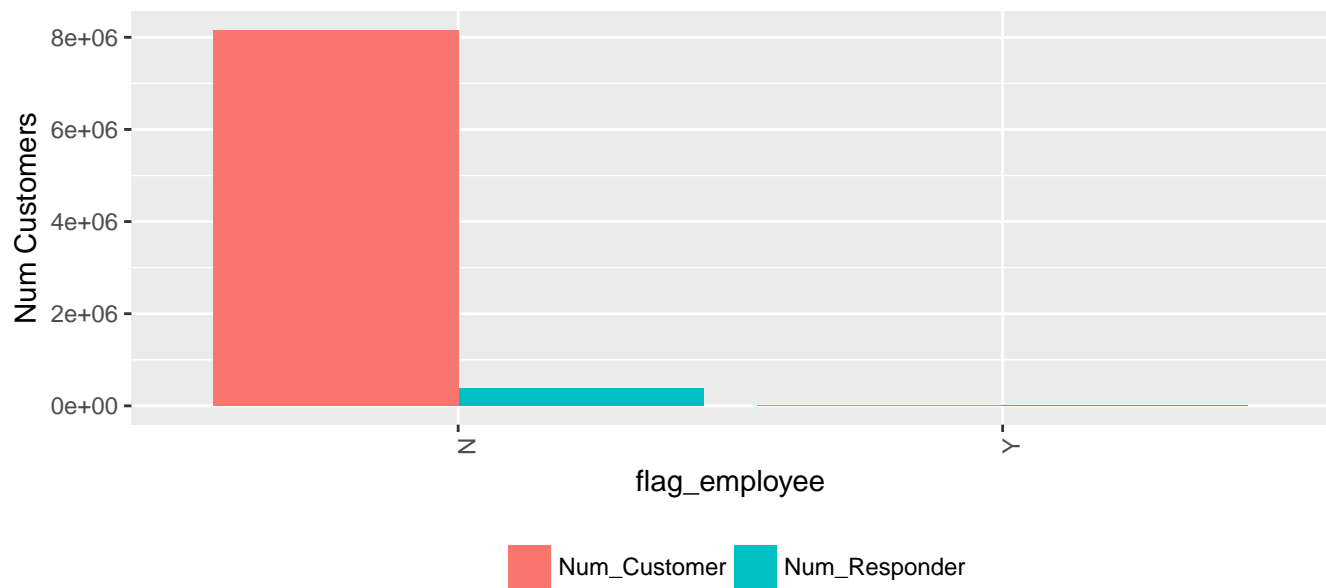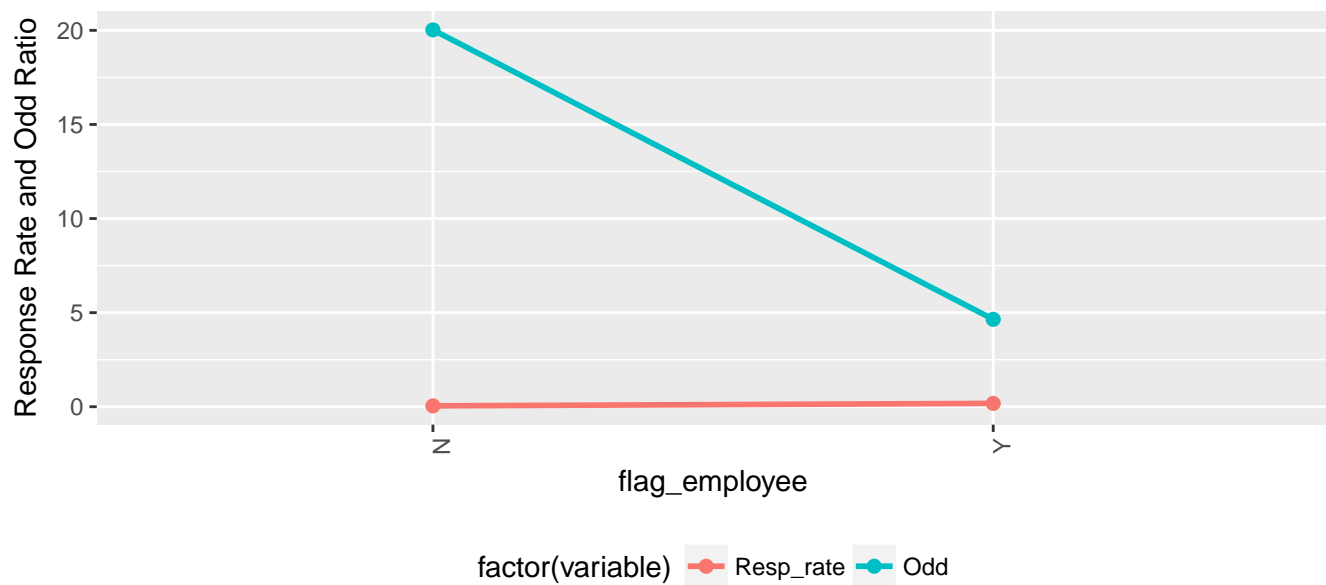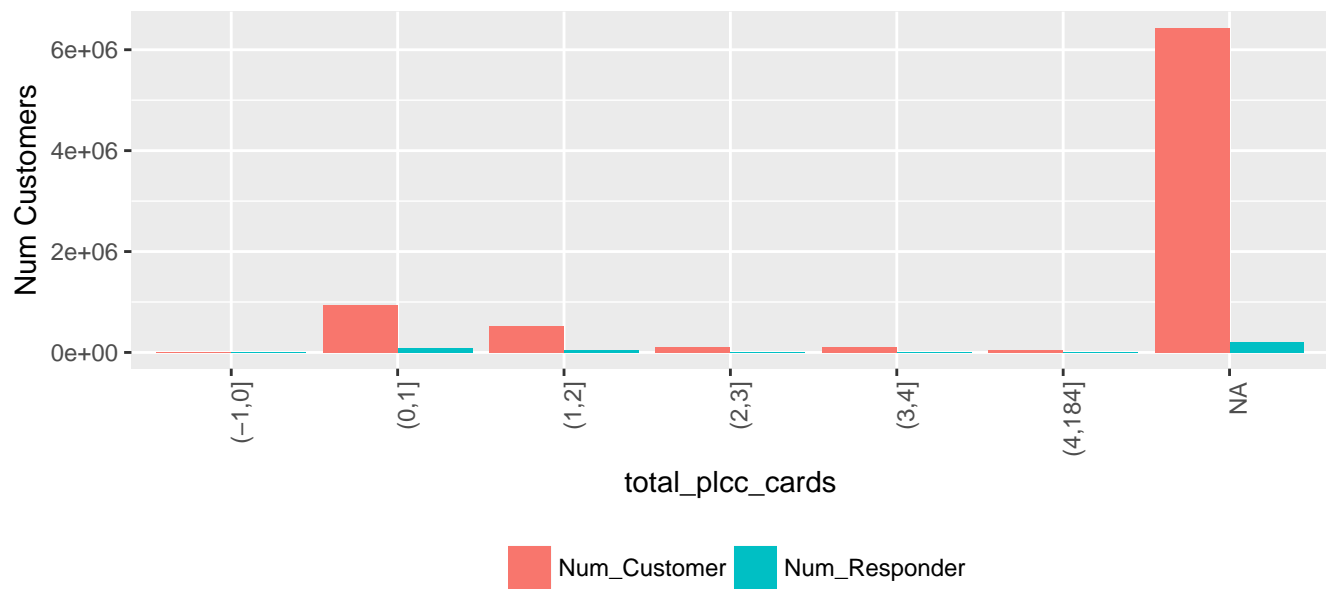Distribution of response across flag_employee
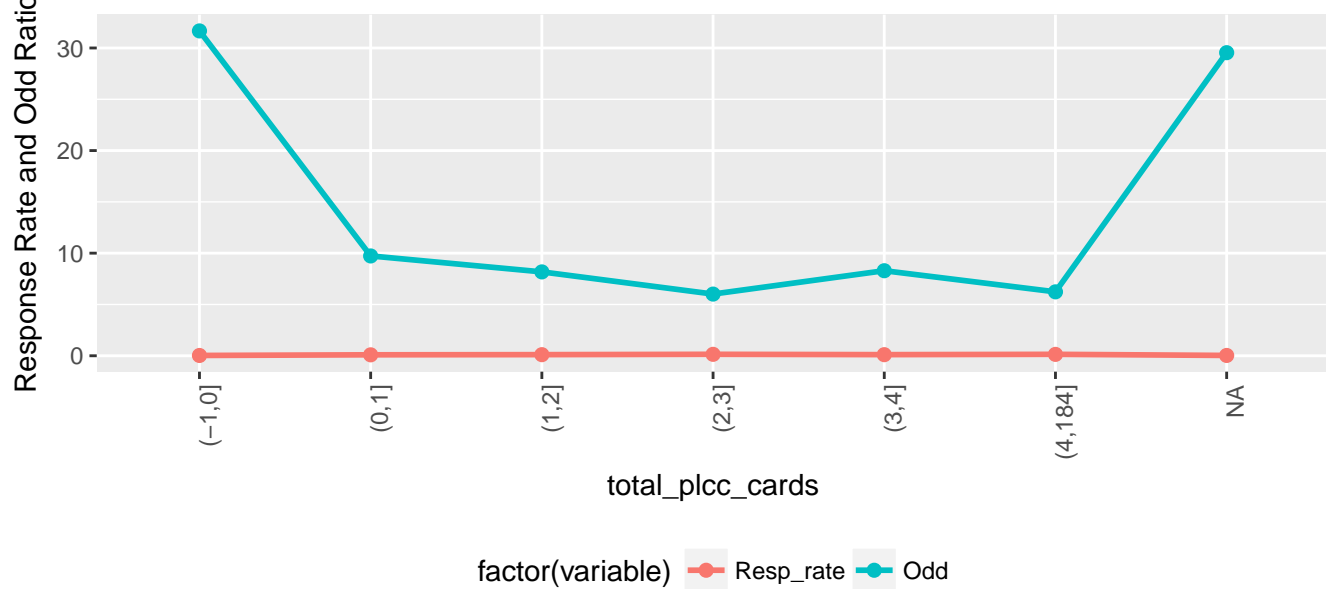

Odd ratio & Response rate across flag_employee

Distribution of response across total_plcc_cards

Num_Customer   Num_Responder

Odd ratio & Response rate across total_plcc_cards

factor(variable)   Resp_rate   Odd

Distribution of response across Time_Since_last_Retail_purchase
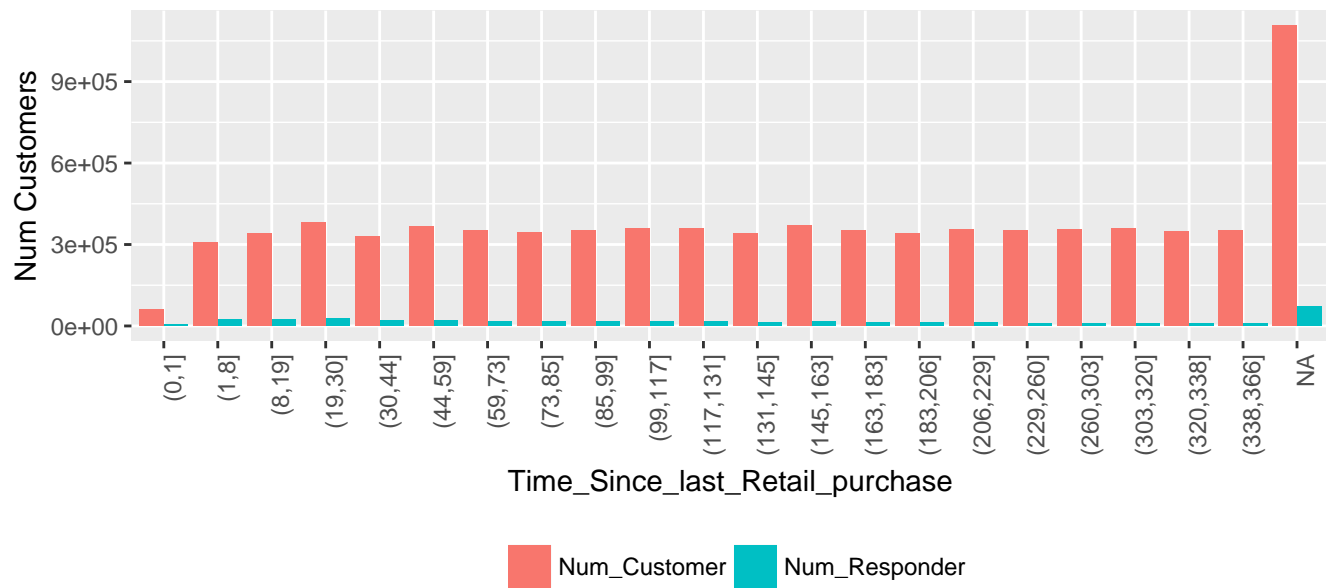
Odd ratio & Response rate across Time_Since_last_Retail_purchase

Distribution of response across time_since_last_disc_purchase
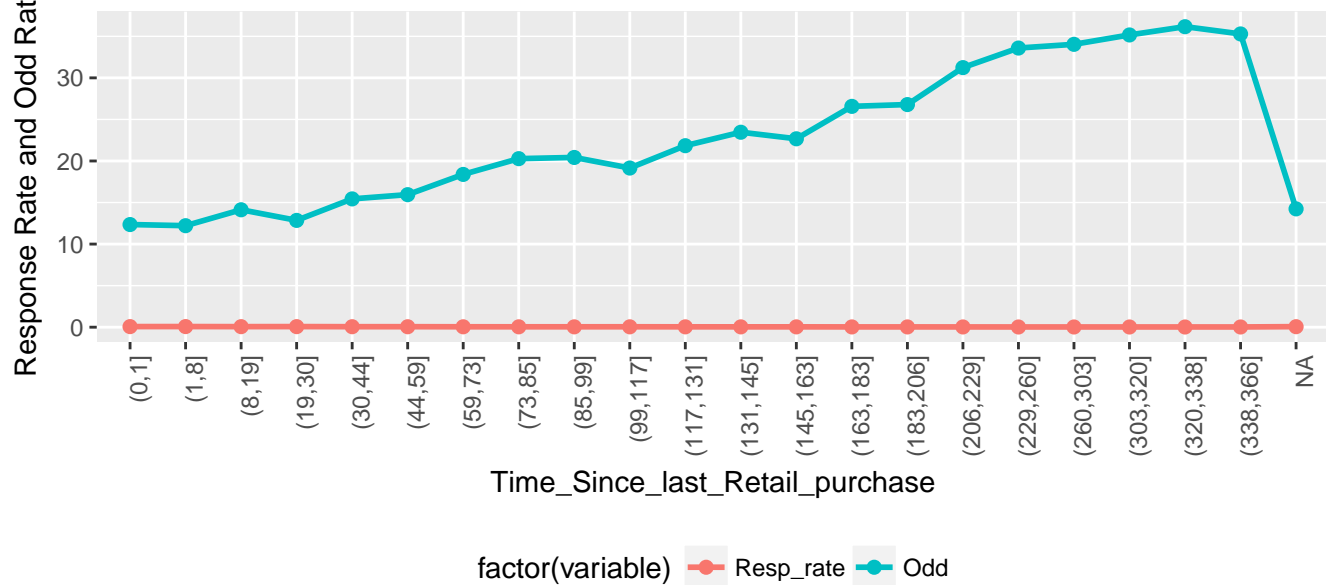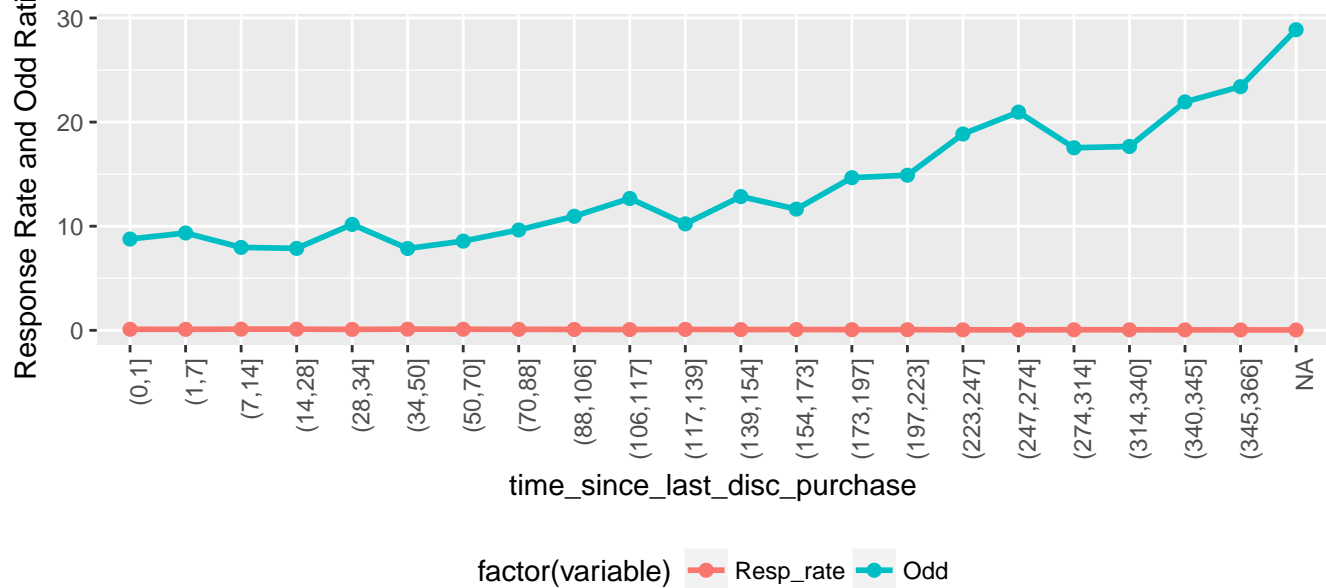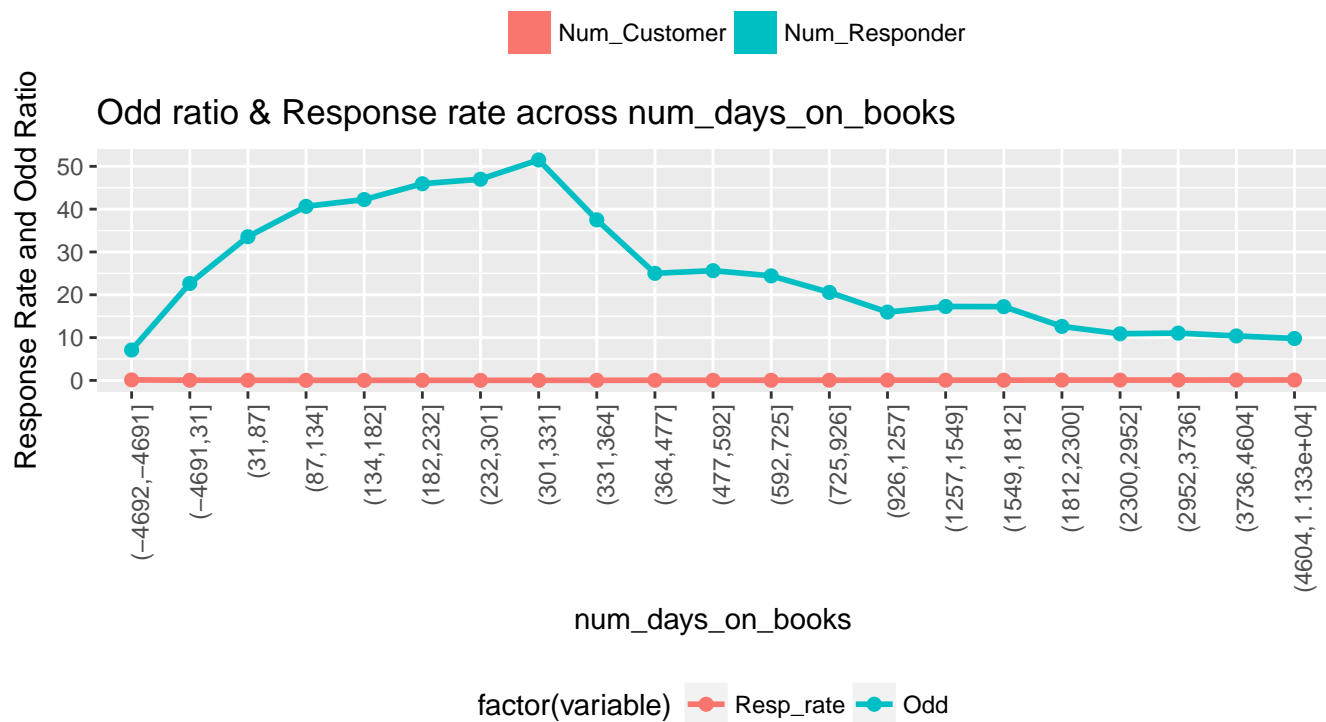
Odd ratio & Response rate across time_since_last_disc_purchase

