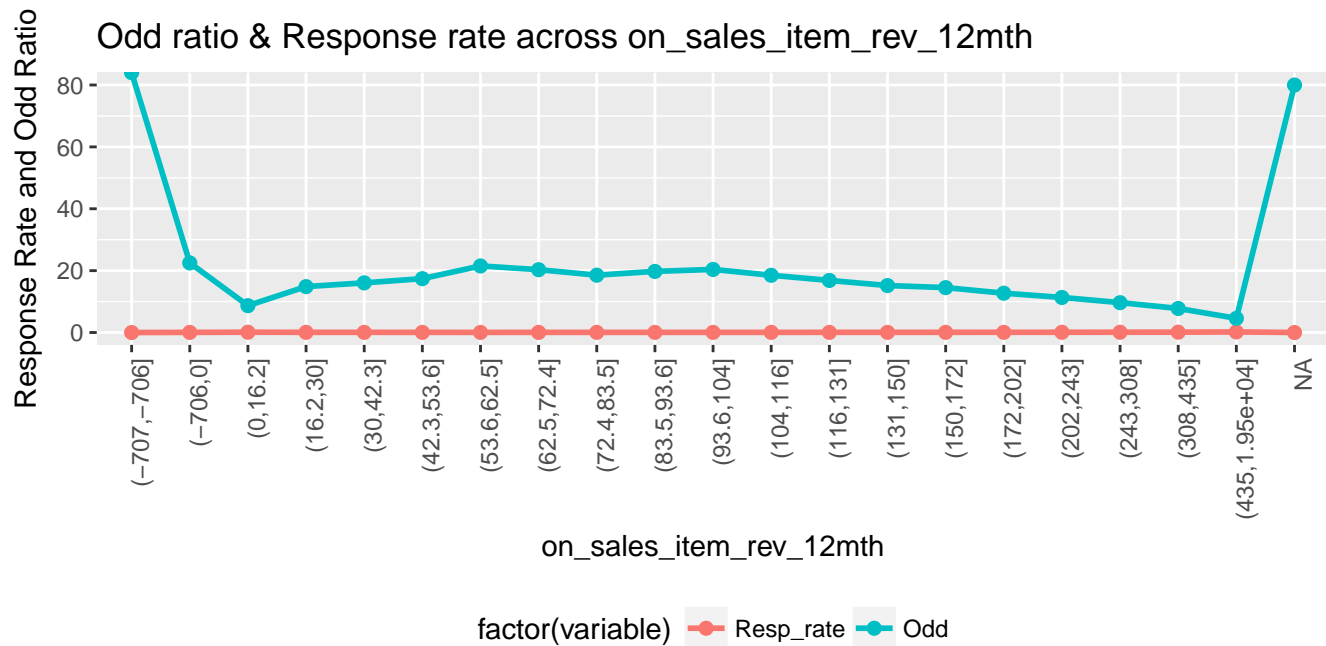
Odd ratio & Response rate across ratio_rev_wo_rewd_12mth



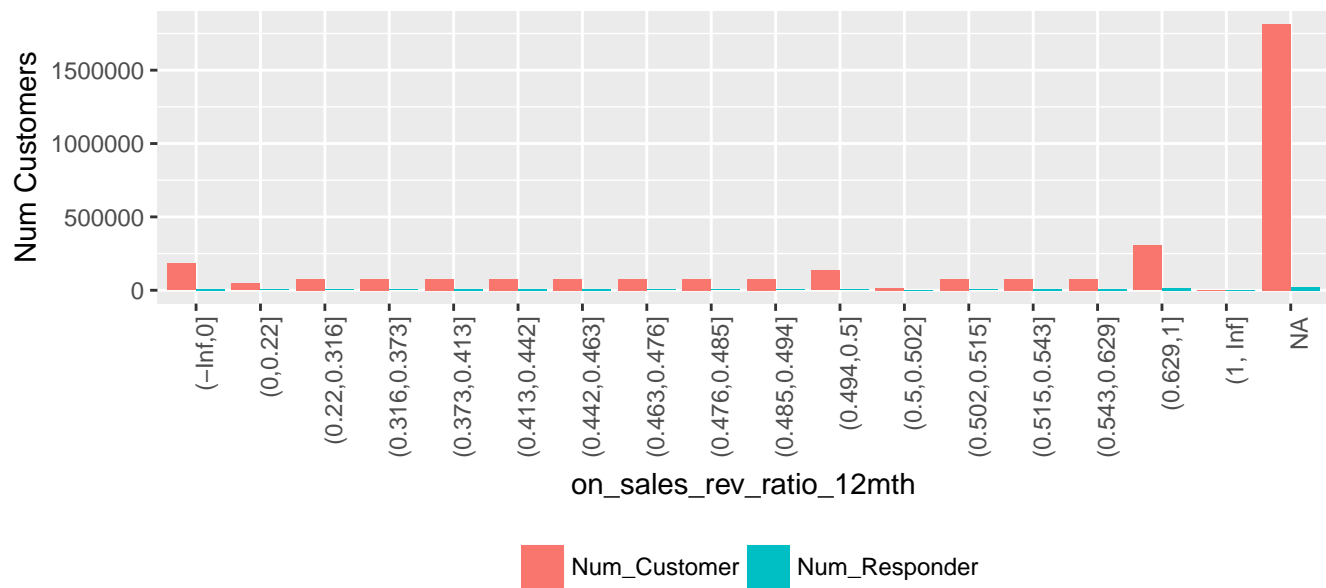
Distribution of response across on_sales_item_rev_12mth



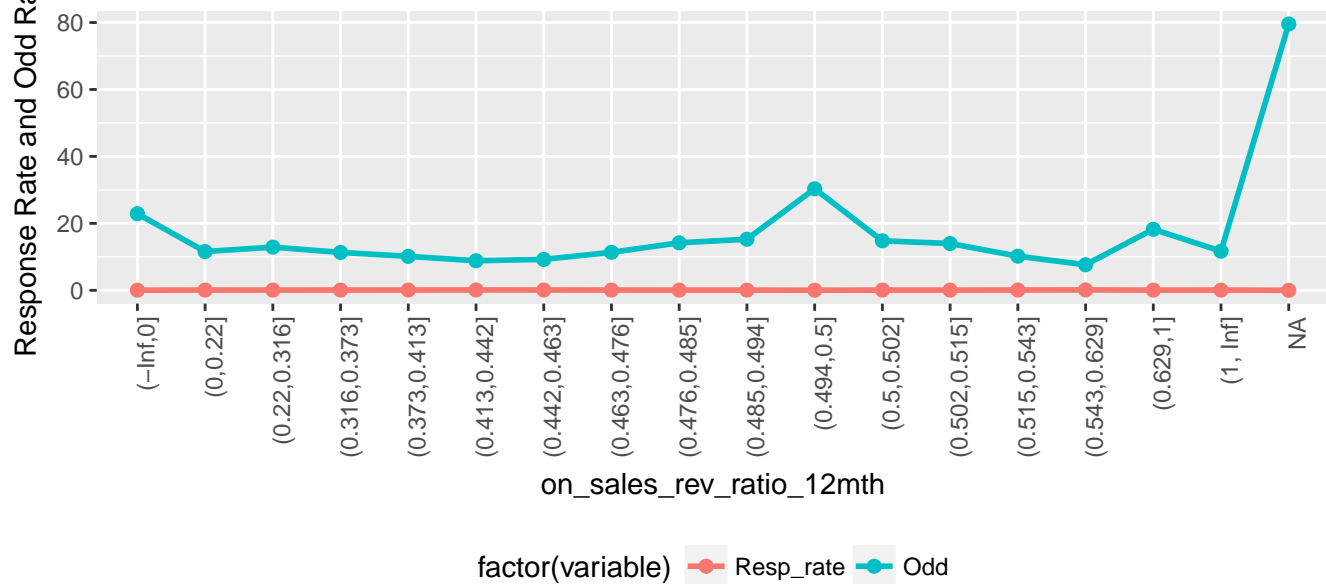
Odd ratio & Response rate across on_sales_item_rev_12mth



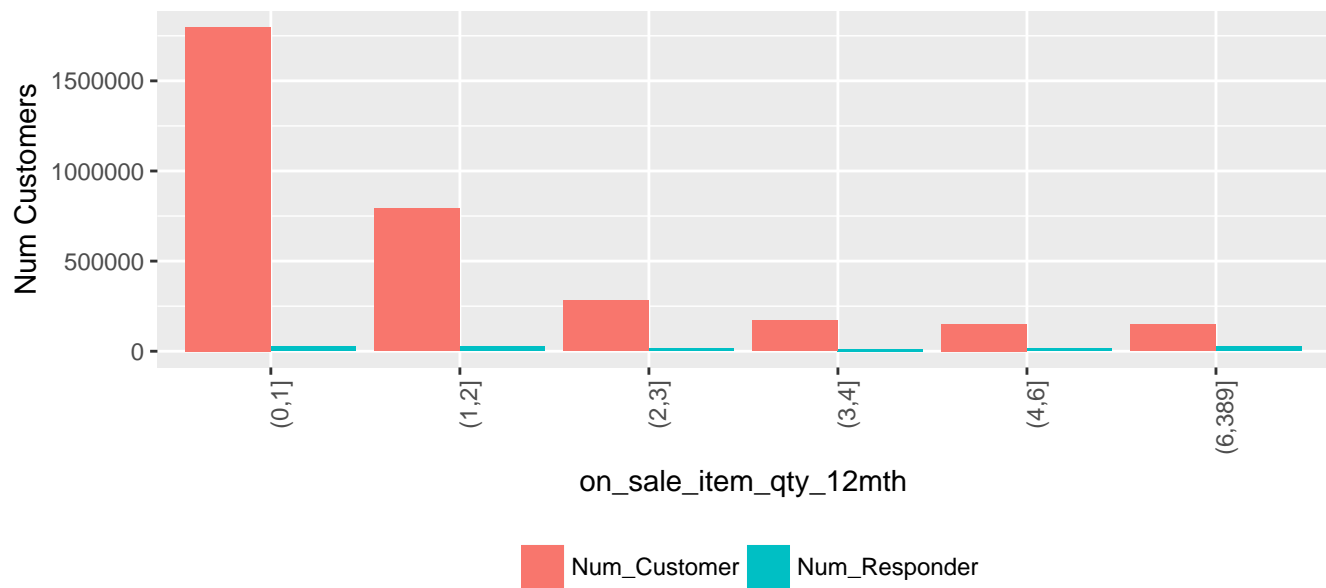
Distribution of response across on_sales_rev_ratio_12mth