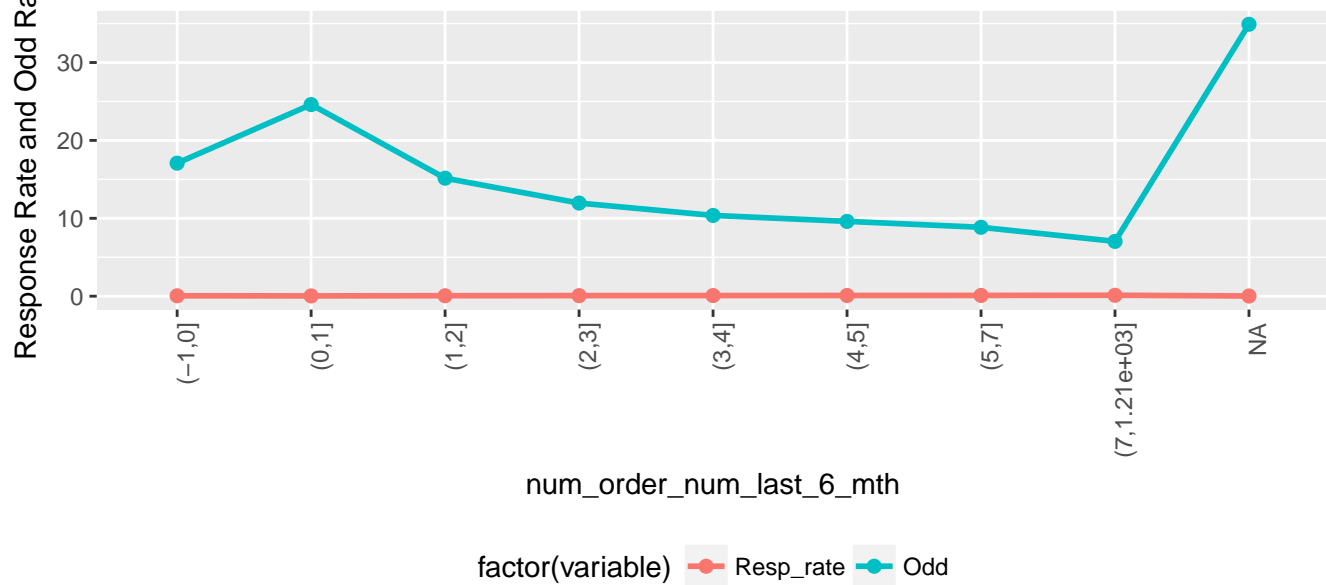Distribution of response across num_days_on_books

Odd ratio & Response rate across num_days_on_books

Distribution of response across avg_order_amt_last_6_mth

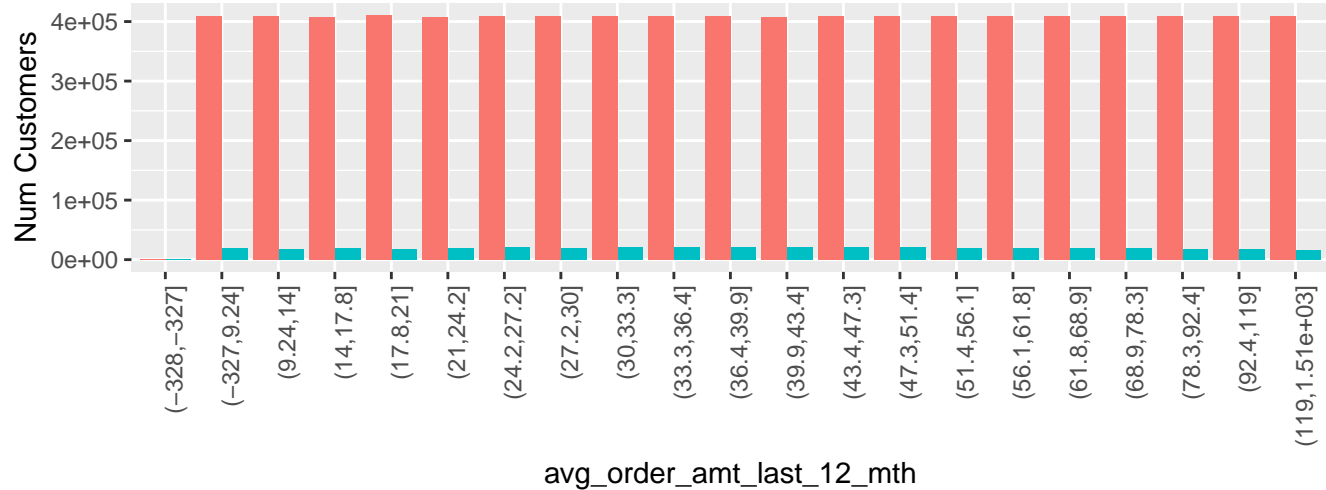Odd ratio & Response rate across avg_order_amt_last_6_mth

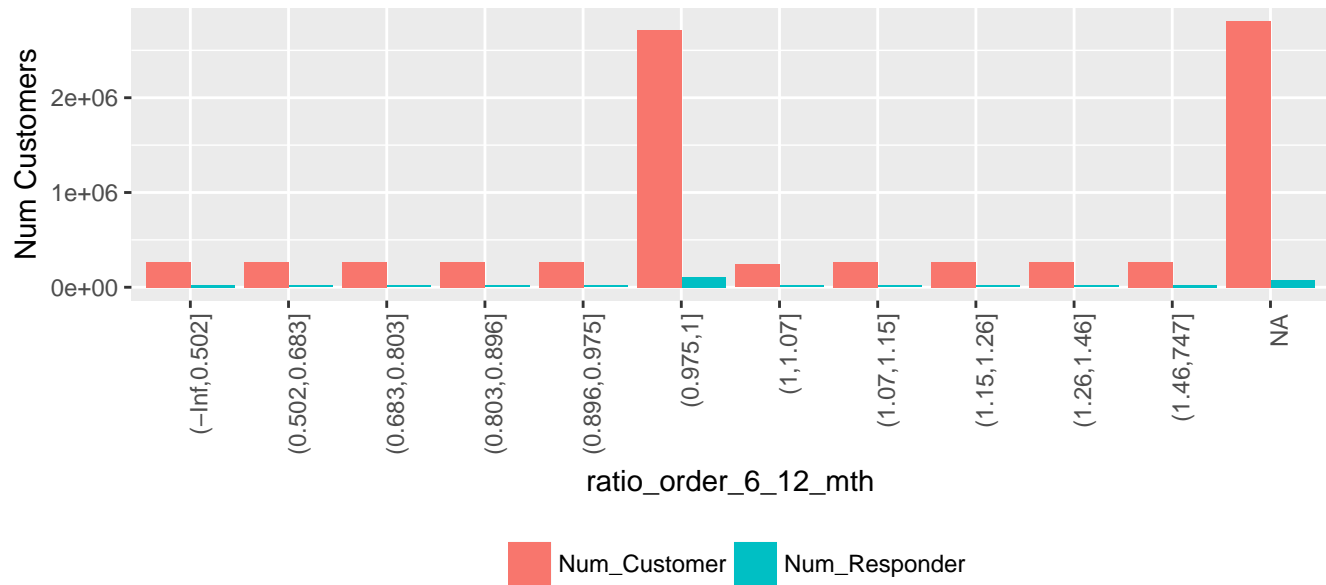Distribution of response across num_order_num_last_6_mth
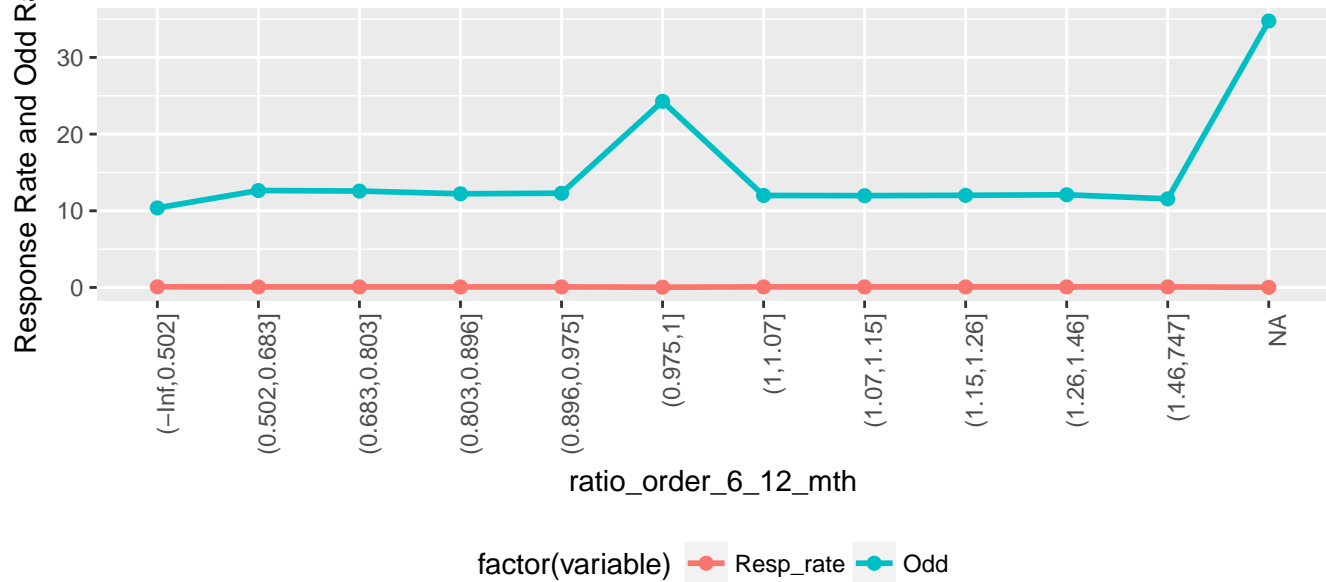
Odd ratio & Response rate across num_order_num_last_6_mth

Distribution of response across avg_order_amt_last_12_mth

Num_Customer   Num_Responder

Odd ratio & Response rate across avg_order_amt_last_12_mth

factor(variable)   Resp_rate   Odd

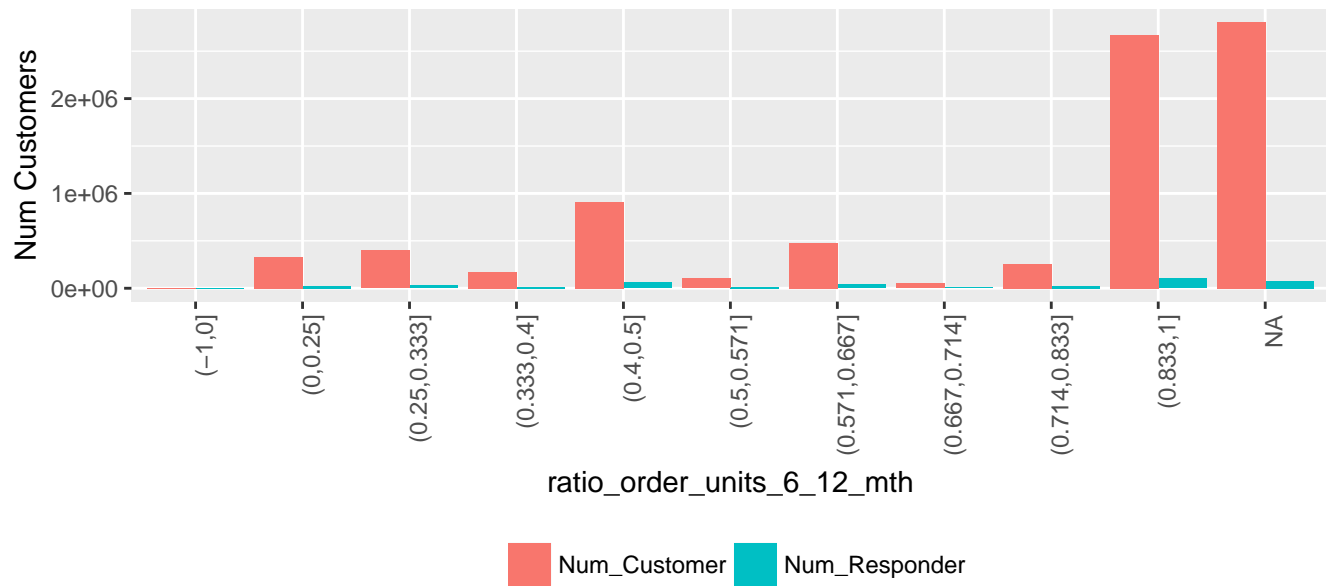Distribution of response across ratio_order_6_12_mth

Odd ratio & Response rate across ratio_order_6_12_mth

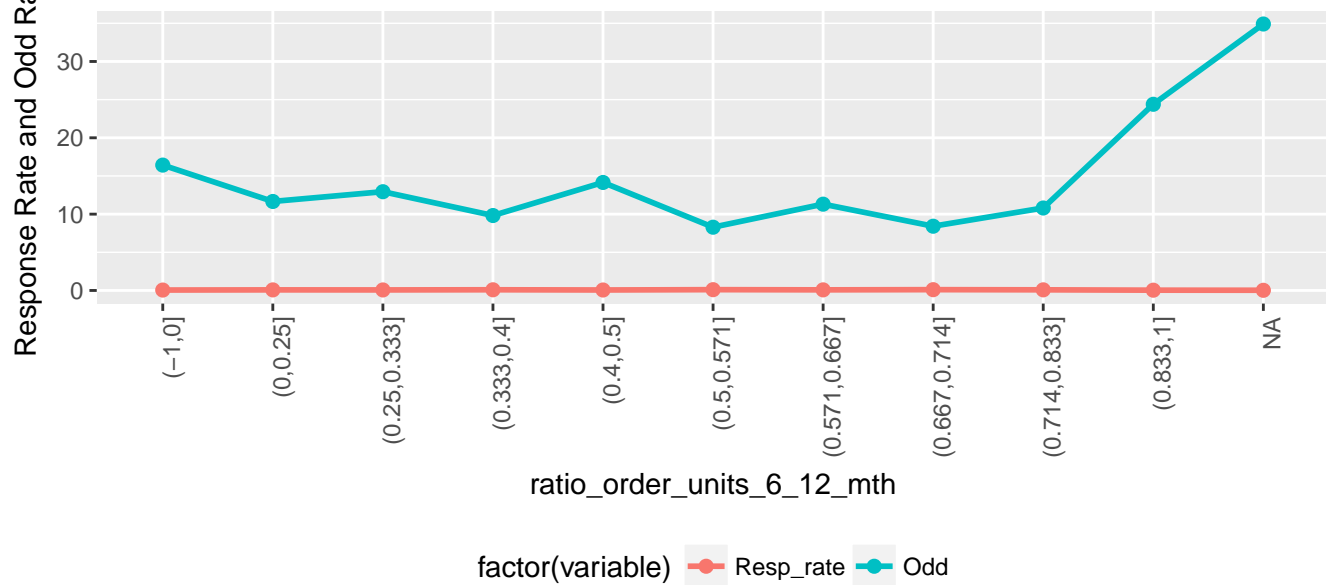Distribution of response across num_order_num_last_12_mth