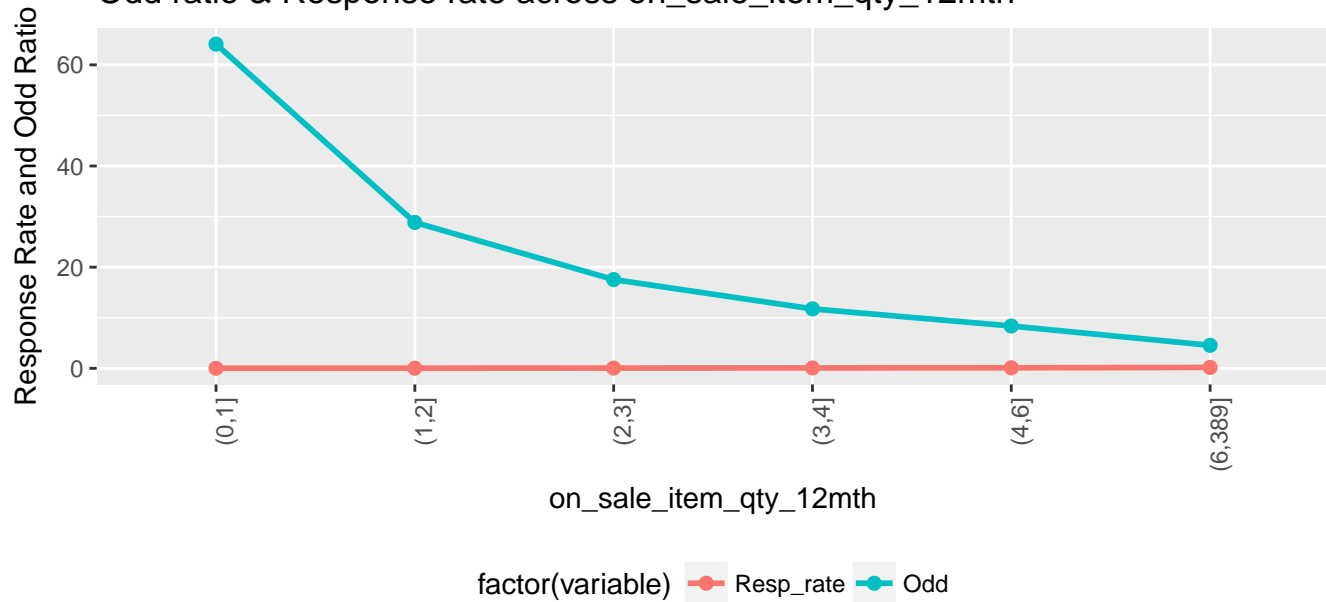
Odd ratio & Response rate across on_sales_rev_ratio_12mth



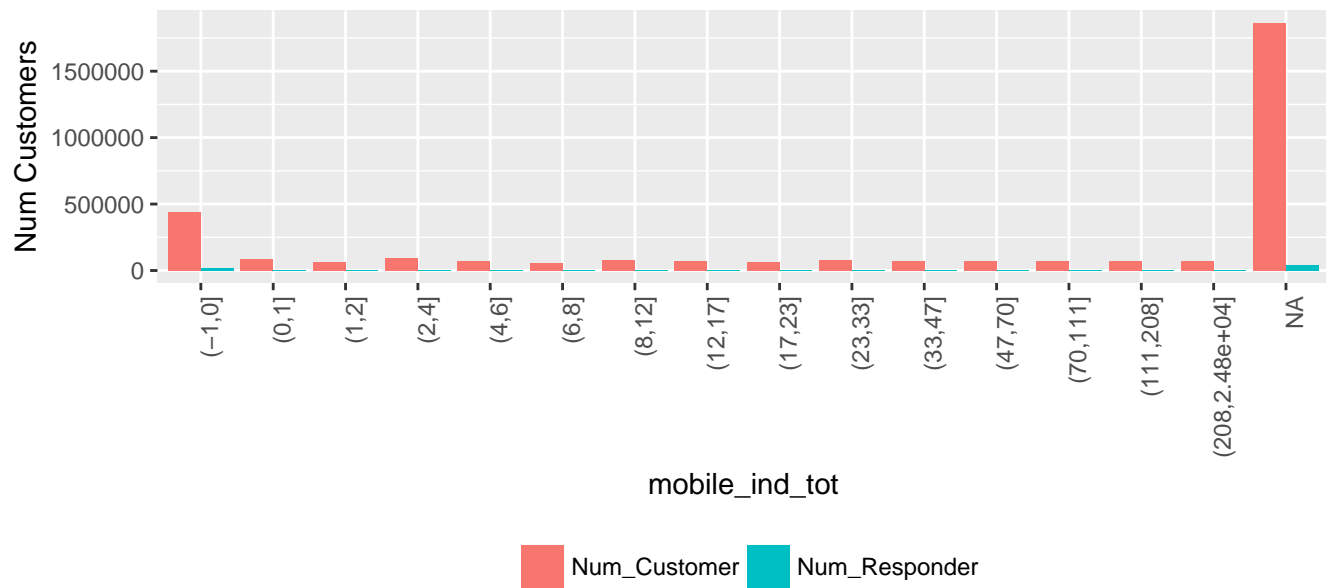
Distribution of response across on_sale_item_qty_12mth



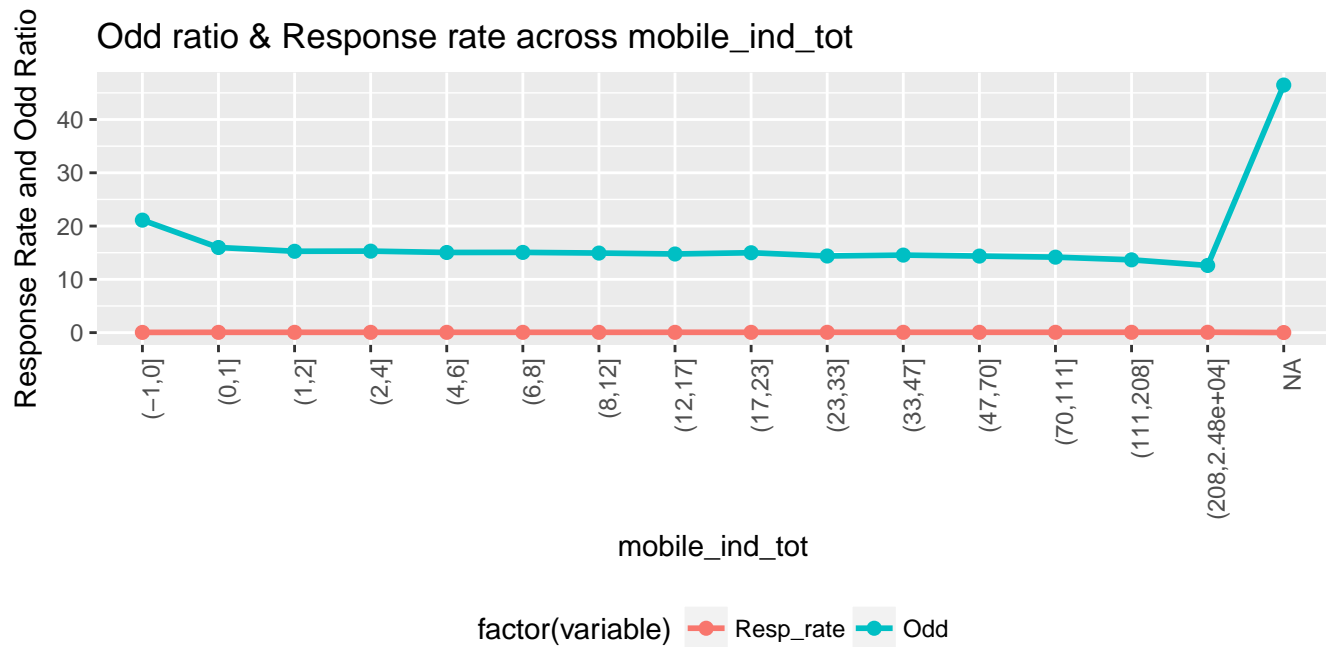
Odd ratio & Response rate across on_sale_item_qty_12mth



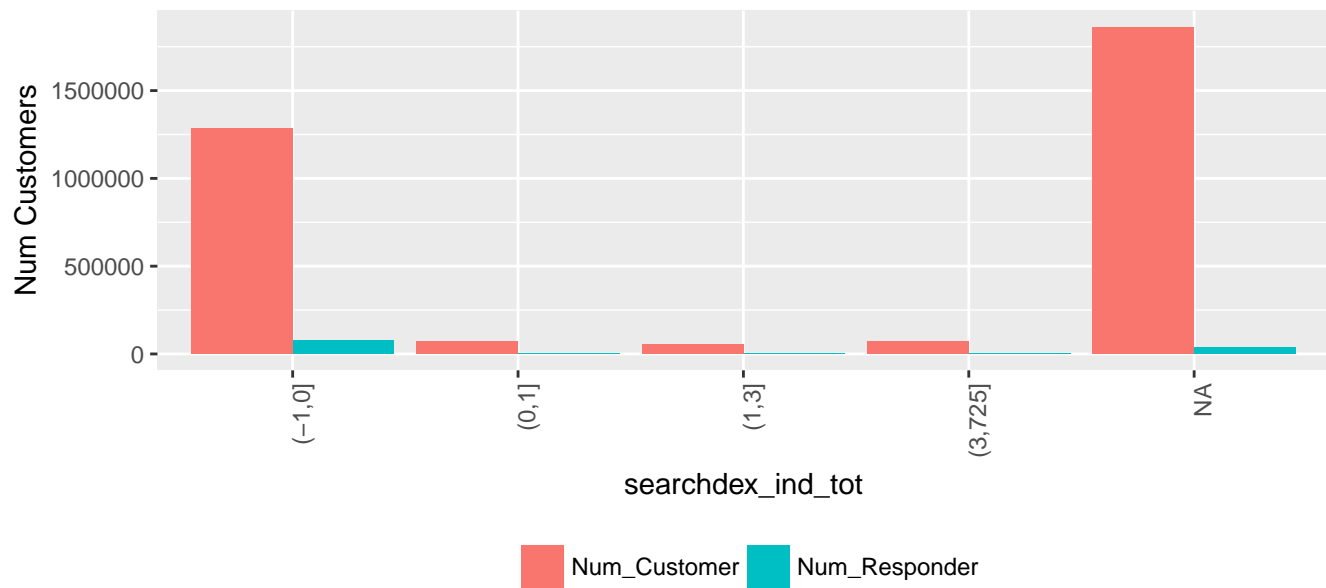
Distribution of response across mobile_ind_tot



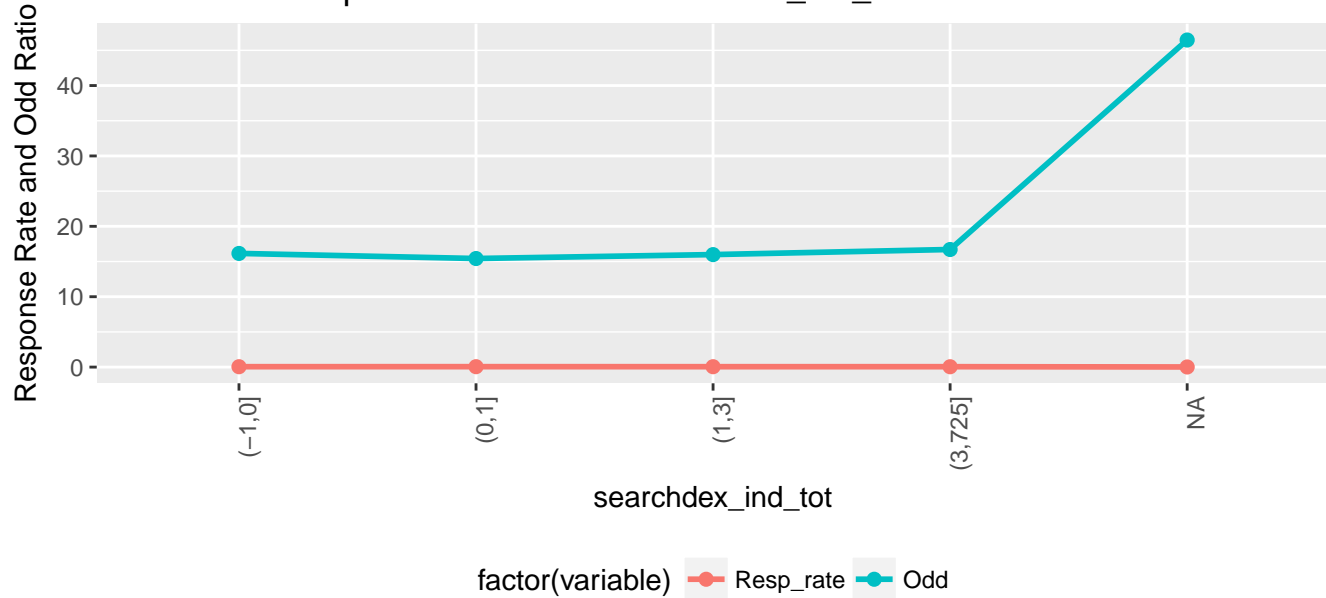
Odd ratio & Response rate across mobile_ind_tot



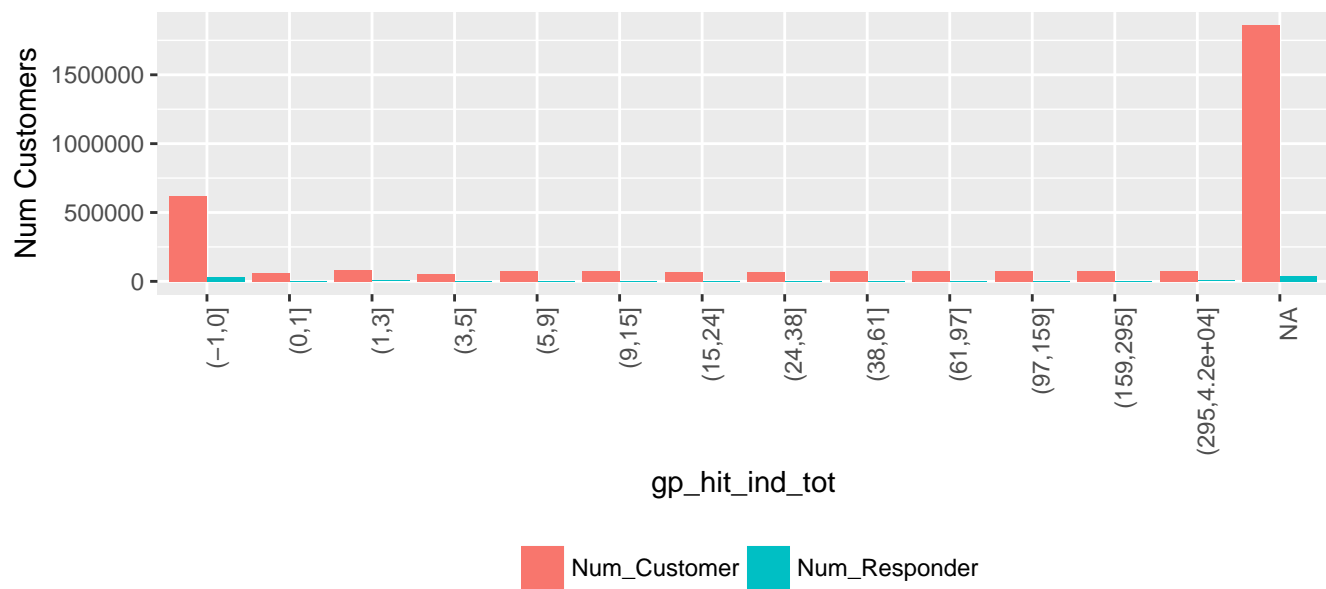
Distribution of response across searchdex_ind_tot



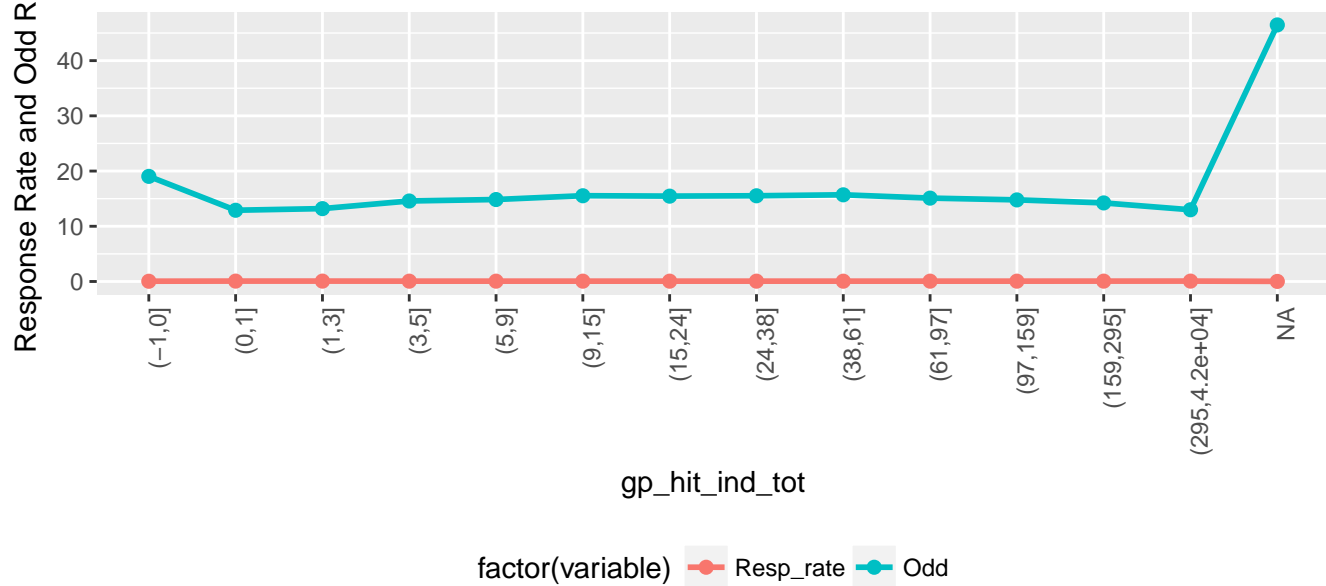
Odd ratio & Response rate across searchdex_ind_tot



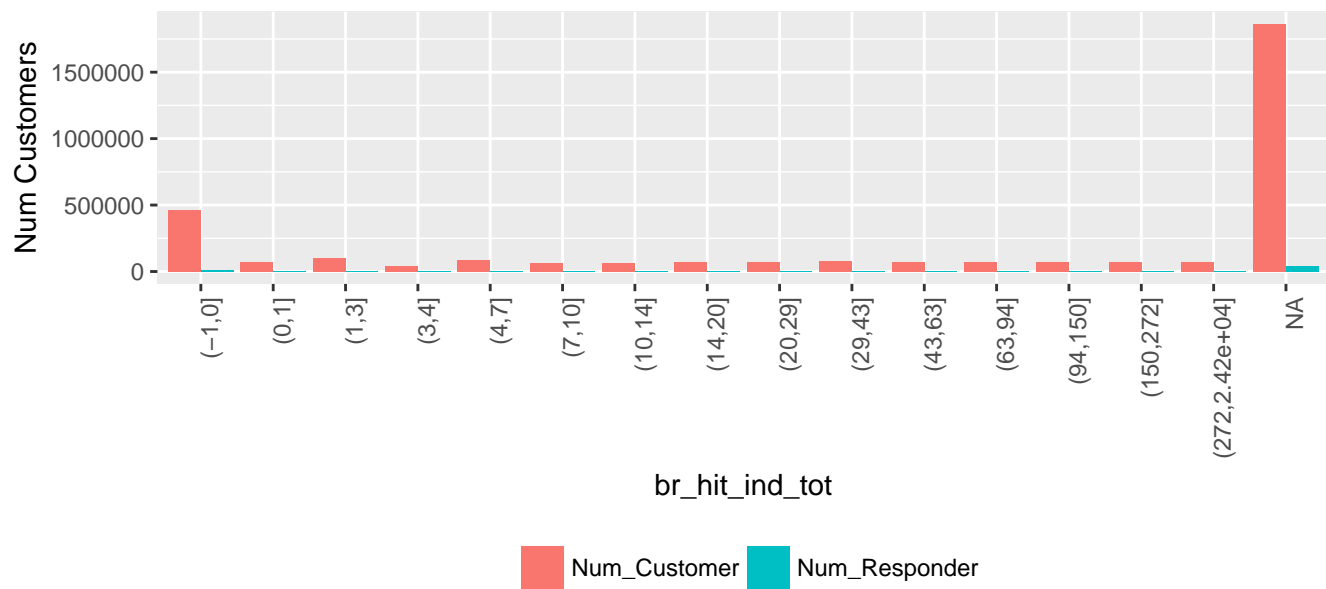
Distribution of response across gp_hit_ind_tot