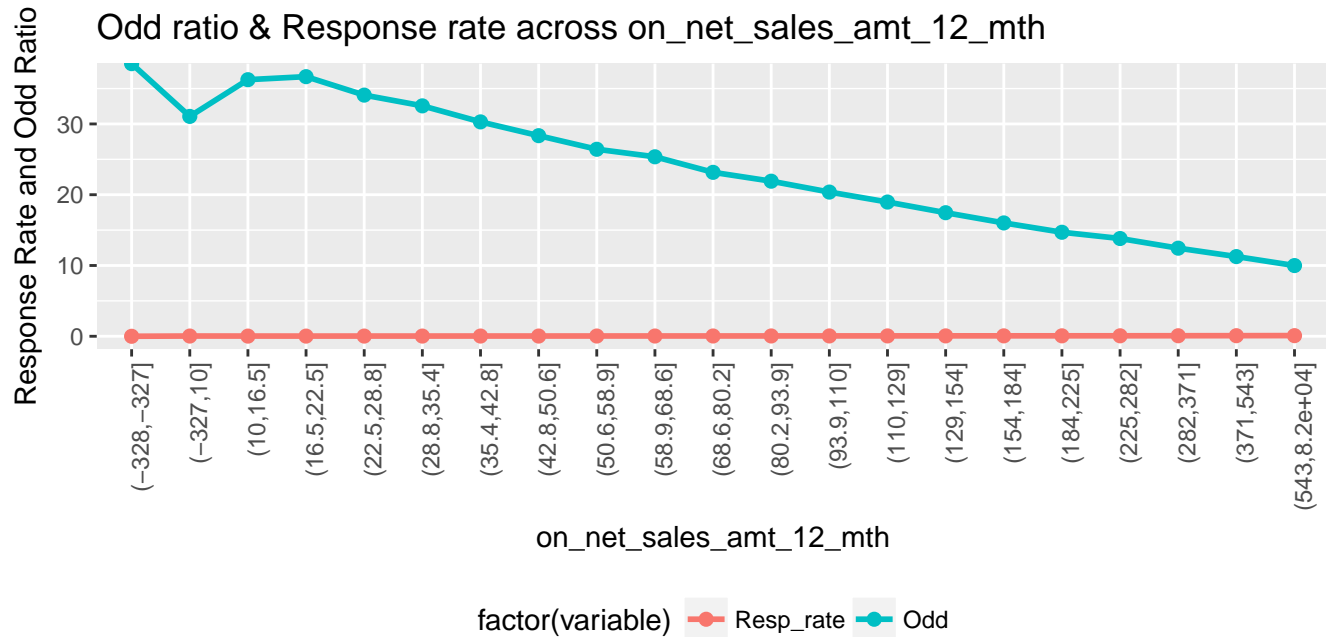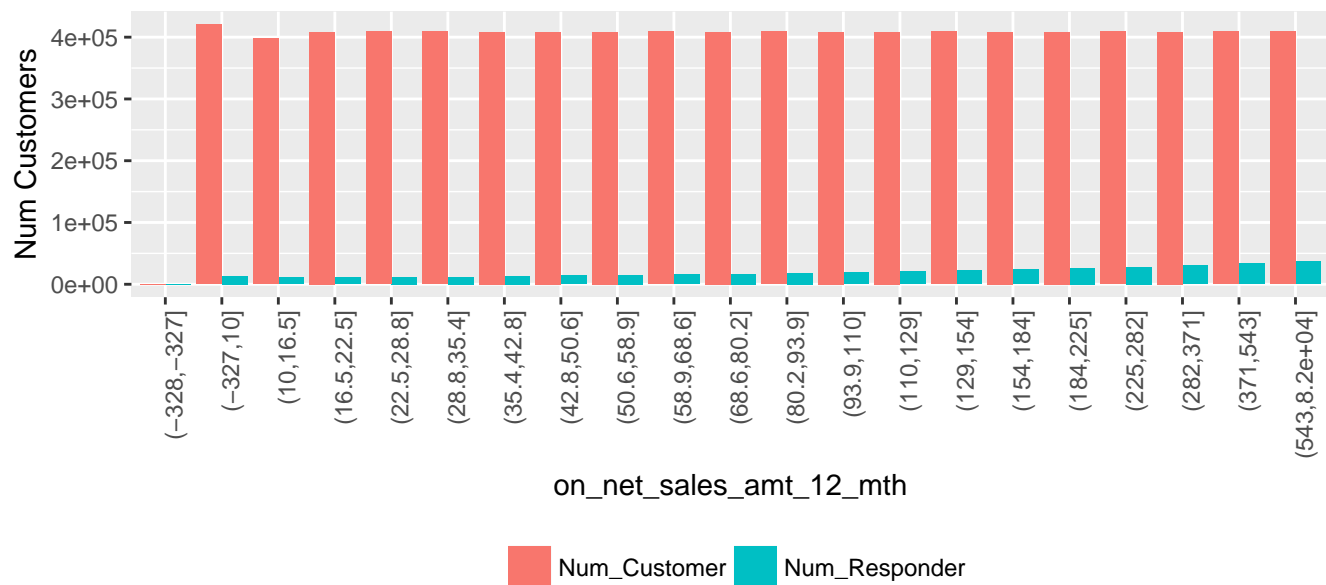Odd ratio & Response rate across num_order_num_last_12_mth

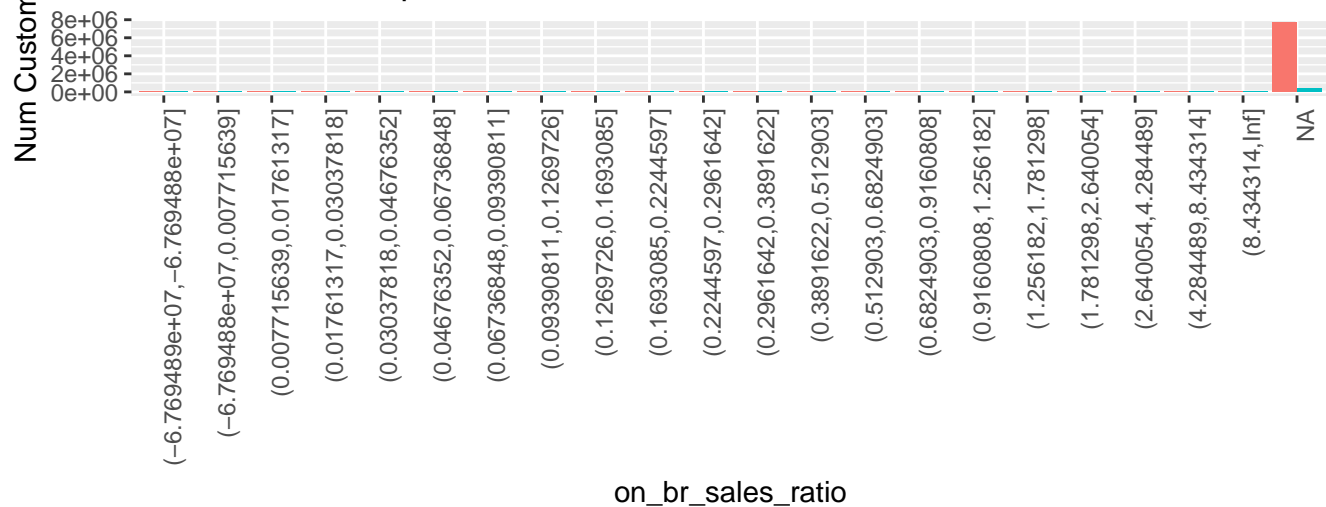Distribution of response across ratio_order_units_6_12_mth

Odd ratio & Response rate across ratio_order_units_6_12_mth

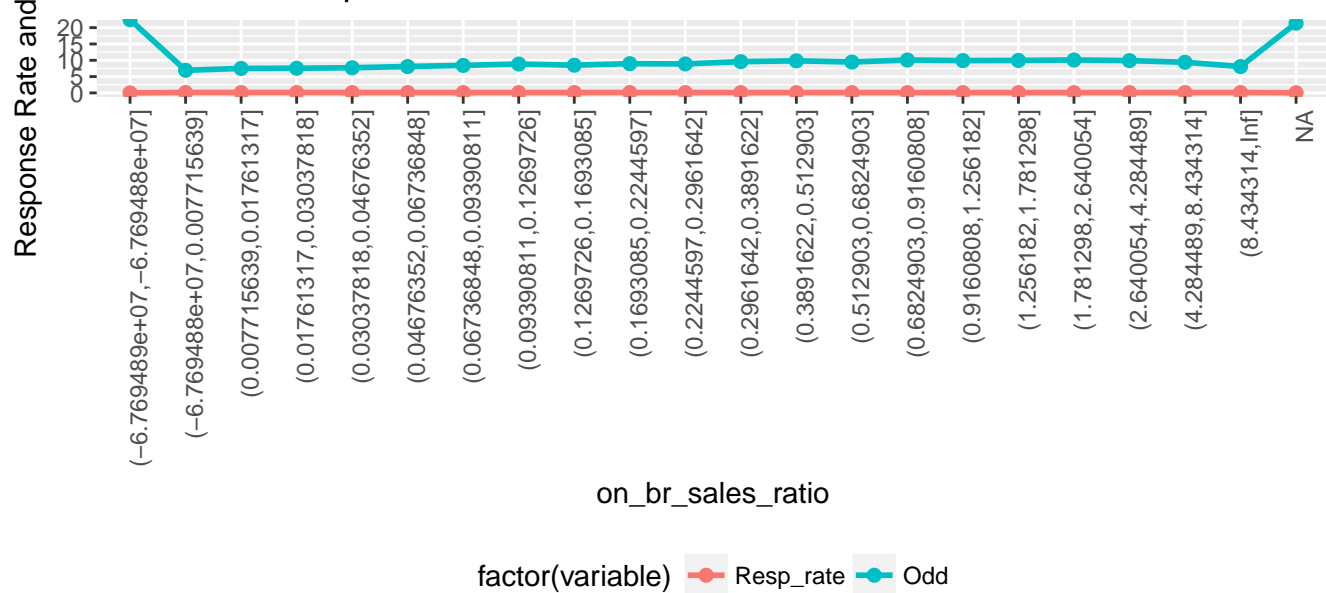Distribution of response across on_net_sales_amt_12_mth

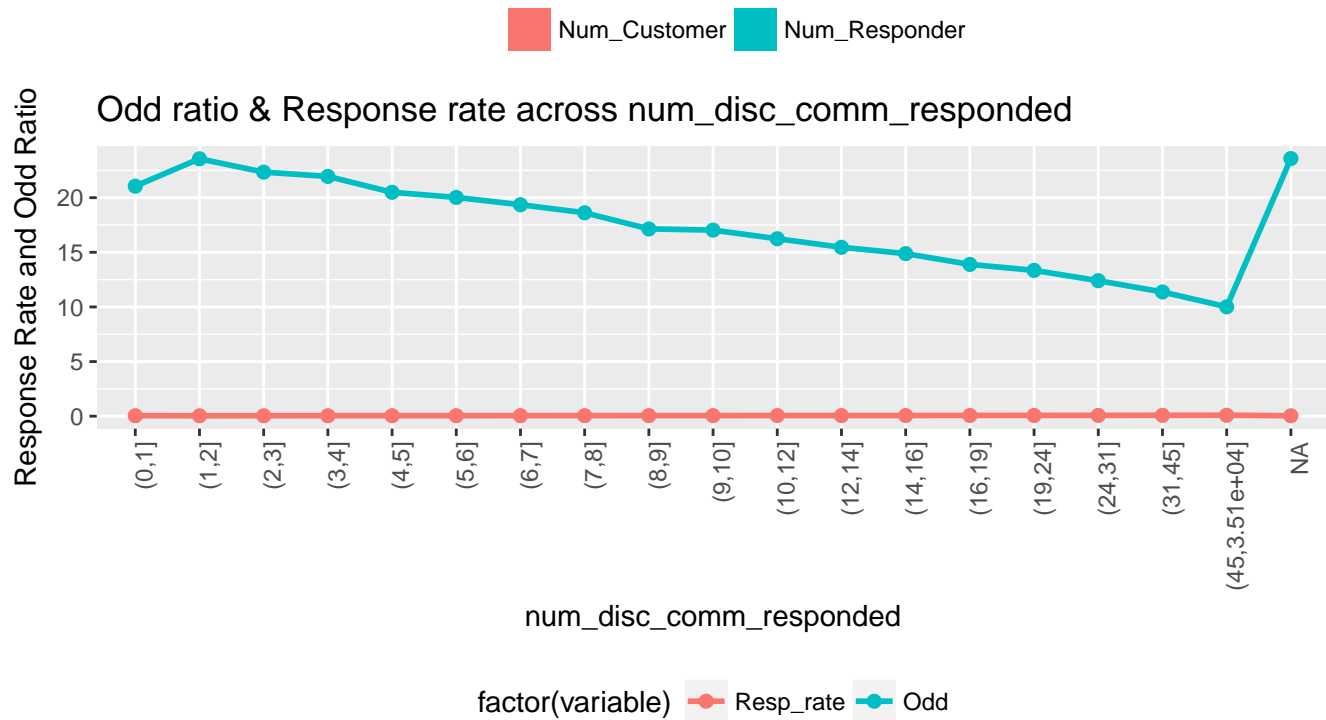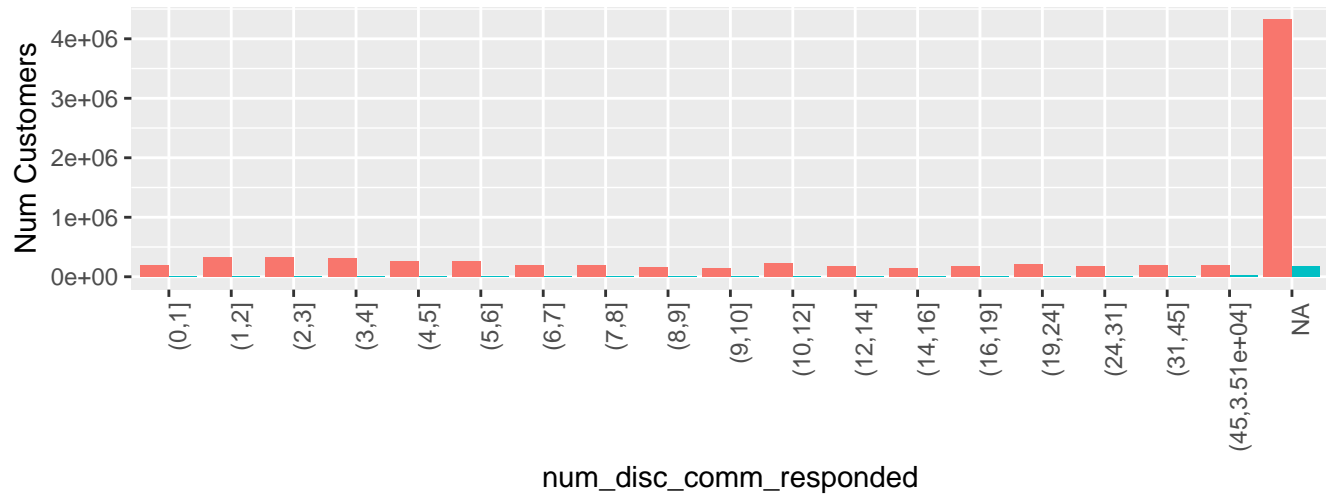Odd ratio & Response rate across on_net_sales_amt_12_mth
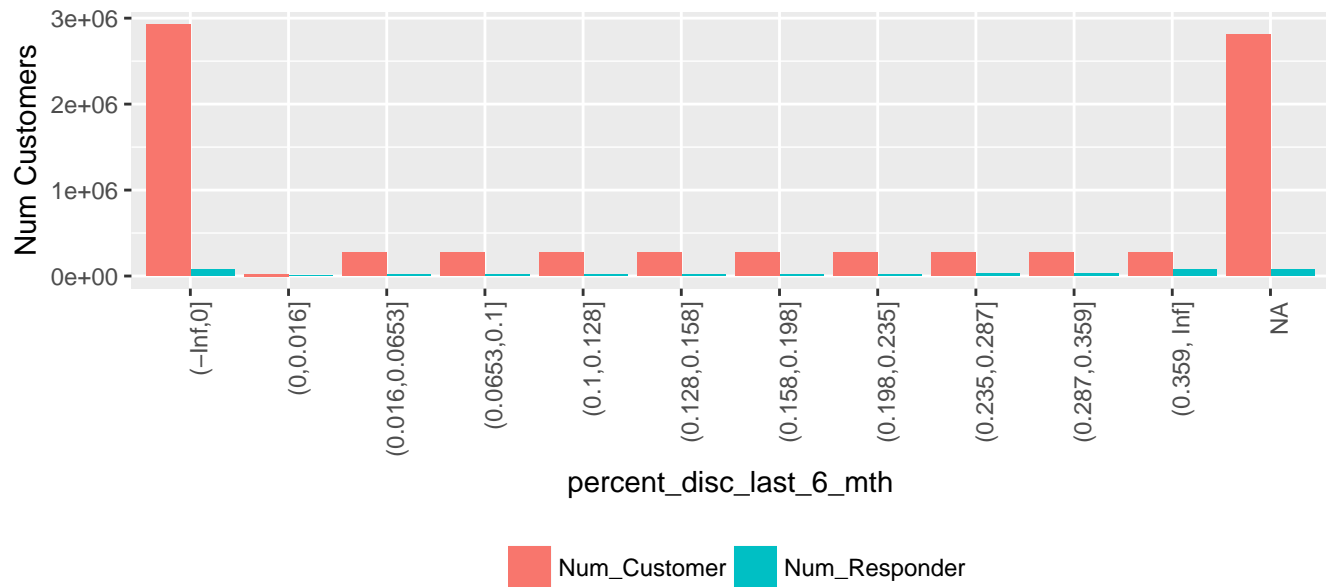
Distribution of response across on_br_sales_ratio