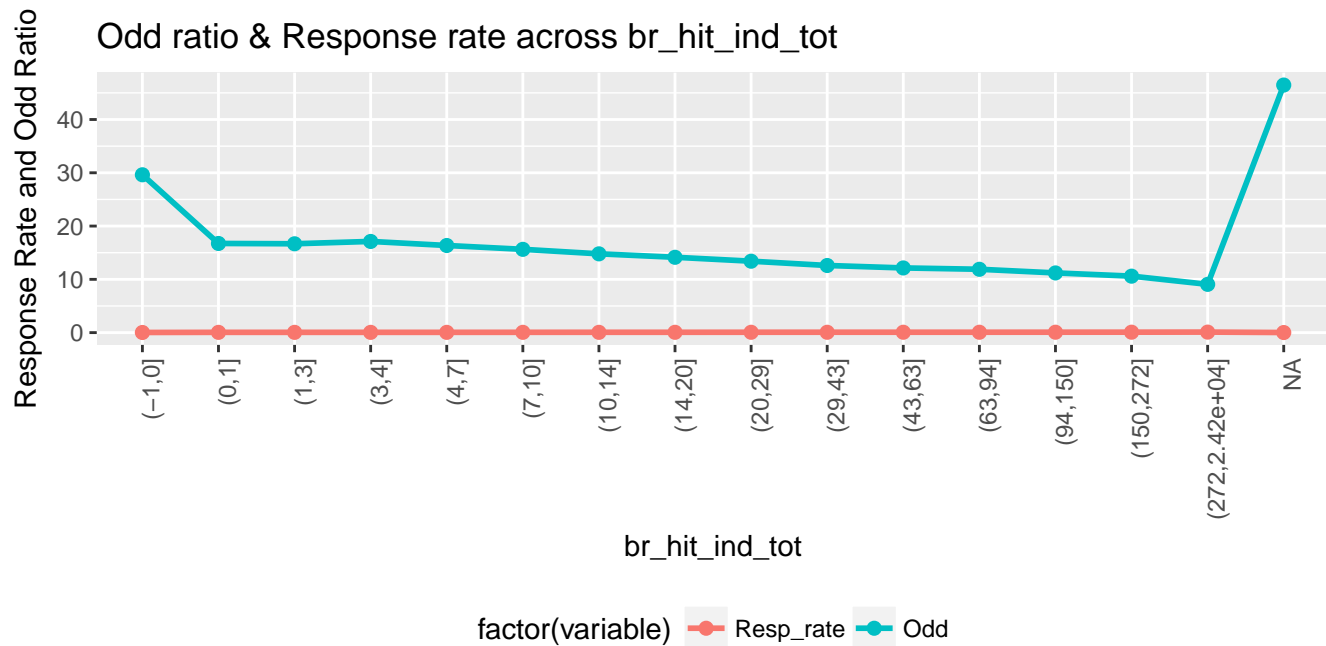
Odd ratio & Response rate across gp_hit_ind_tot



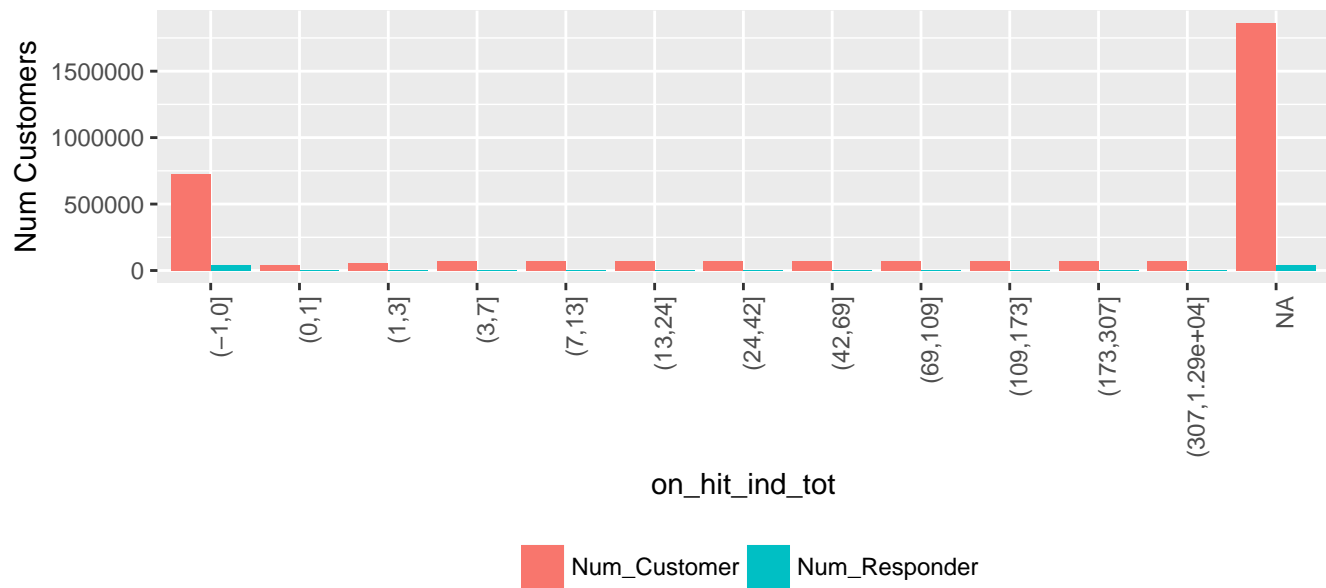
Distribution of response across br_hit_ind_tot



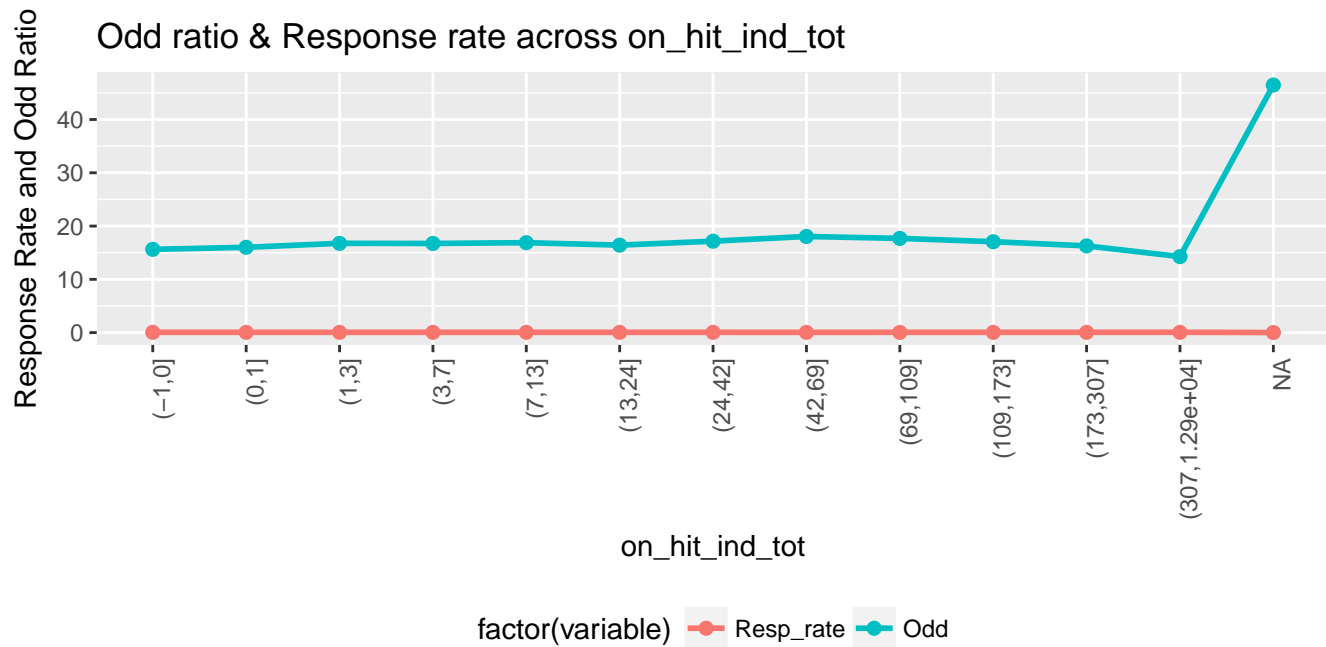
Odd ratio & Response rate across br_hit_ind_tot



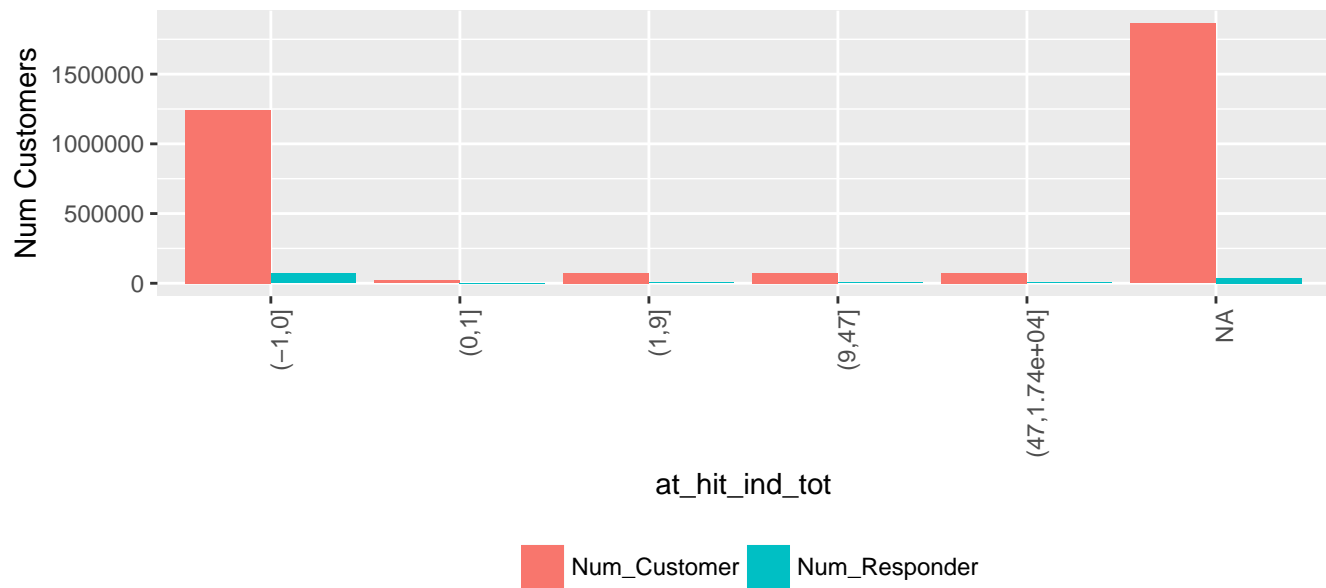
Distribution of response across on_hit_ind_tot