Odd ratio & Response rate across on_br_sales_ratio

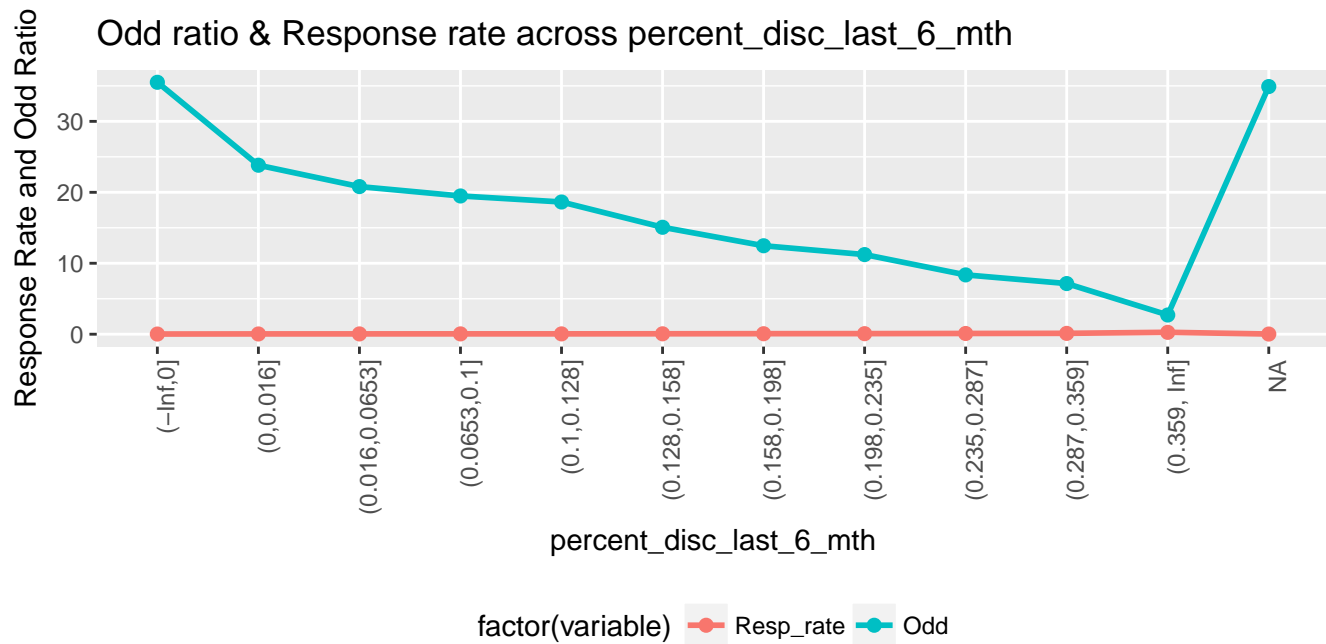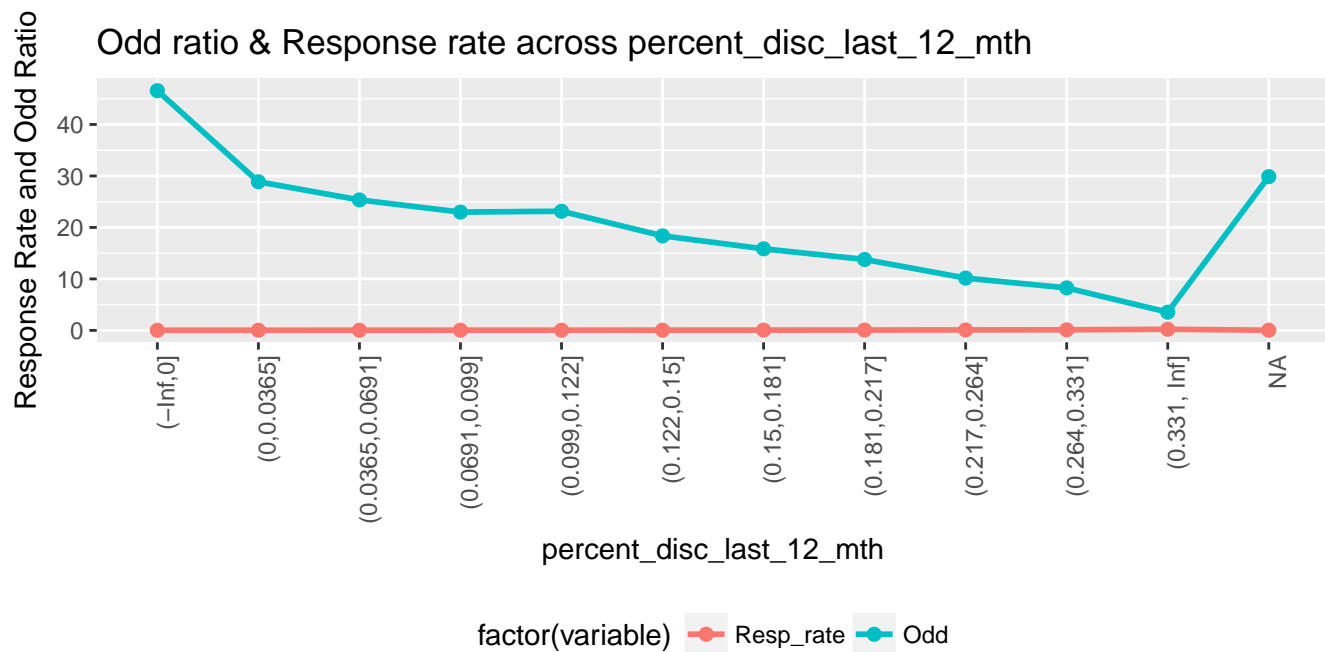Distribution of response across num_disc_comm_responded

Odd ratio & Response rate across num_disc_comm_responded

Distribution of response across percent_disc_last_6_mth

Num Customers

percent_disc_last_6_mth

x-axis categories: (–Inf,0], (0,0.016], (0.016,0.0653], (0.0653,0.1], (0.1,0.128], (0.128,0.158], (0.158,0.198], (0.198,0.235], (0.235,0.287], (0.287,0.359], (0.359, Inf], NA

Legend: Num_Customer, Num_Responder

Odd ratio & Response rate across percent_disc_last_6_mth

Response Rate and Odd Ratio

percent_disc_last_6_mth

factor(variable): Resp_rate, Odd

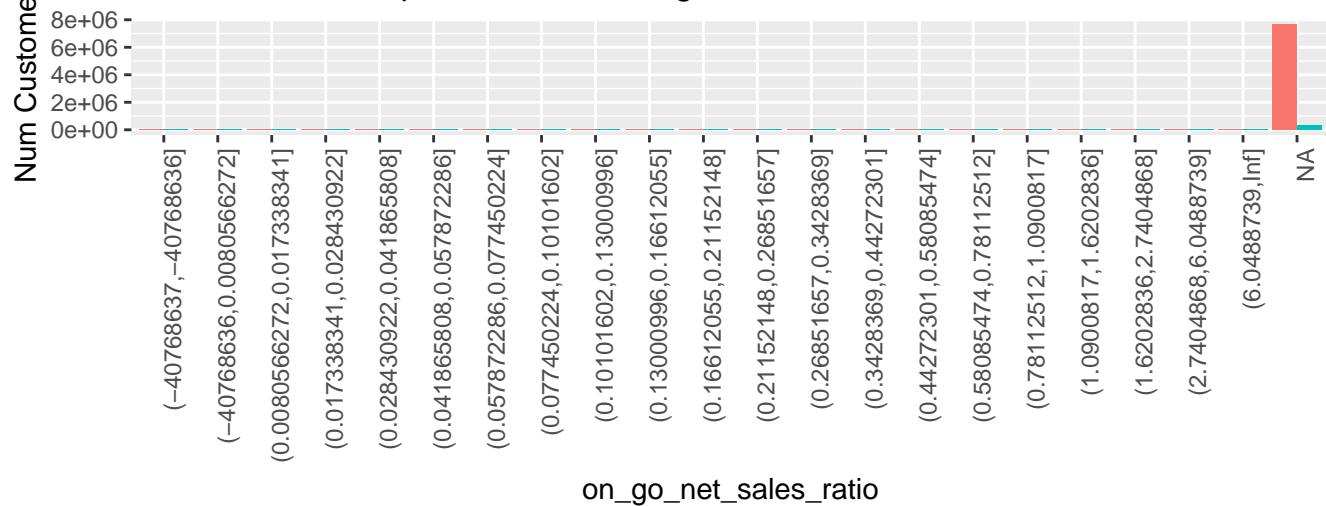Distribution of response across percent_disc_last_12_mth

Odd ratio & Response rate across percent_disc_last_12_mth

Distribution of response across on_go_net_sales_ratio
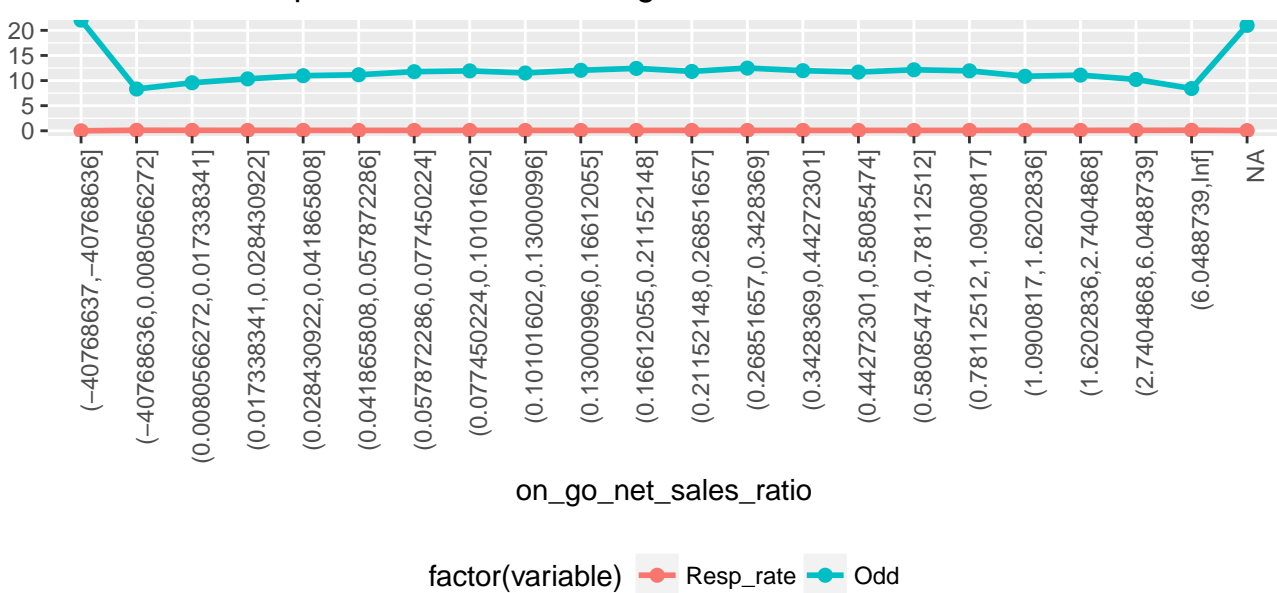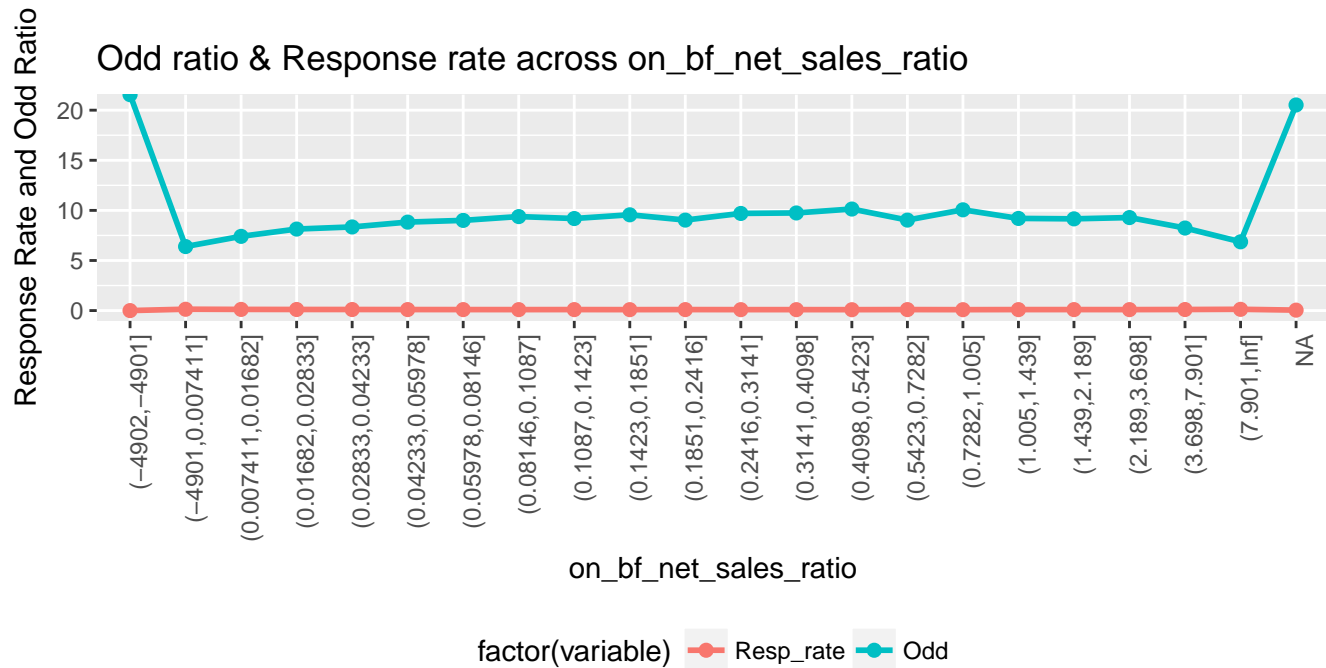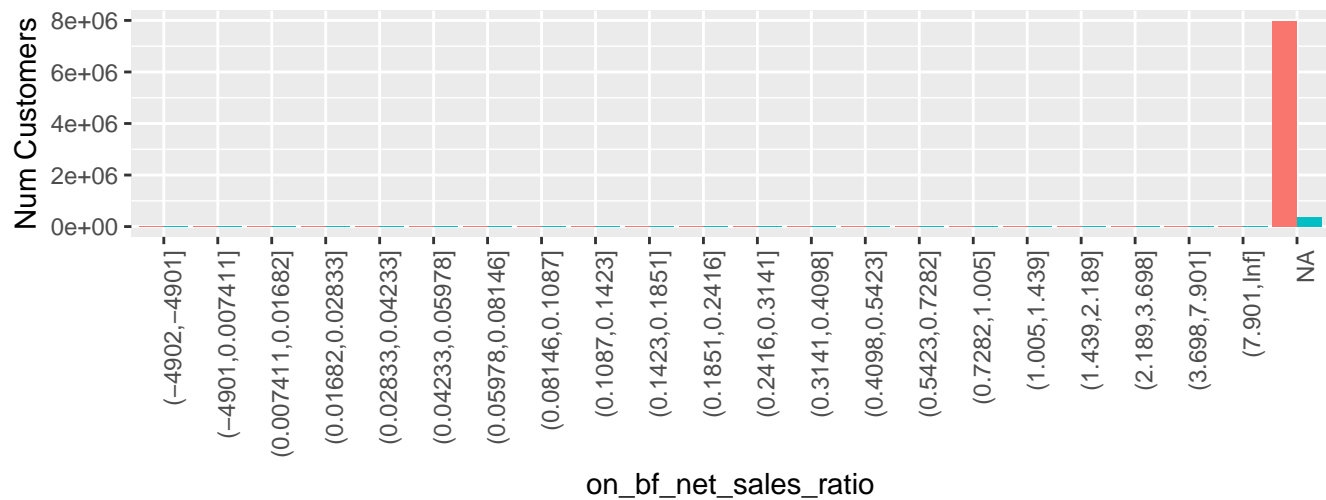
Odd ratio & Response rate across on_go_net_sales_ratio

Distribution of response across on_bf_net_sales_ratio

Num Customers

on_bf_net_sales_ratio

Num_Customer   Num_Responder
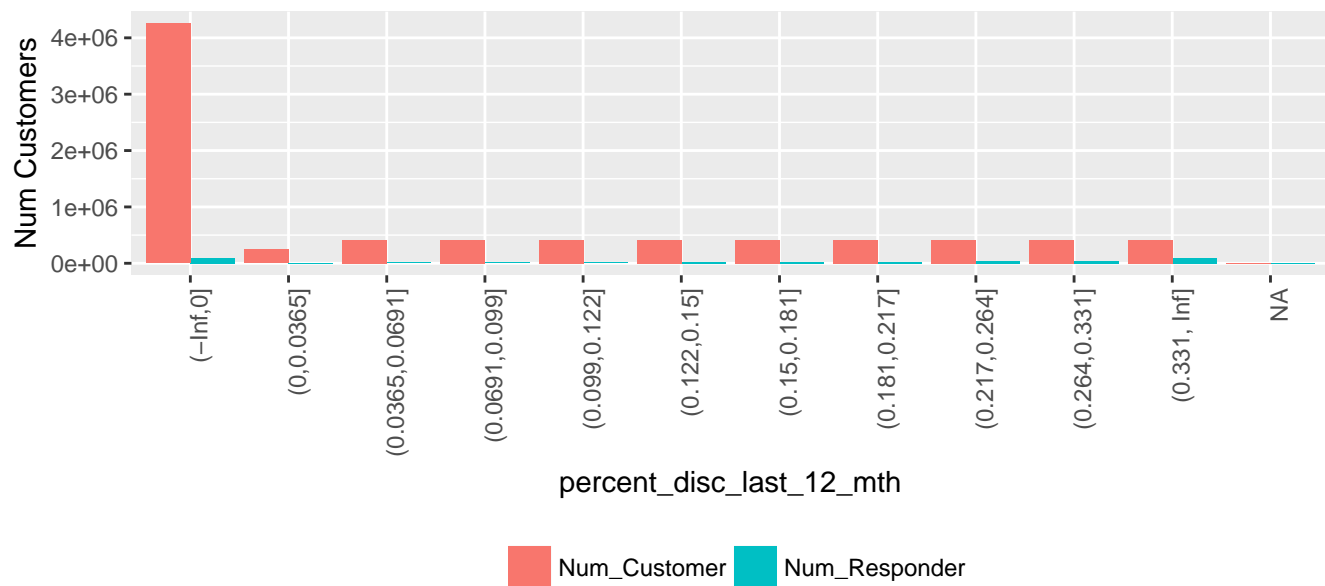
Odd ratio & Response rate across on_bf_net_sales_ratio

Response Rate and Odd Ratio

on_bf_net_sales_ratio

factor(variable)   Resp_rate   Odd

Distribution of response across on_gp_net_sales_ratio

Num_Customer   Num_Responder

Odd ratio & Response rate across on_gp_net_sales_ratio

factor(variable)   Resp_rate   Odd
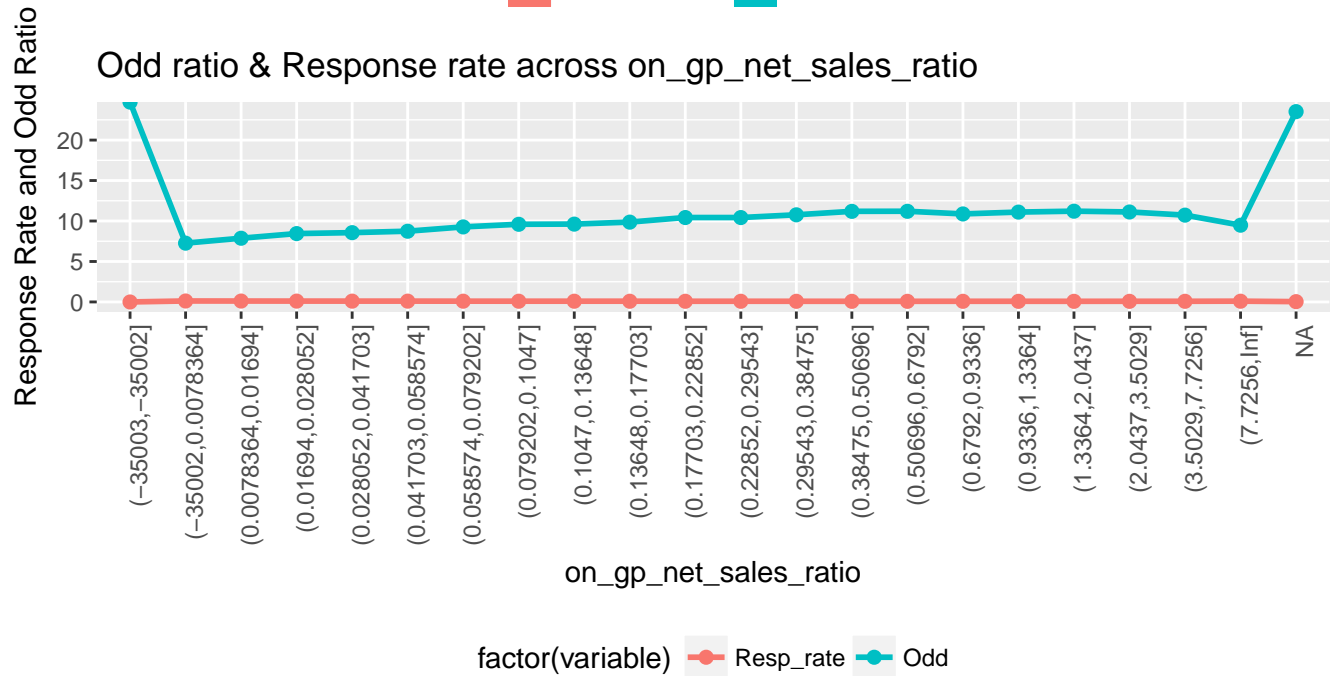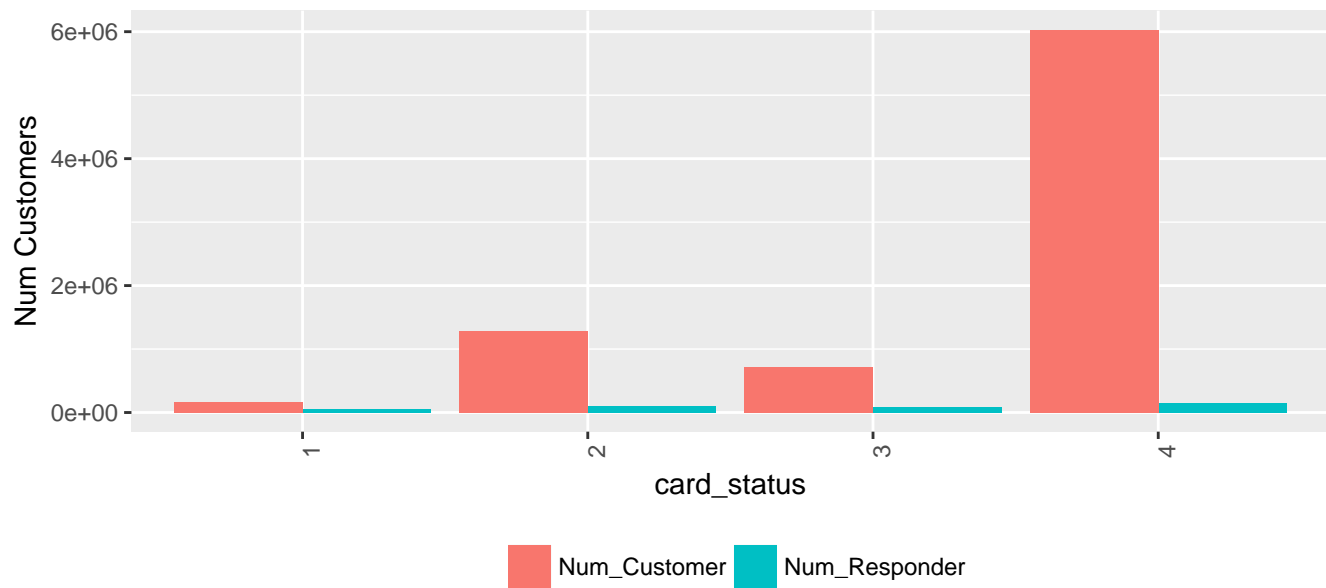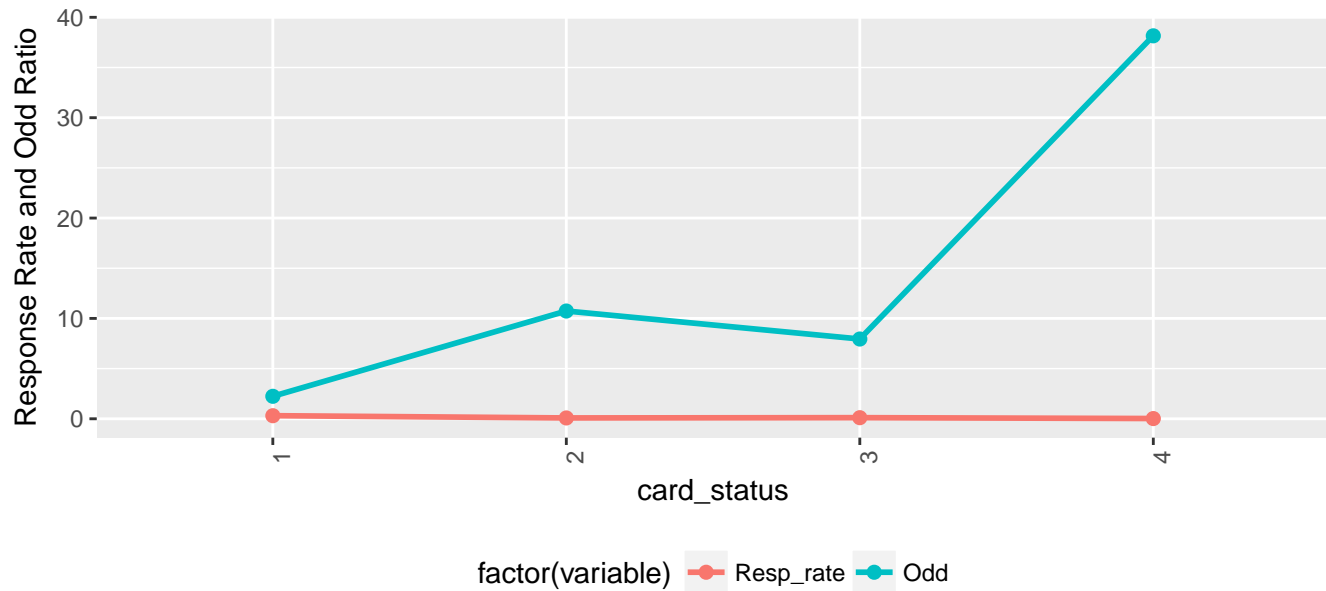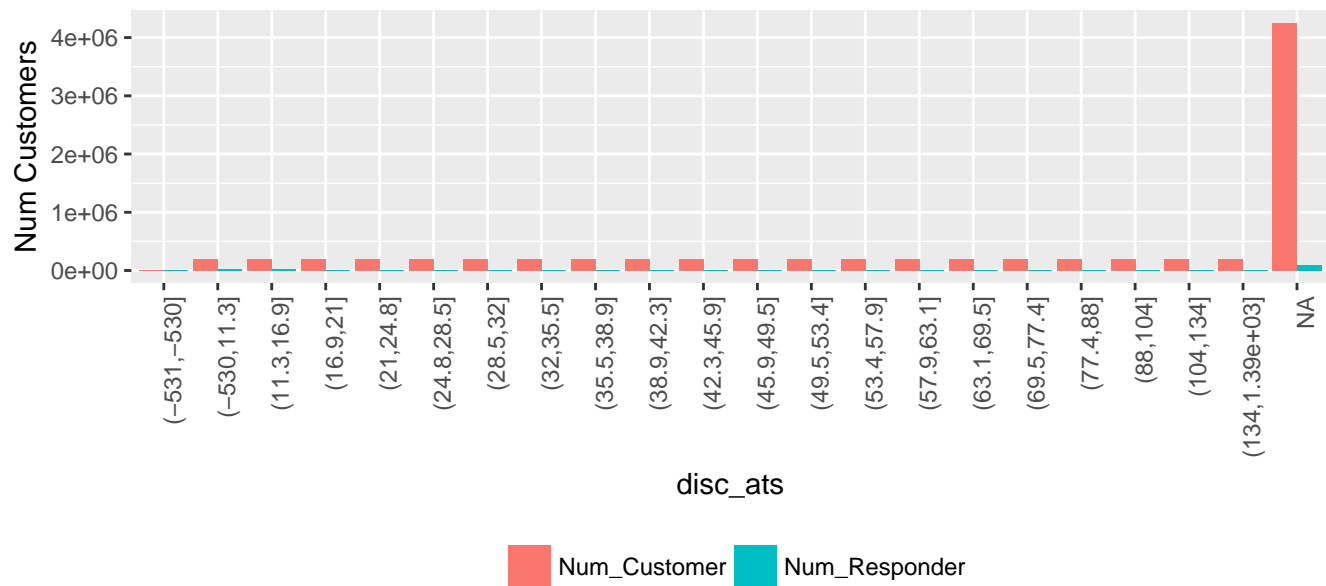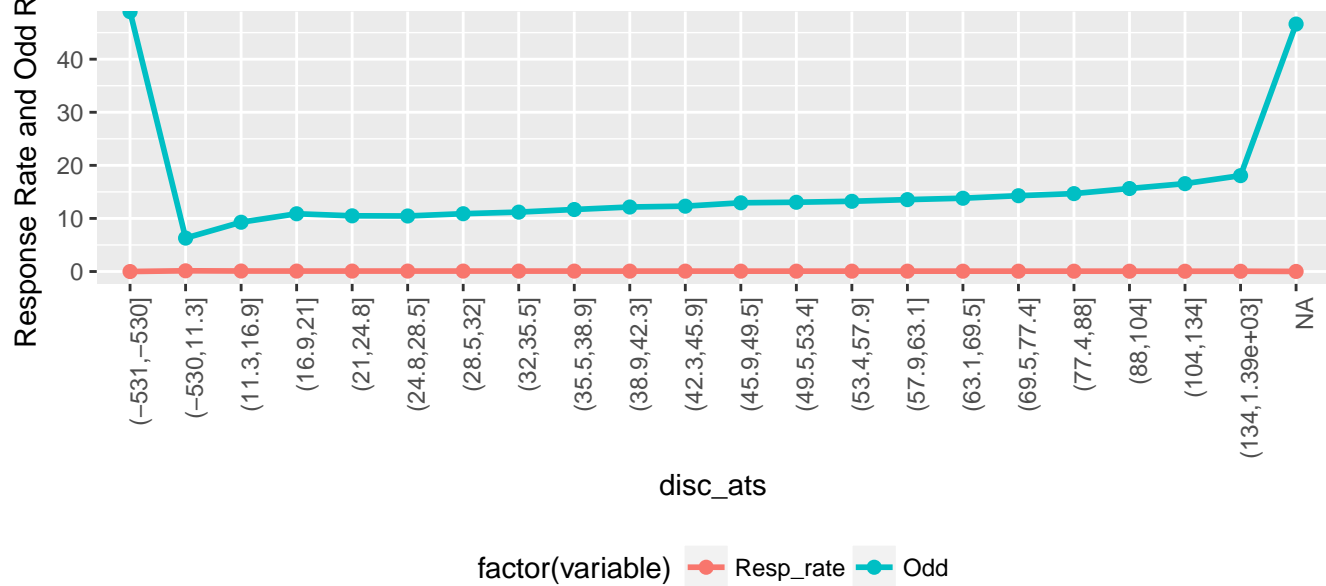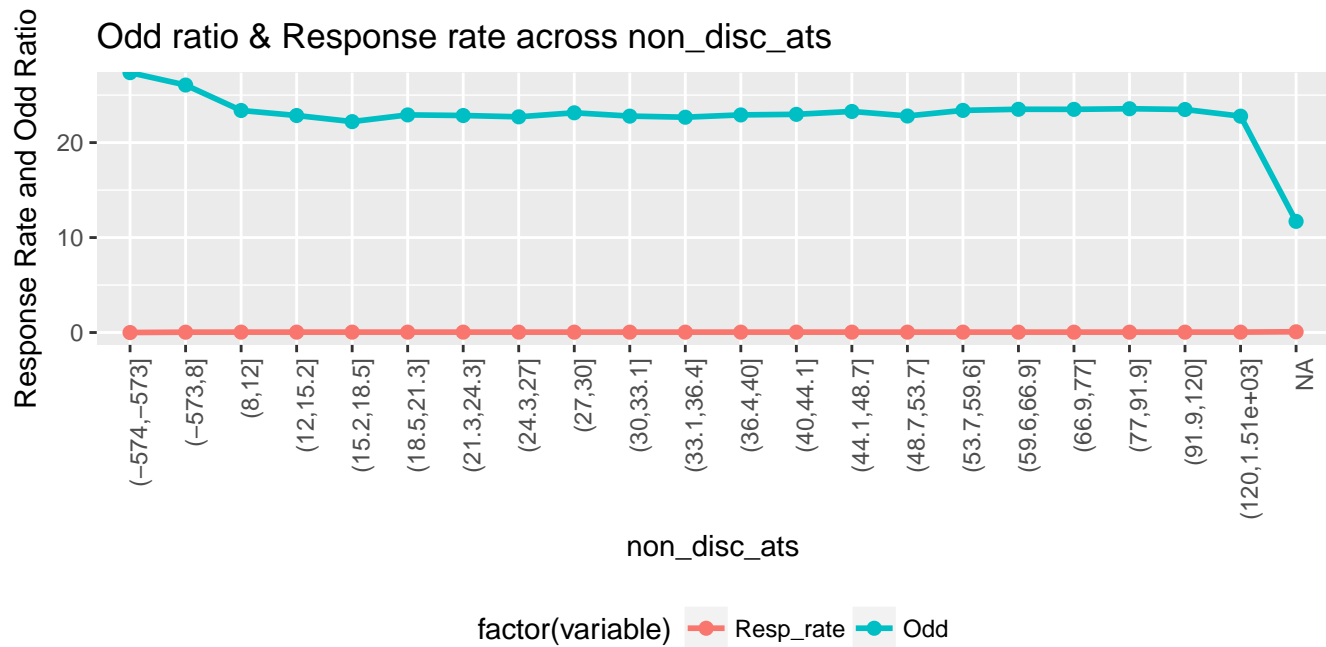
Distribution of response across card_status
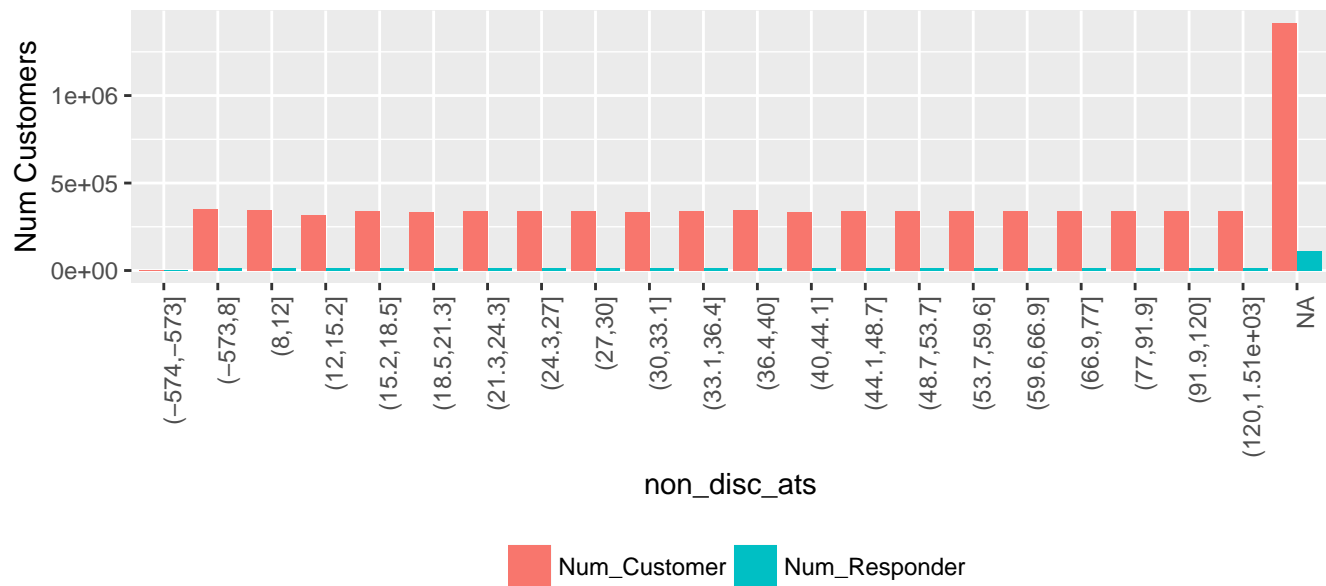