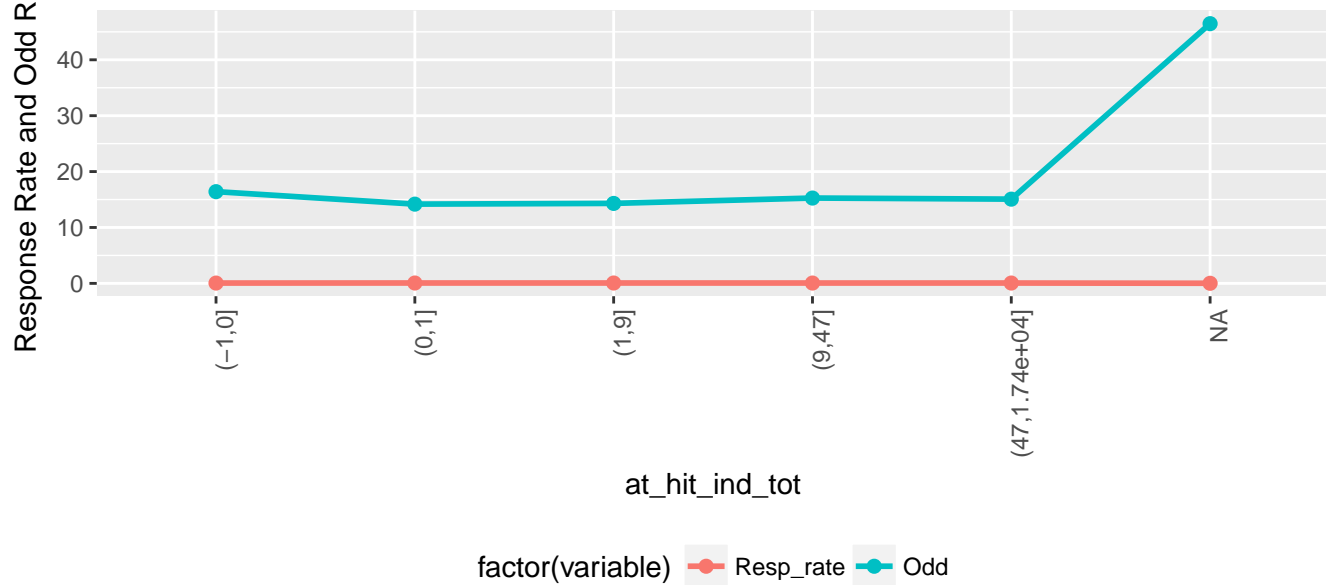
Odd ratio & Response rate across on_hit_ind_tot



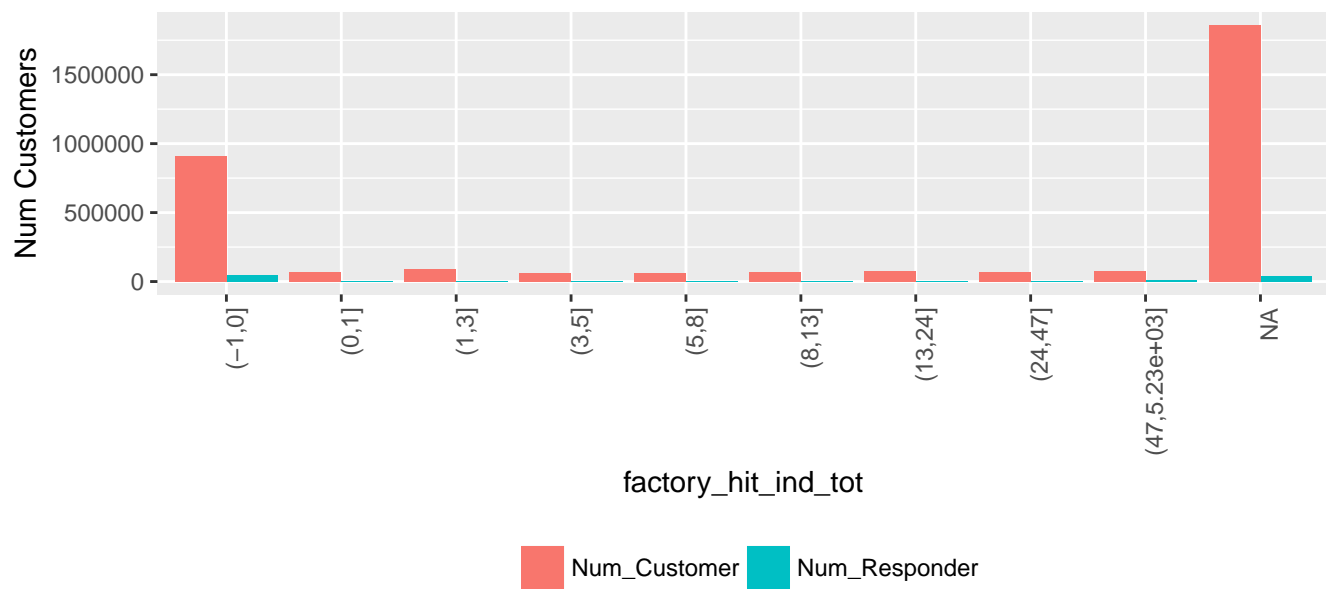
Distribution of response across at_hit_ind_tot



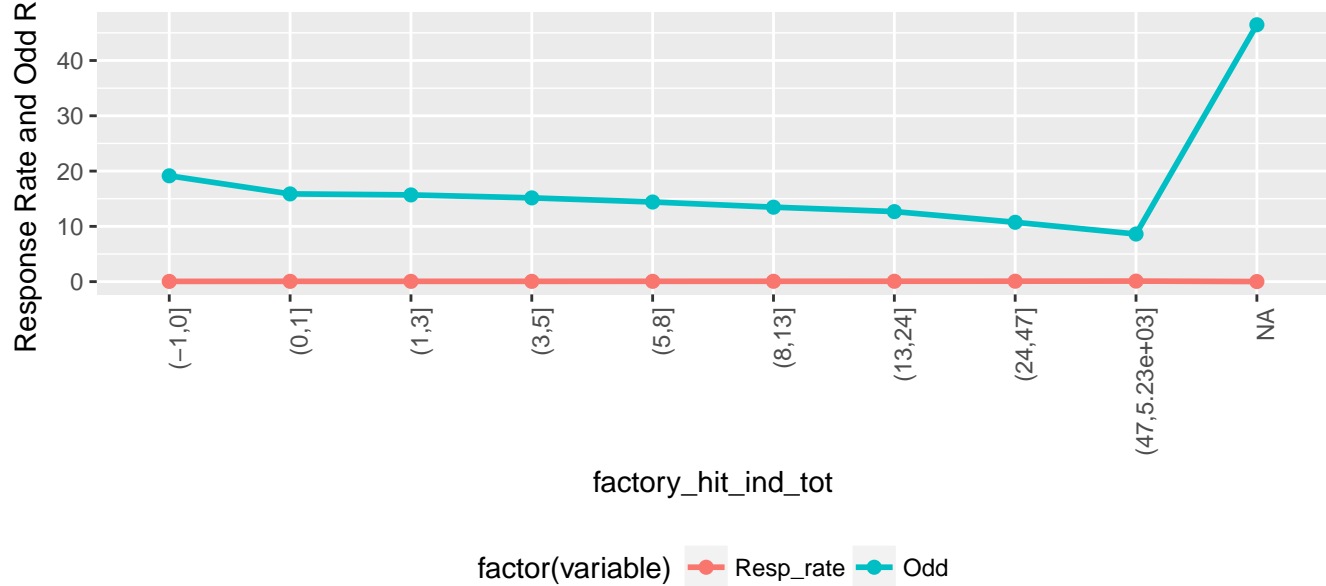
Odd ratio & Response rate across at_hit_ind_tot



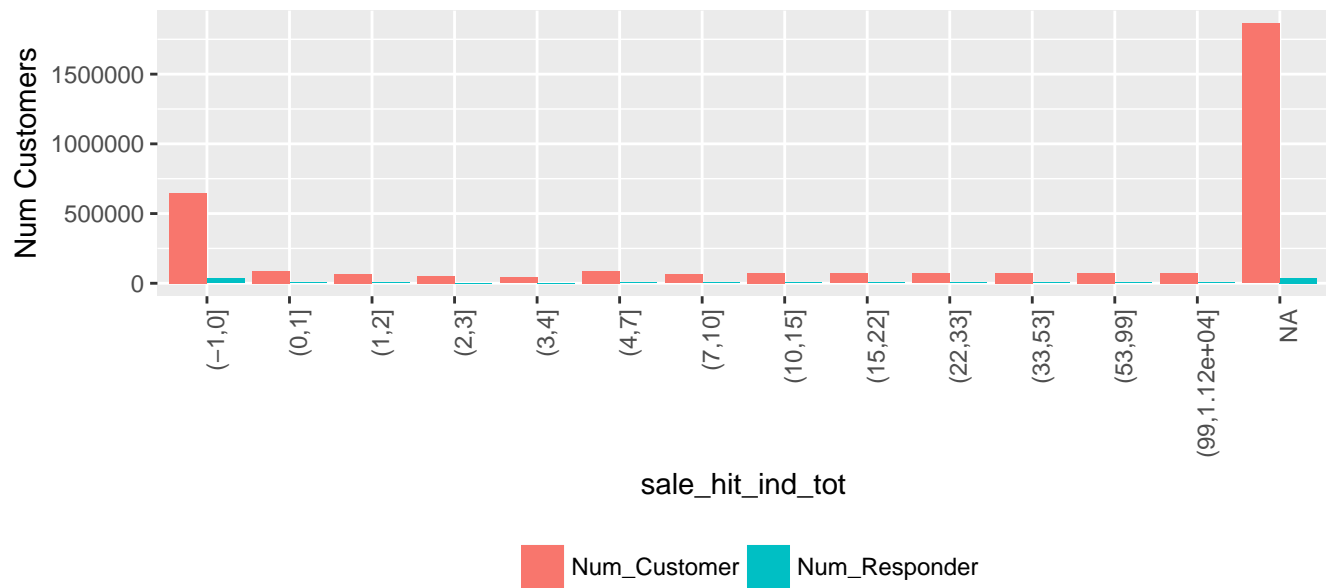
Distribution of response across factory_hit_ind_tot