Odd ratio & Response rate across card_status
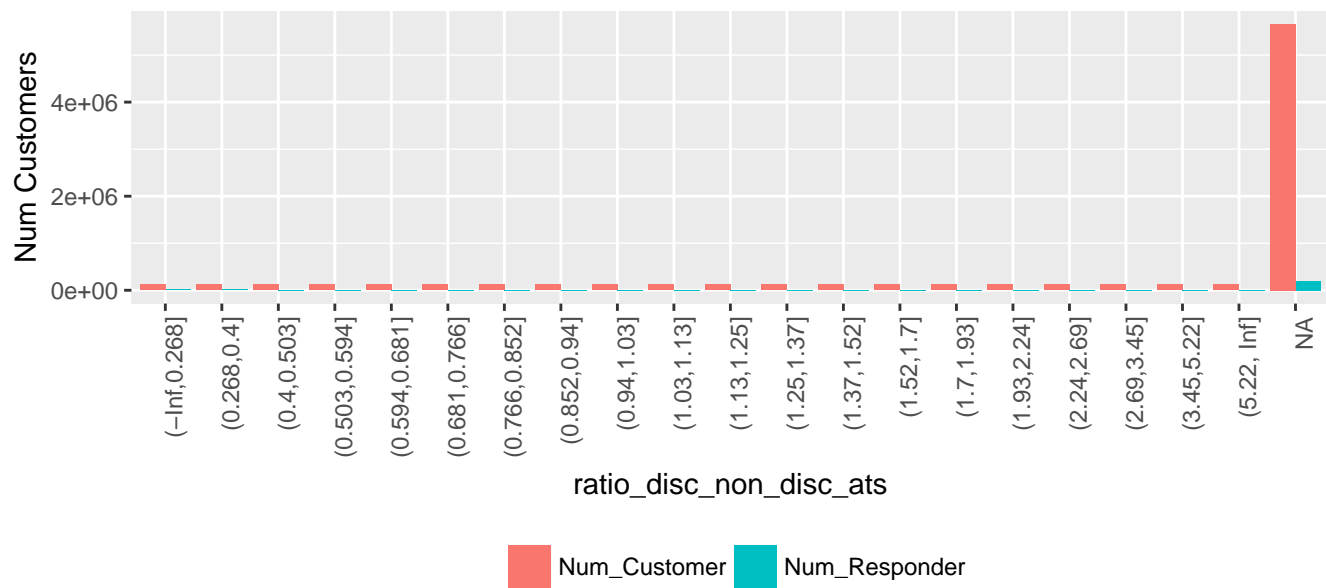
Distribution of response across disc_ats

Num Customers

4e+06
3e+06
2e+06
1e+06
0e+00

disc_ats

(-531,-530]
(-530,11.3]
(11.3,16.9]
(16.9,21]
(21,24.8]
(24.8,28.5]
(28.5,32]
(32,35.5]
(35.5,38.9]
(38.9,42.3]
(42.3,45.9]
(45.9,49.5]
(49.5,53.4]
(53.4,57.9]
(57.9,63.1]
(63.1,69.5]
(69.5,77.4]
(77.4,88]
(88,104]
(104,134]
(134,1.39e+03]
NA

■ Num_Customer ■ Num_Responder

Odd ratio & Response rate across disc_ats

Response Rate and Odd Ratio

40
30
20
10
0

disc_ats

(-531,-530]
(-530,11.3]
(11.3,16.9]
(16.9,21]
(21,24.8]
(24.8,28.5]
(28.5,32]
(32,35.5]
(35.5,38.9]
(38.9,42.3]
(42.3,45.9]
(45.9,49.5]
(49.5,53.4]
(53.4,57.9]
(57.9,63.1]
(63.1,69.5]
(69.5,77.4]
(77.4,88]
(88,104]
(104,134]
(134,1.39e+03]
NA

factor(variable) ● Resp_rate ● Odd

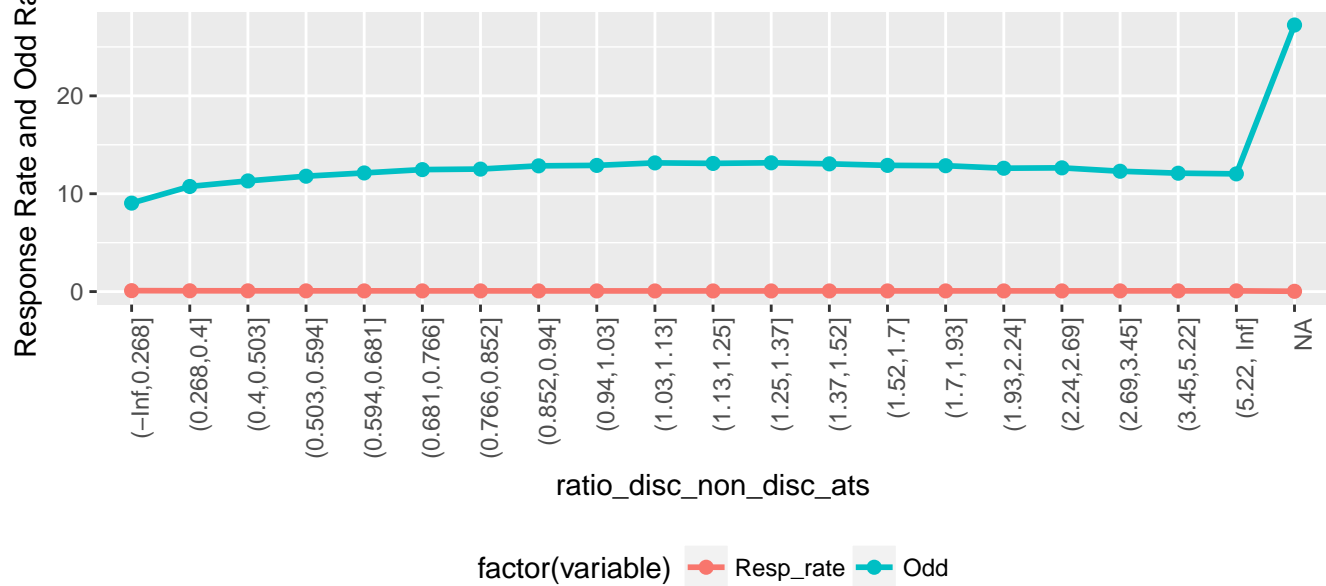Distribution of response across non_disc_ats
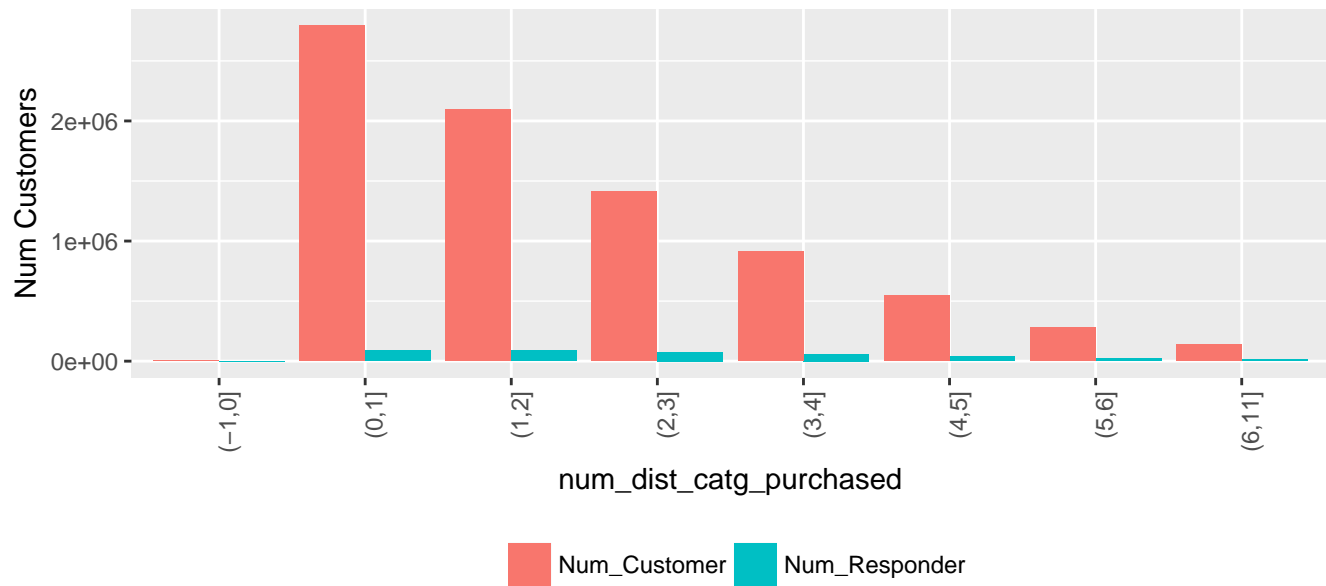
Odd ratio & Response rate across non_disc_ats

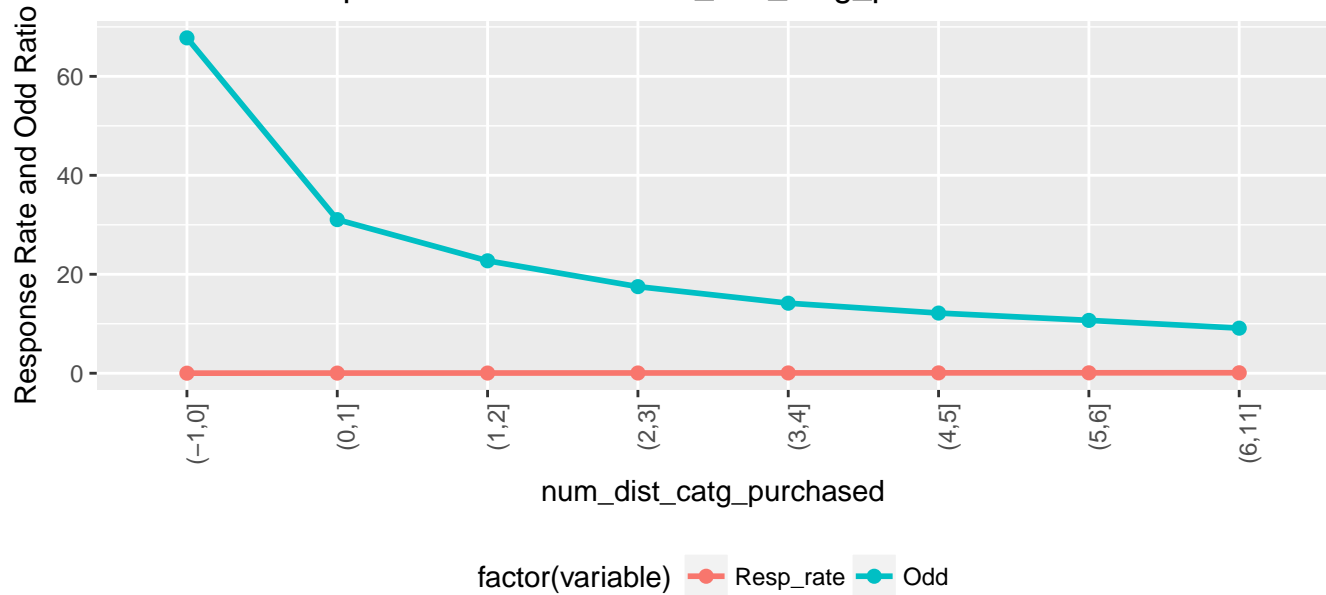Distribution of response across ratio_disc_non_disc_ats

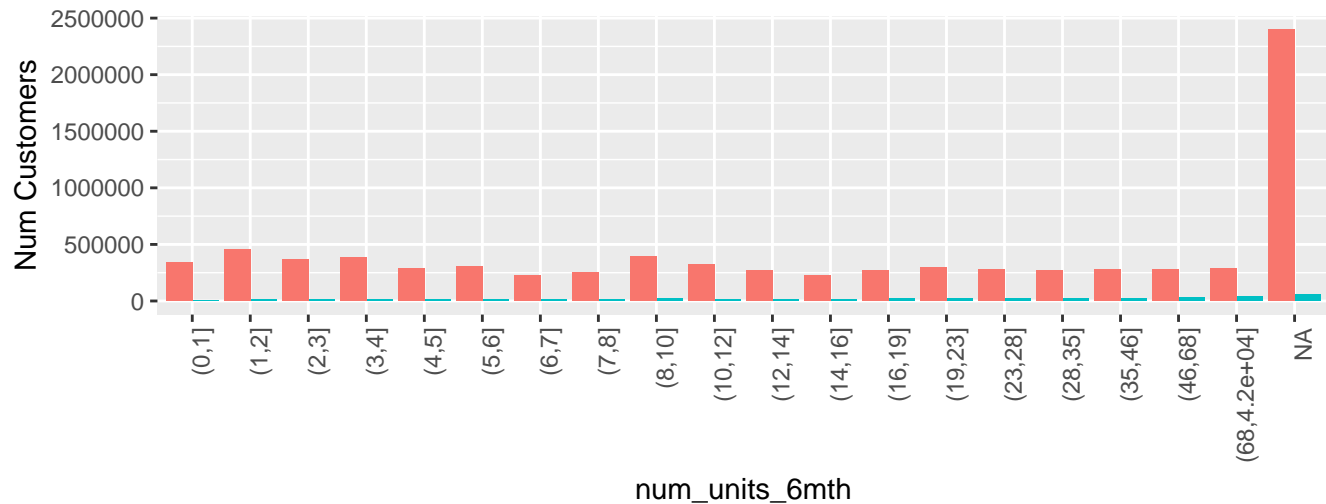Odd ratio & Response rate across ratio_disc_non_disc_ats

Distribution of response across num_dist_catg_purchased

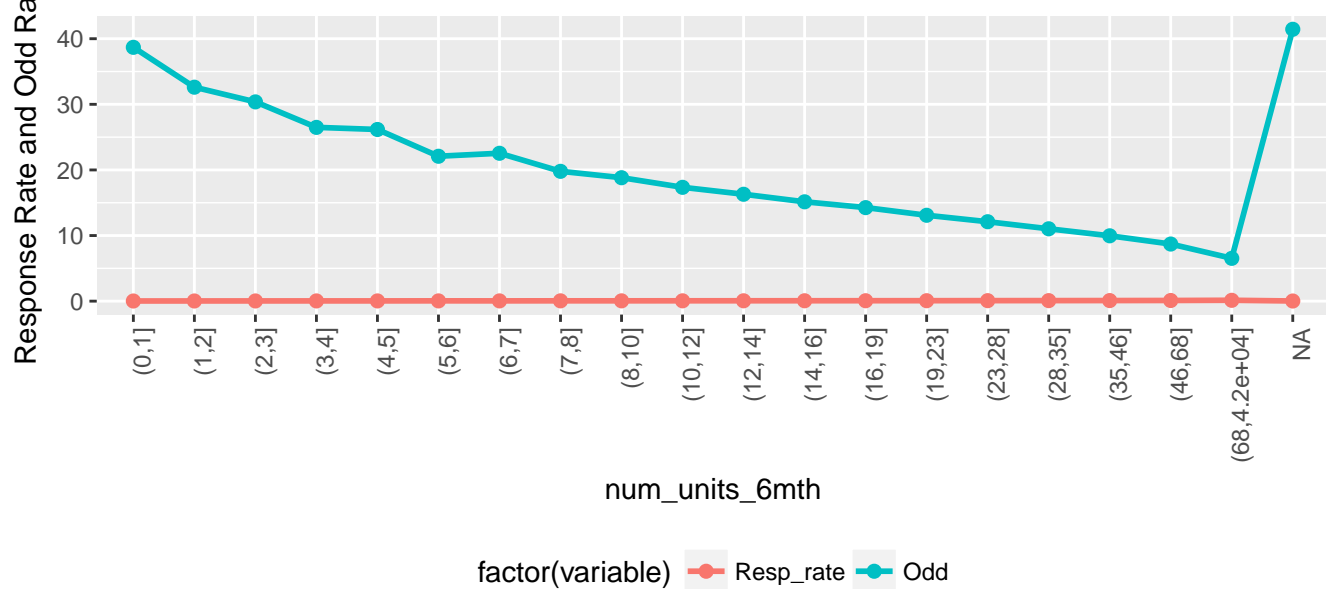Odd ratio & Response rate across num_dist_catg_purchased
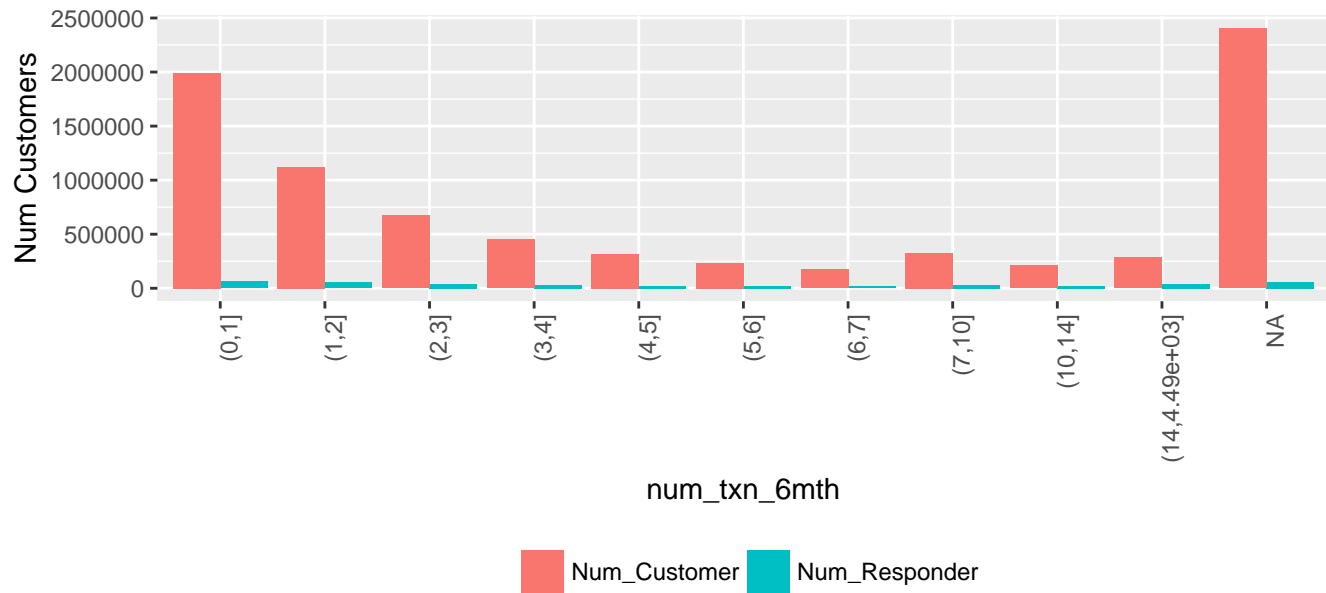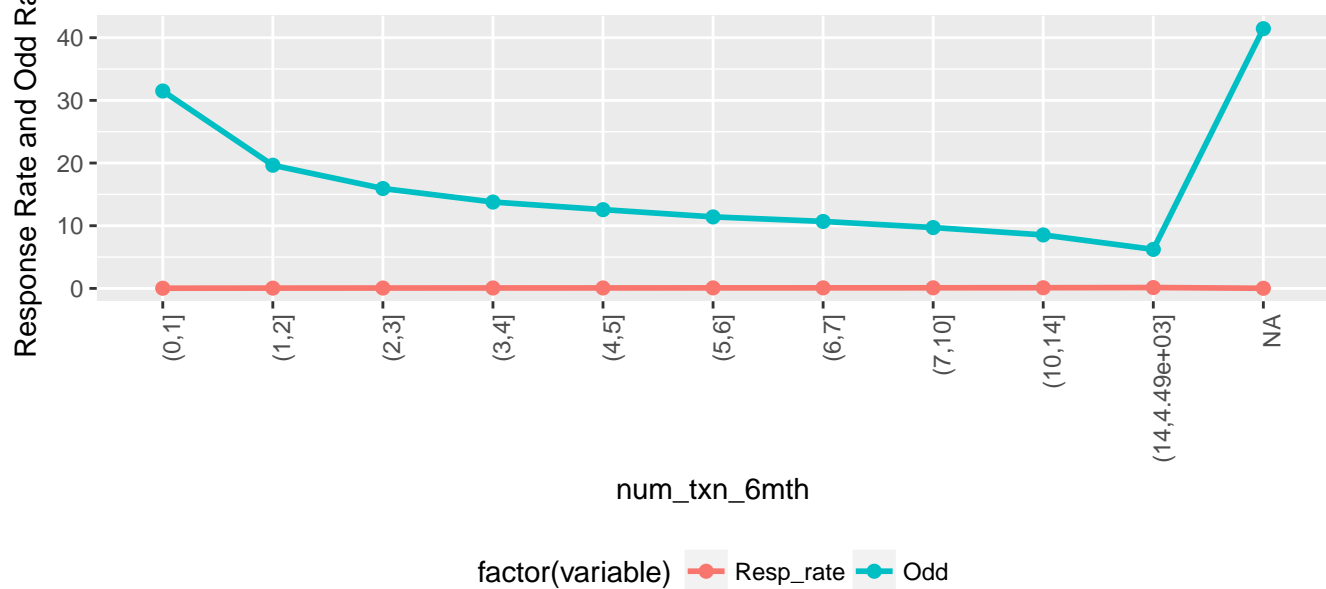
Distribution of response across num_units_6mth

Num Customers (y-axis): 0, 500000, 1000000, 1500000, 2000000, 2500000

num_units_6mth (x-axis): (0,1], (1,2], (2,3], (3,4], (4,5], (5,6], (6,7], (7,8], (8,10], (10,12], (12,14], (14,16], (16,19], (19,23], (23,28], (28,35], (35,46], (46,68], (68,4.2e+04], NA

Legend: Num_Customer, Num_Responder

Odd ratio & Response rate across num_units_6mth

Response Rate and Odd Ratio (y-axis): 0, 10, 20, 30, 40

num_units_6mth (x-axis): (0,1], (1,2], (2,3], (3,4], (4,5], (5,6], (6,7], (7,8], (8,10], (10,12], (12,14], (14,16], (16,19], (19,23], (23,28], (28,35], (35,46], (46,68], (68,4.2e+04], NA

factor(variable): Resp_rate, Odd

Distribution of response across num_txn_6mth

Num Customers (y-axis): 0, 500000, 1000000, 1500000, 2000000, 2500000

x-axis (num_txn_6mth): (0,1], (1,2], (2,3], (3,4], (4,5], (5,6], (6,7], (7,10], (10,14], (14,4.49e+03], NA

Legend: Num_Customer, Num_Responder

Odd ratio & Response rate across num_txn_6mth

Response Rate and Odd Ratio (y-axis): 0, 10, 20, 30, 40

x-axis (num_txn_6mth): (0,1], (1,2], (2,3], (3,4], (4,5], (5,6], (6,7], (7,10], (10,14], (14,4.49e+03], NA

Legend: factor(variable) — Resp_rate, Odd

Distribution of response across num_units_12mth
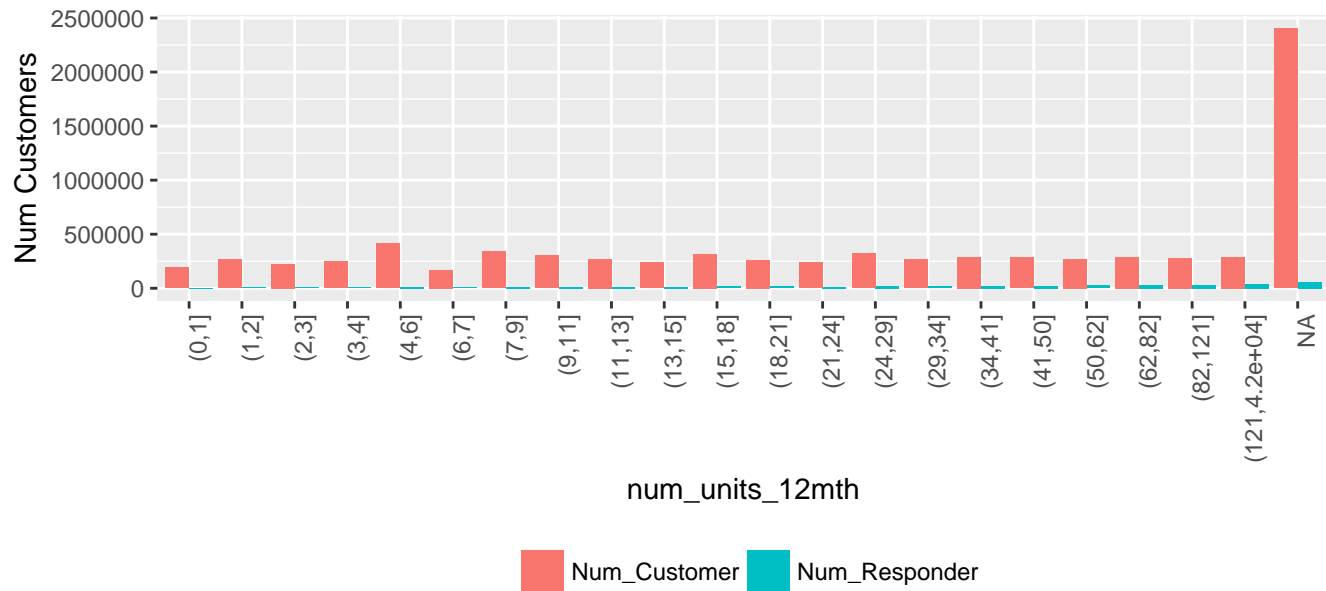
Odd ratio & Response rate across num_units_12mth