Odd ratio & Response rate across factory_hit_ind_tot



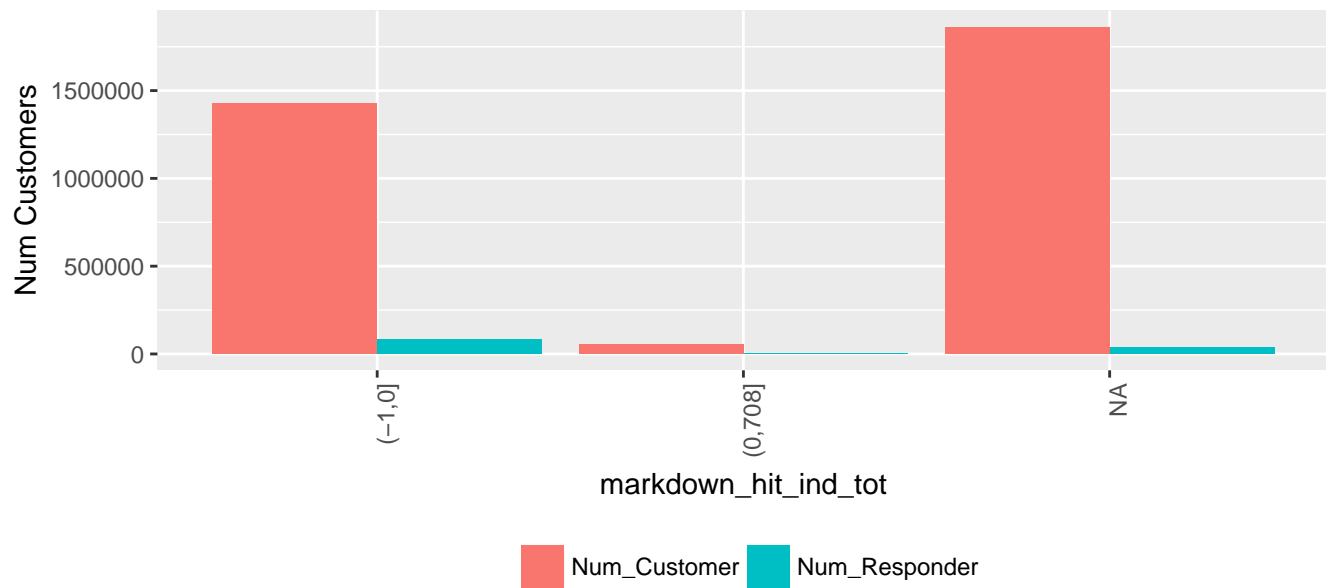
Distribution of response across sale_hit_ind_tot



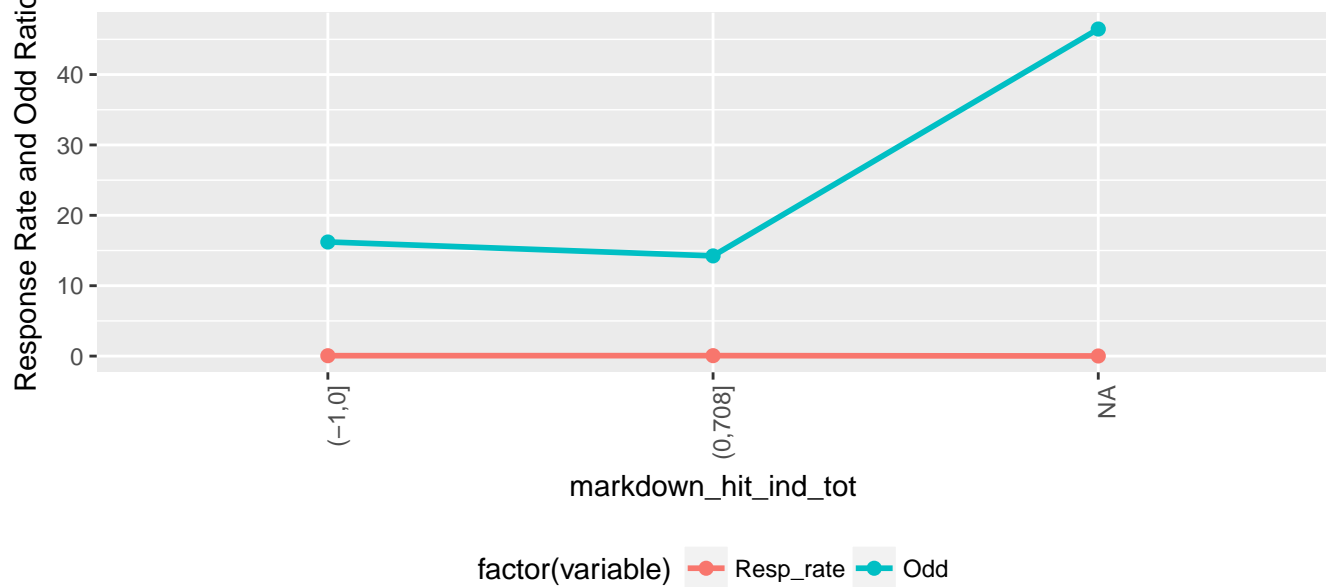
Odd ratio & Response rate across sale_hit_ind_tot



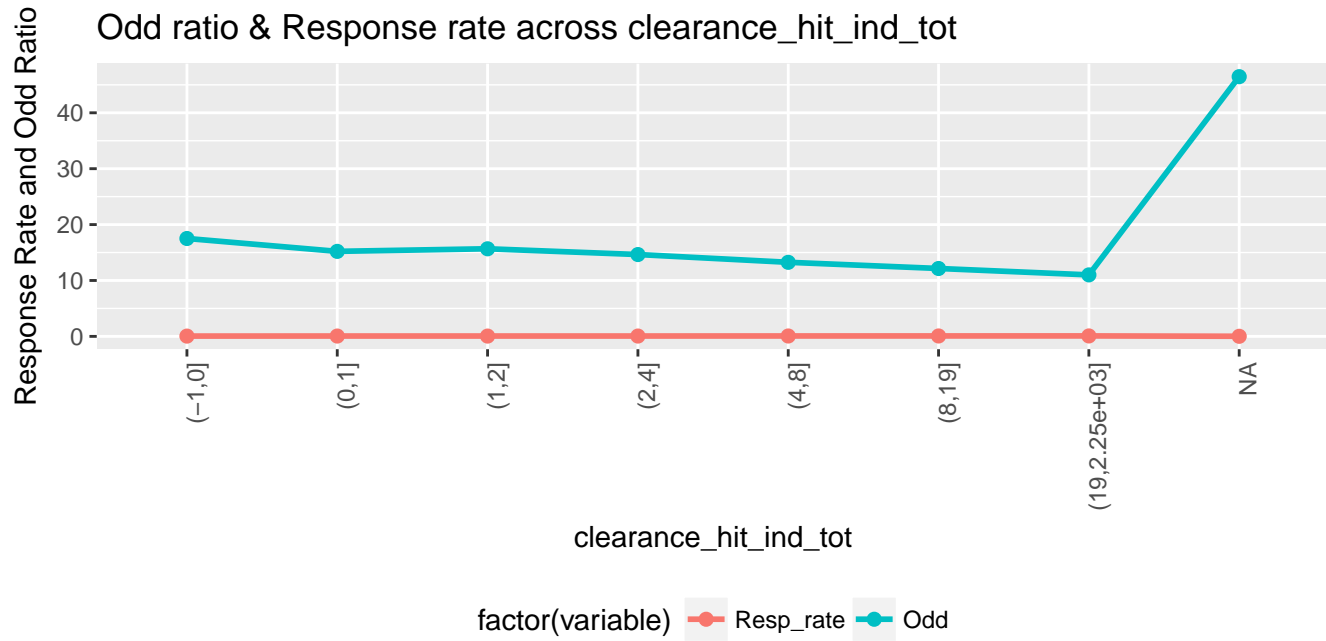
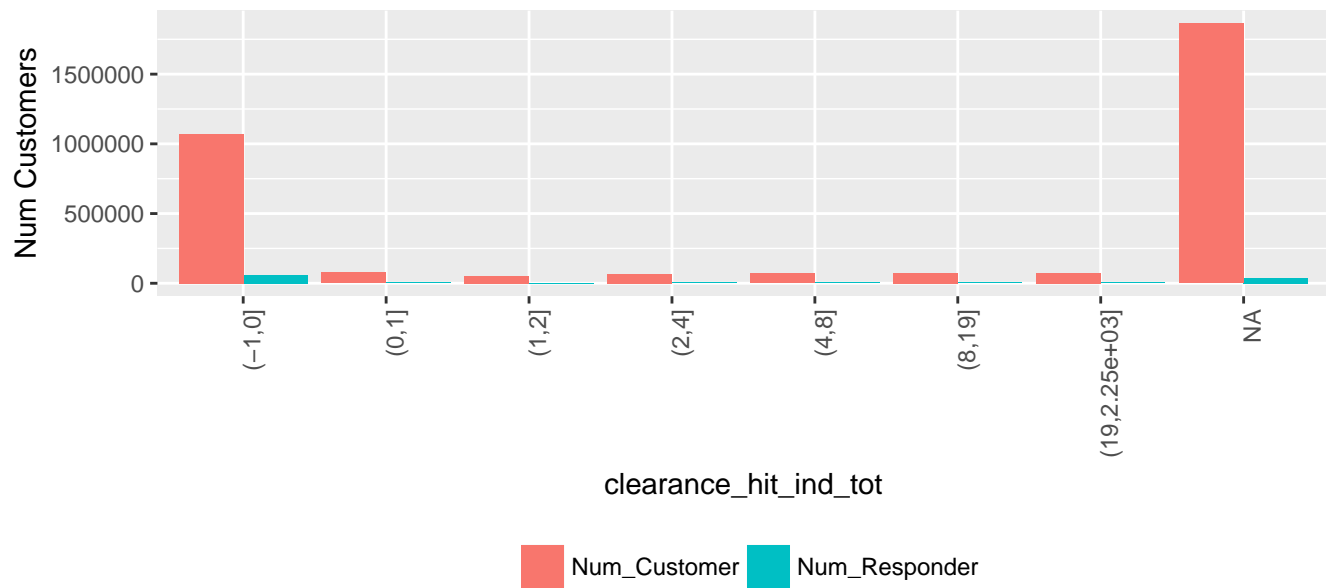
Distribution of response across markdown_hit_ind_tot



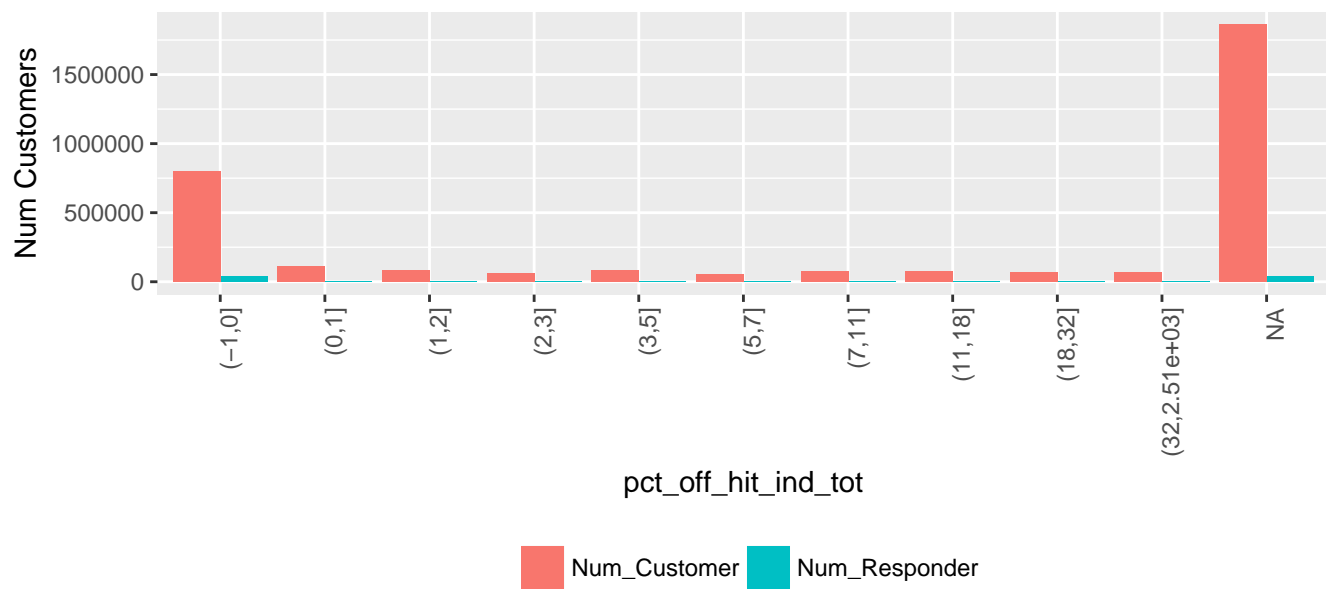
Odd ratio & Response rate across markdown_hit_ind_tot



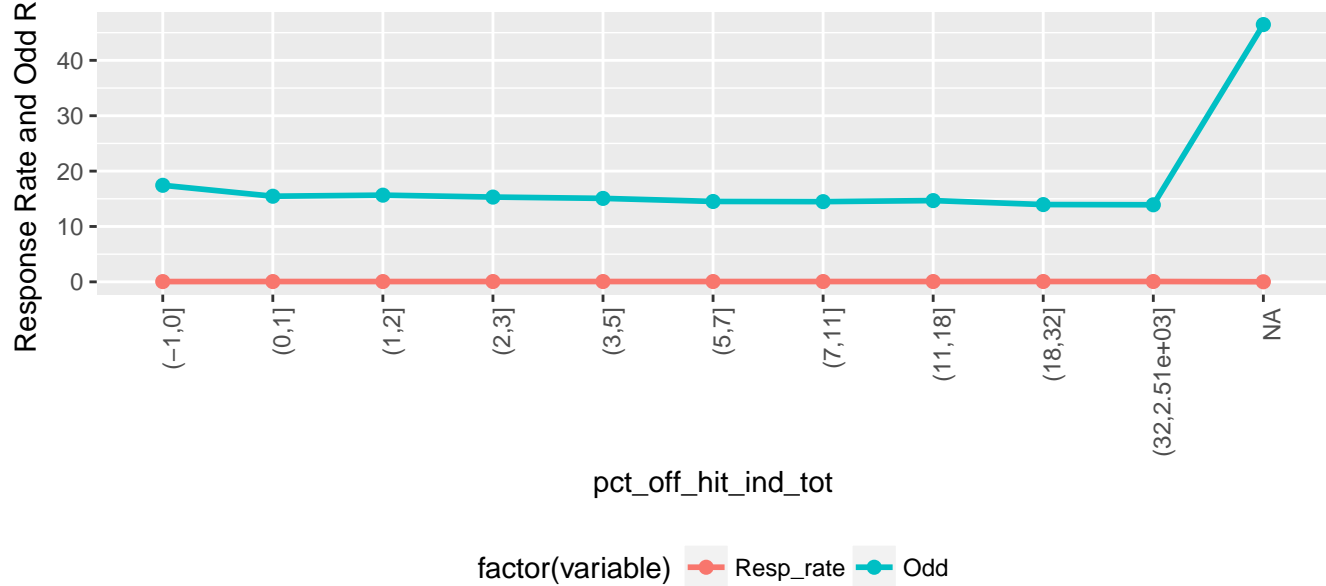
Distribution of response across clearance_hit_ind_tot



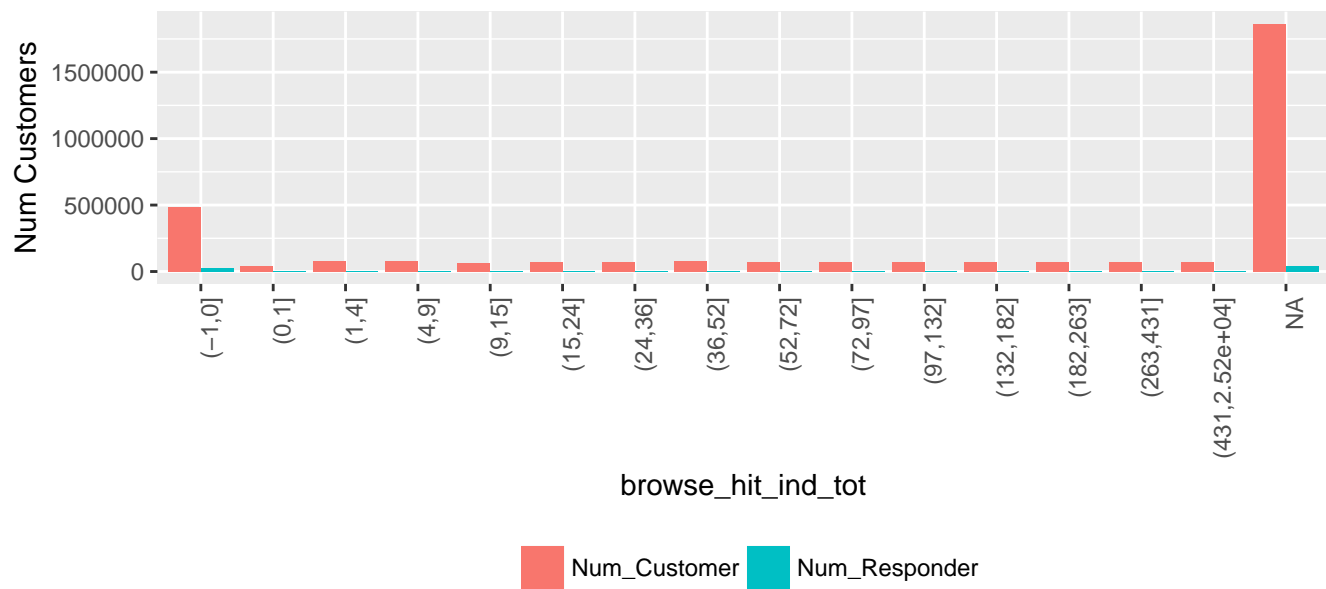
Distribution of response across pct_off_hit_ind_tot



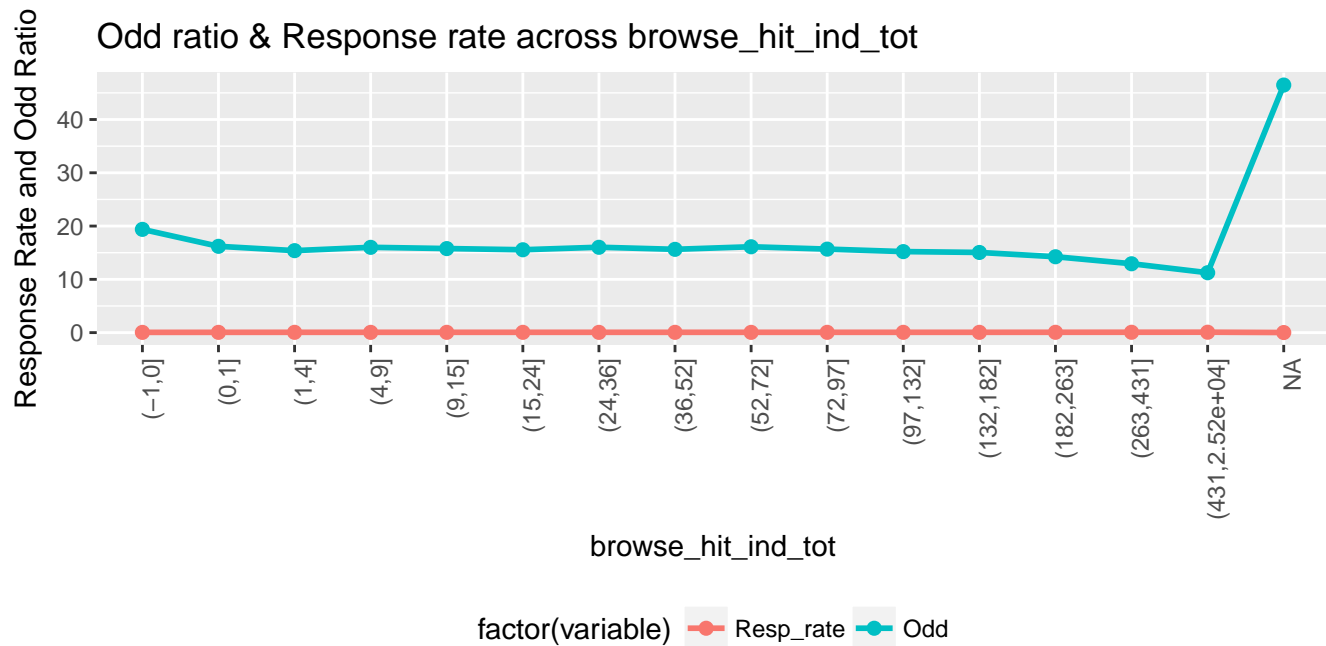
Odd ratio & Response rate across pct_off_hit_ind_tot



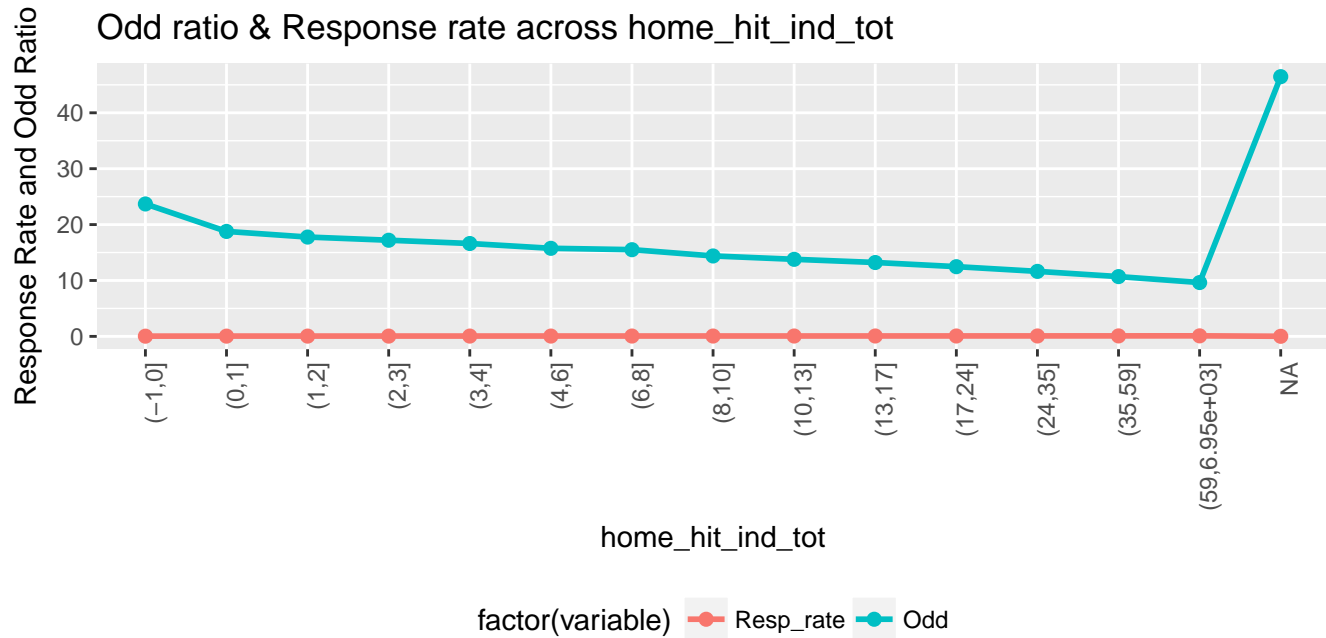
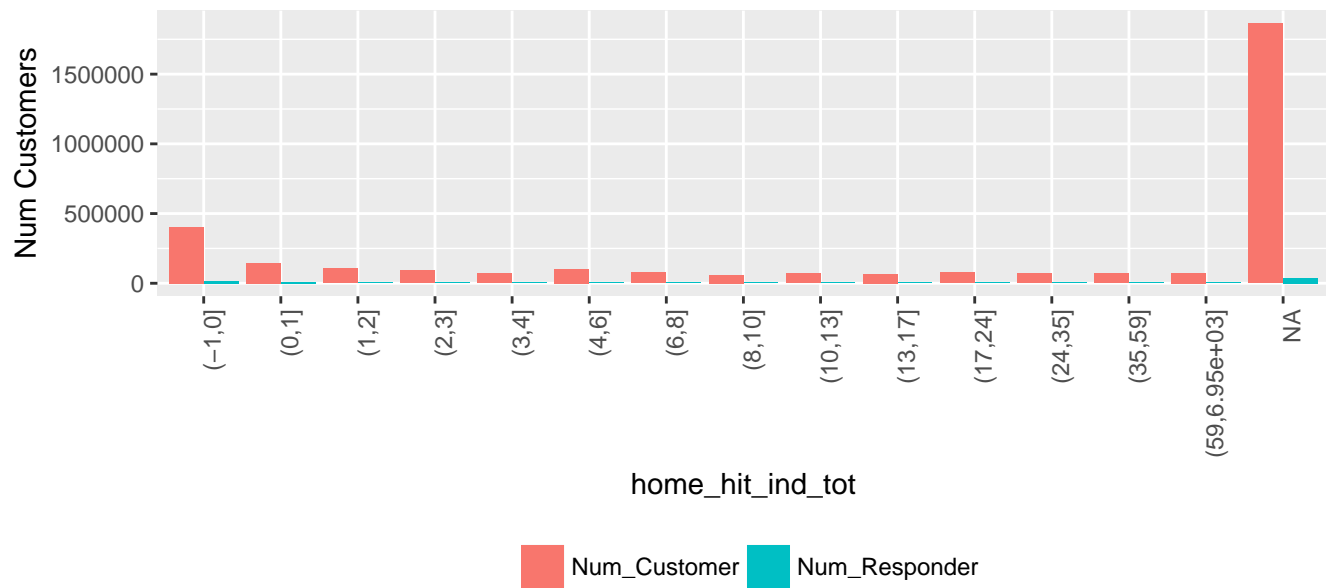
Distribution of response across browse_hit_ind_tot



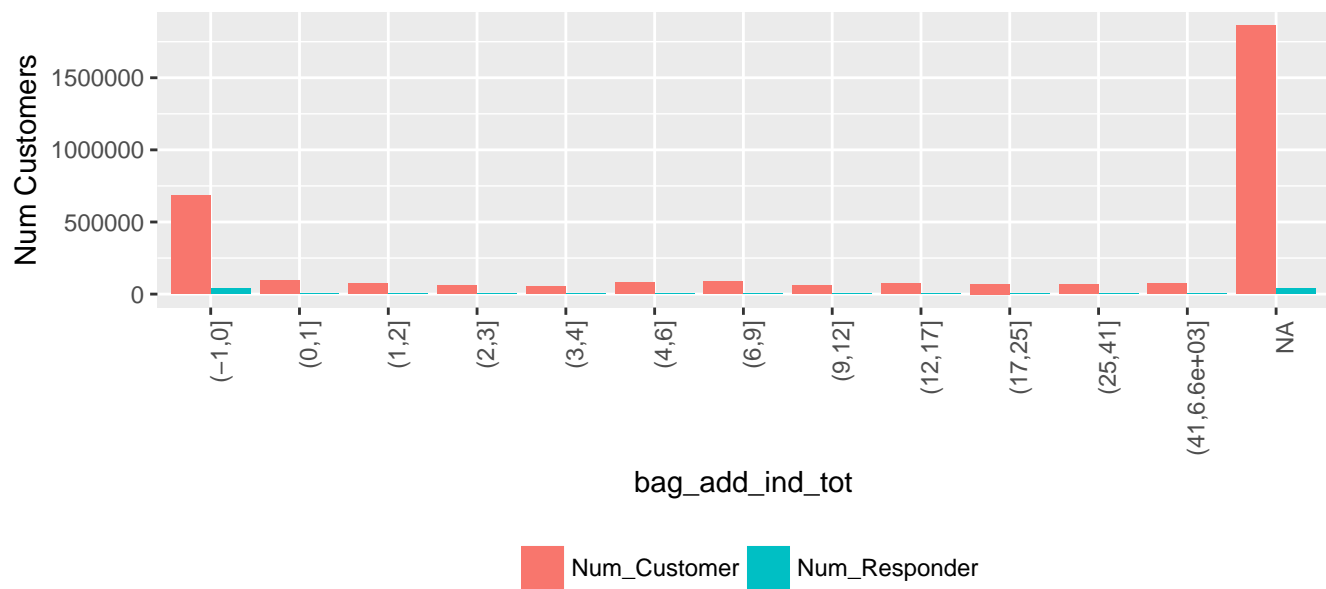
Odd ratio & Response rate across browse_hit_ind_tot



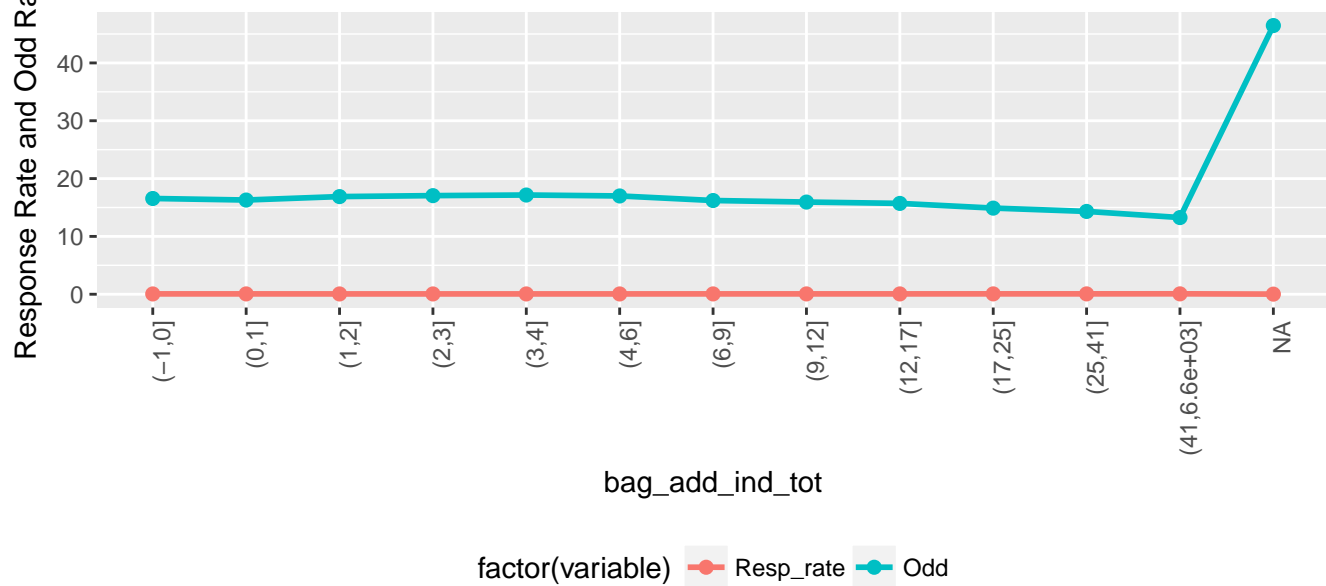
Distribution of response across home_hit_ind_tot



Distribution of response across bag_add_ind_tot



Odd ratio & Response rate across bag_add_ind_tot



Distribution of response across purchased



Odd ratio & Response rate across purchased