Distribution of response across num_txn_12mth
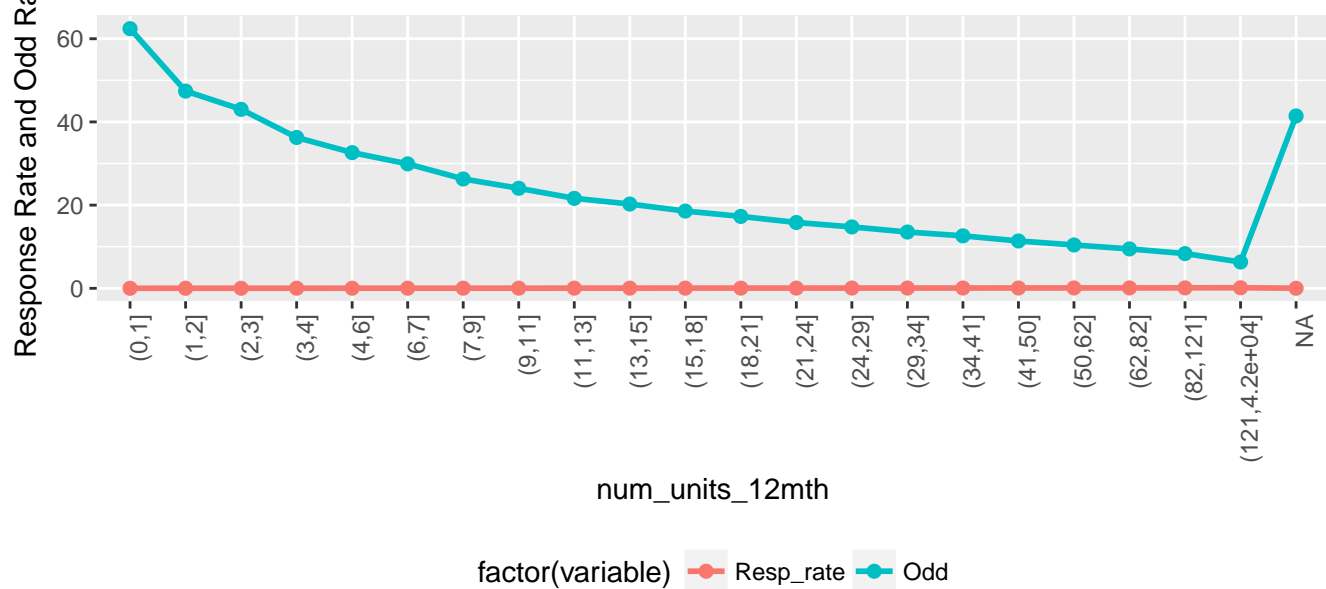
Odd ratio & Response rate across num_txn_12mth
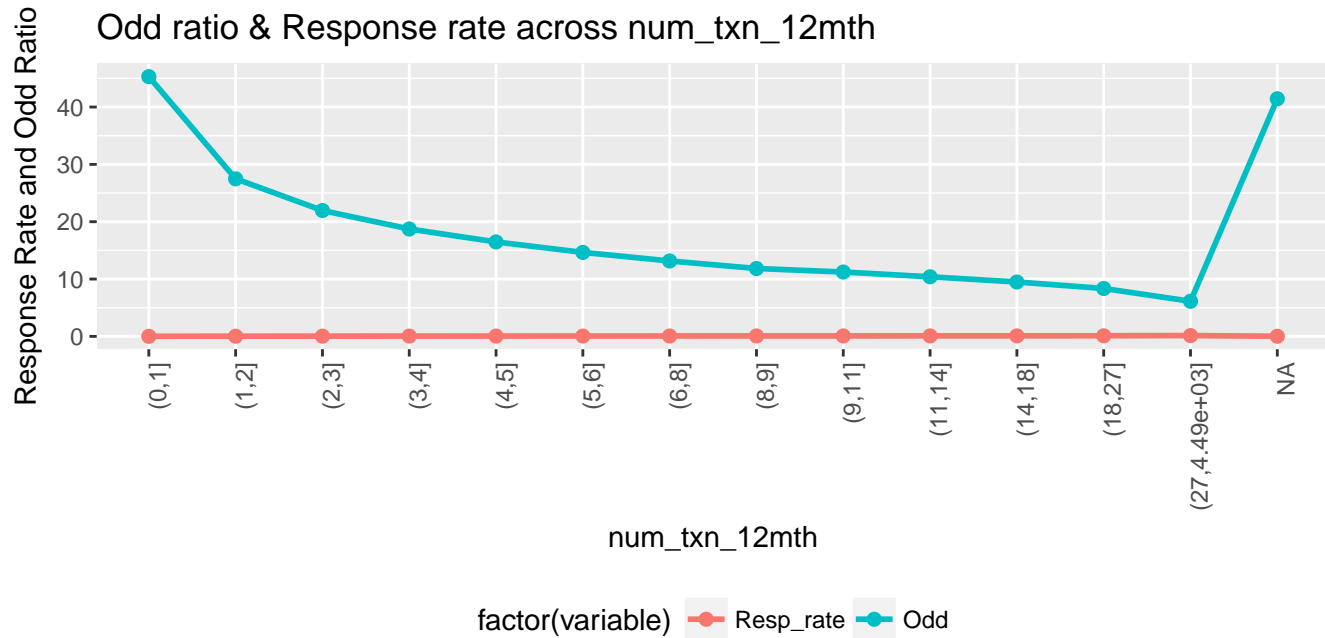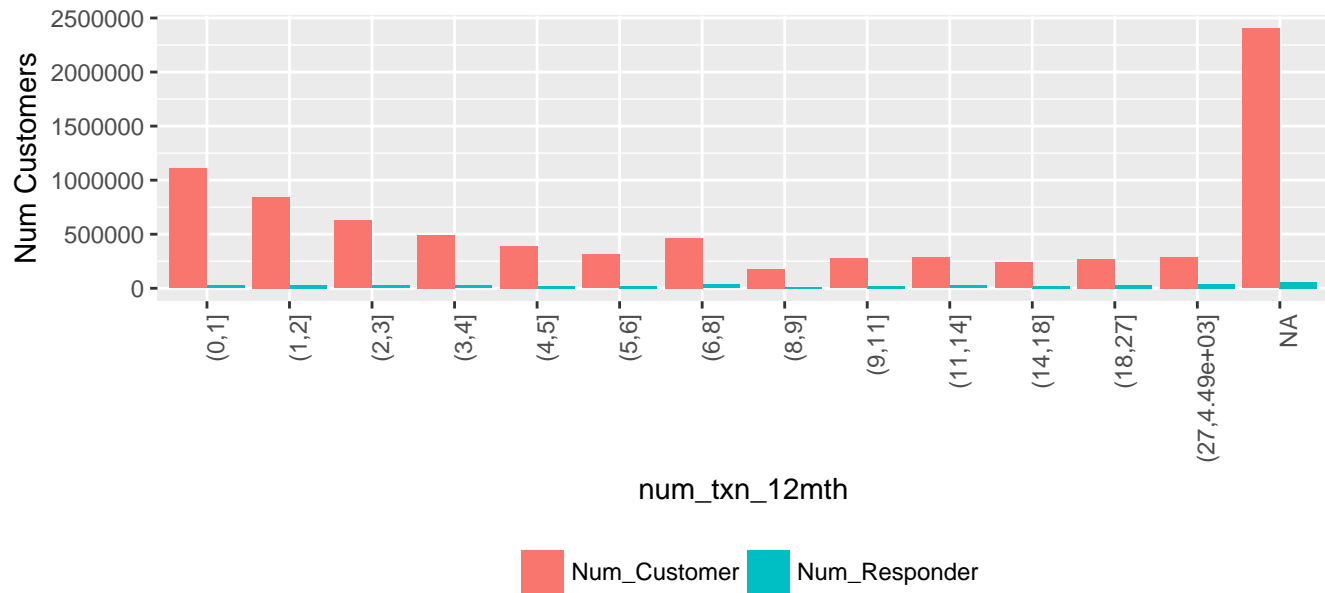
Distribution of response across ratio_rev_rewd_12mth
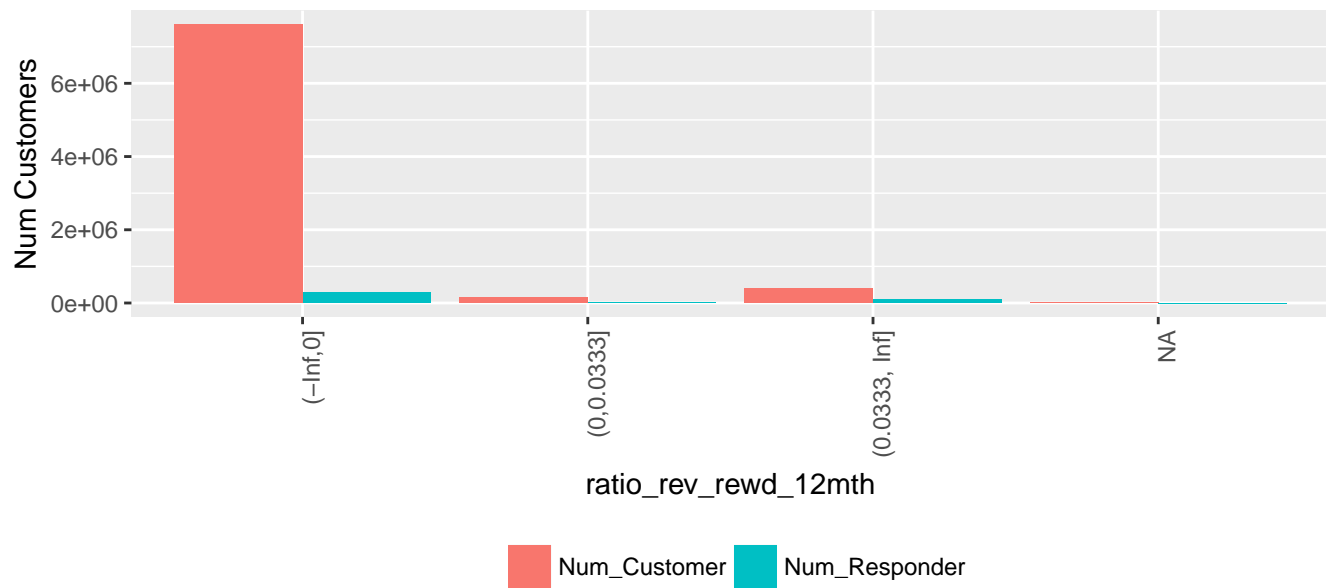
Odd ratio & Response rate across ratio_rev_rewd_12mth
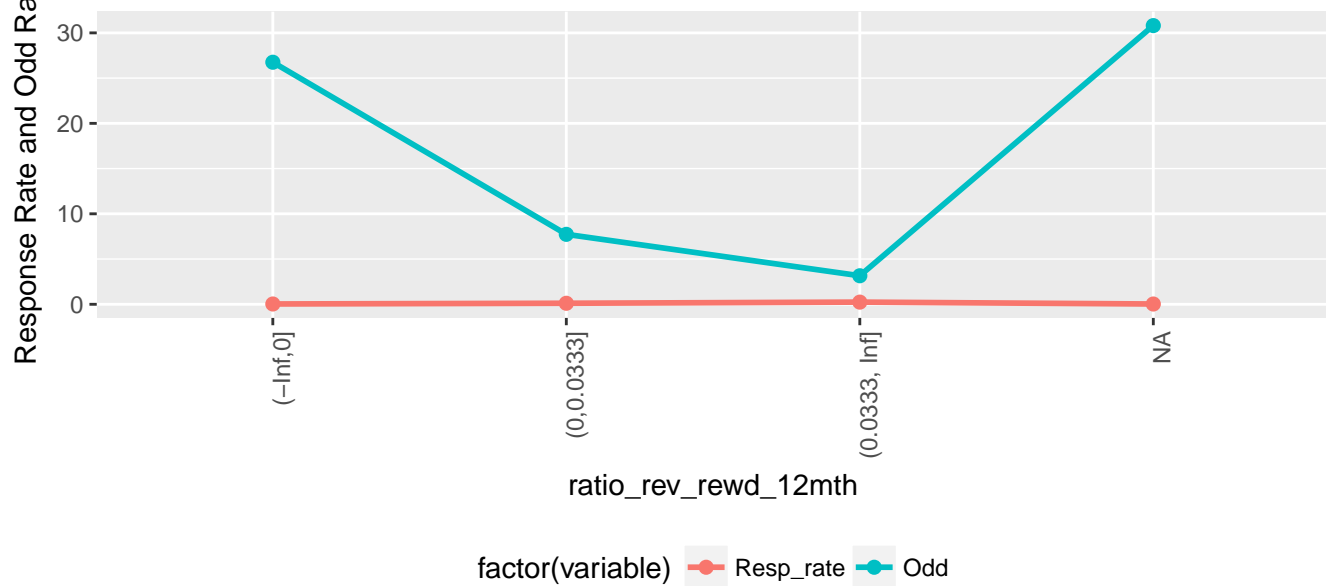
Distribution of response across ratio_rev_wo_rewd_12mth
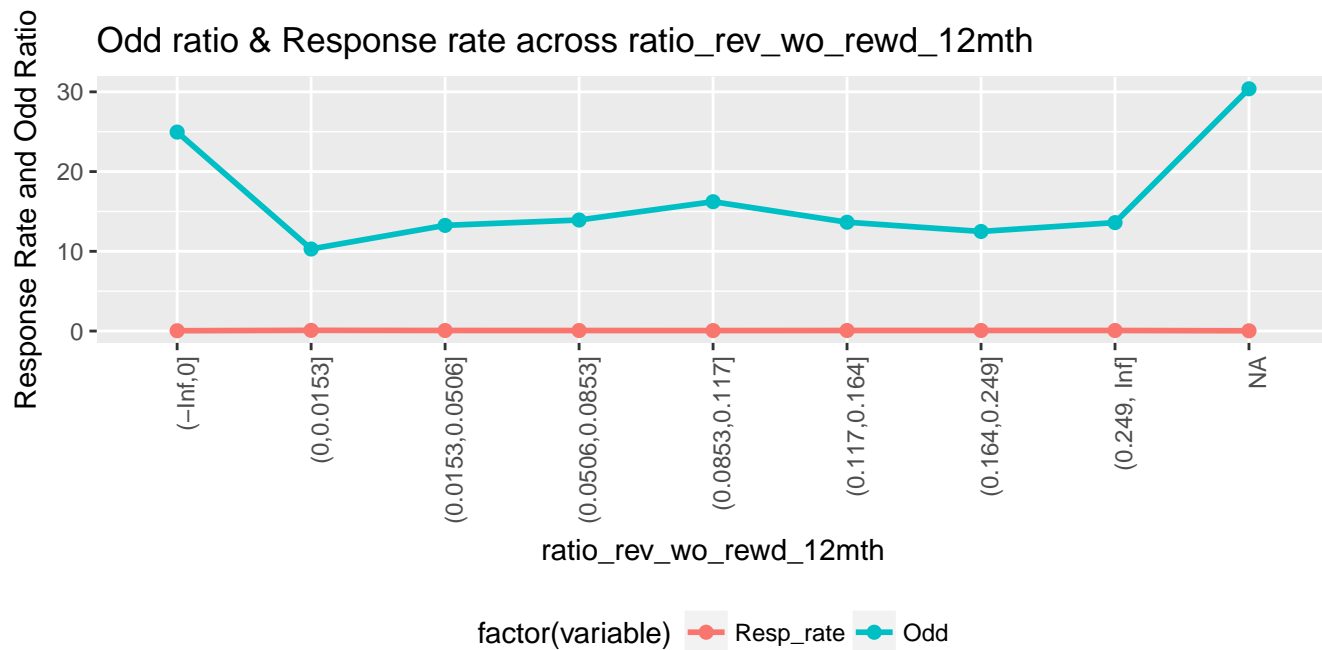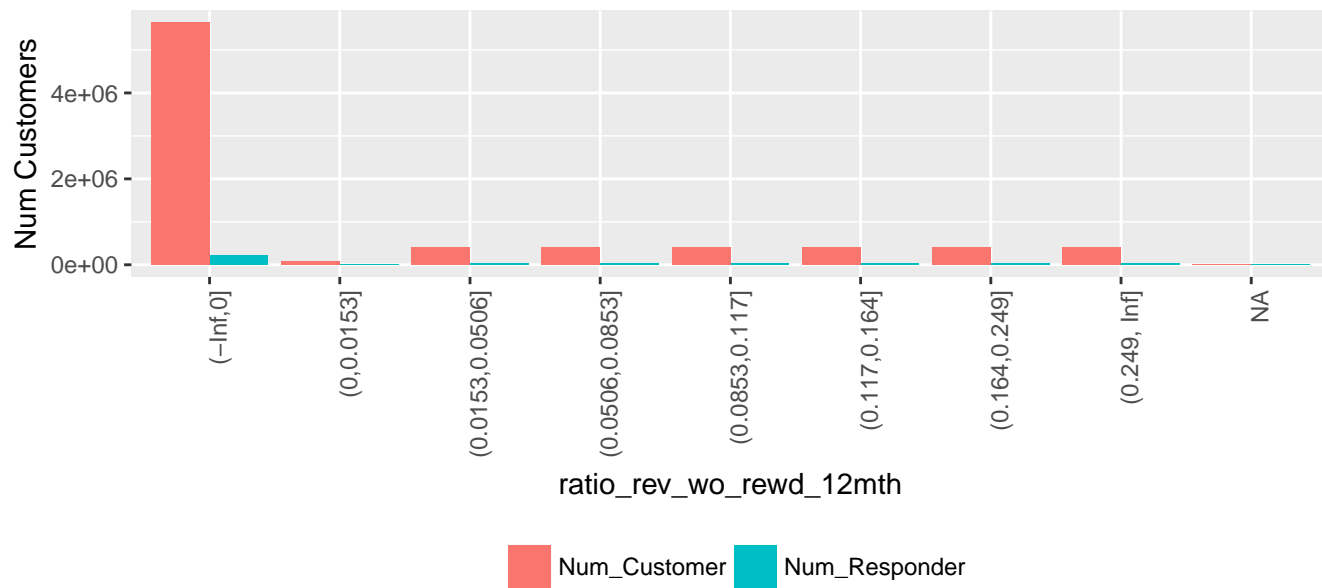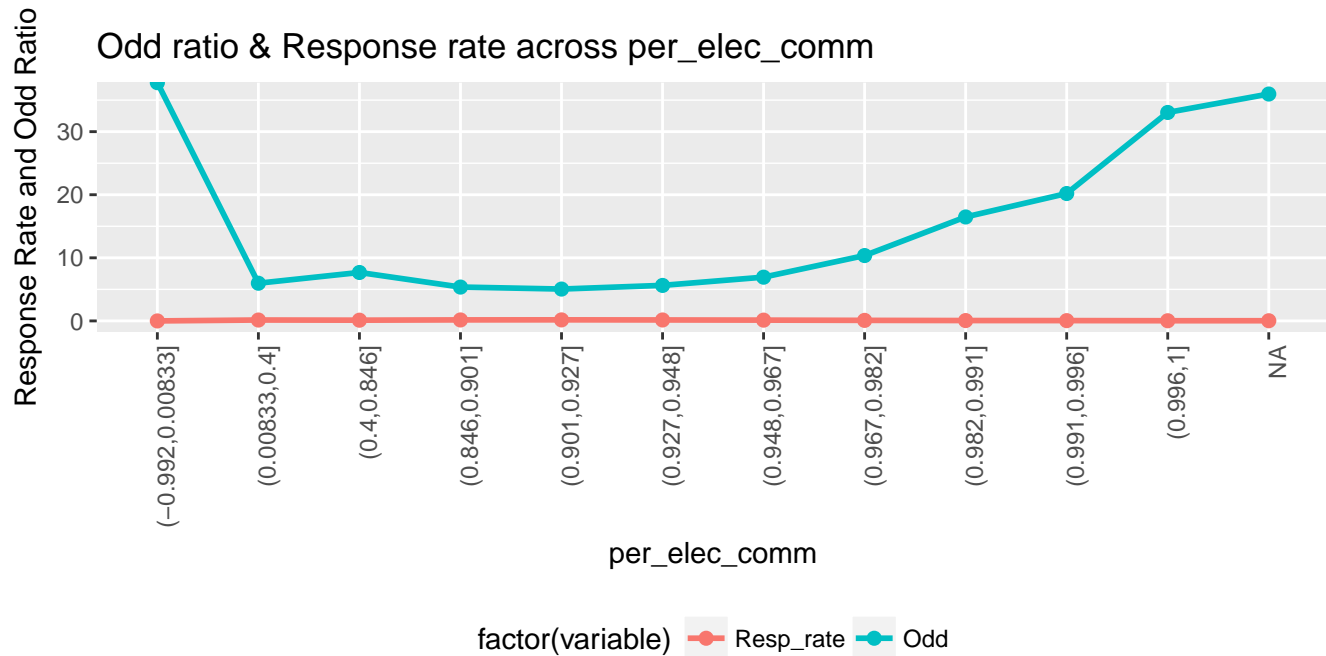
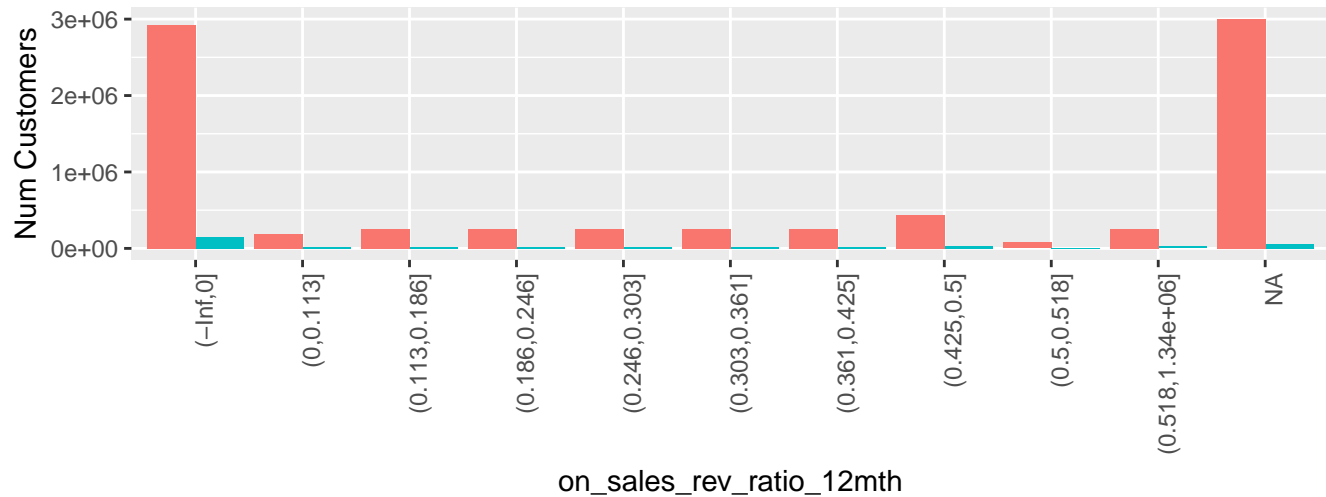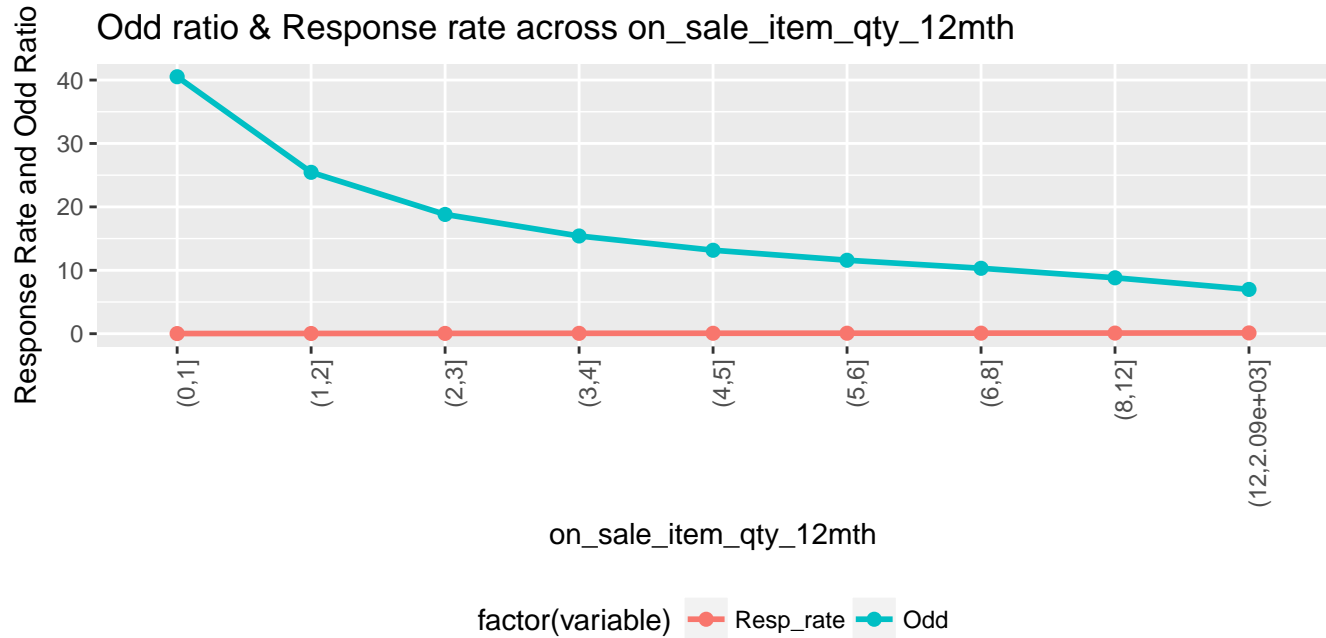Distribution of response across num_em_campaign
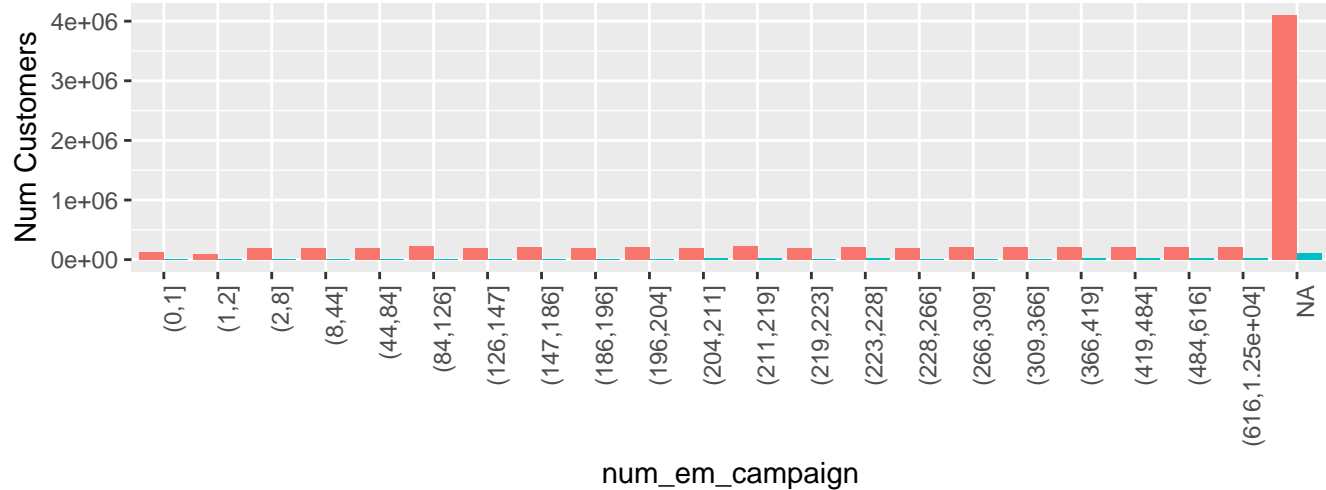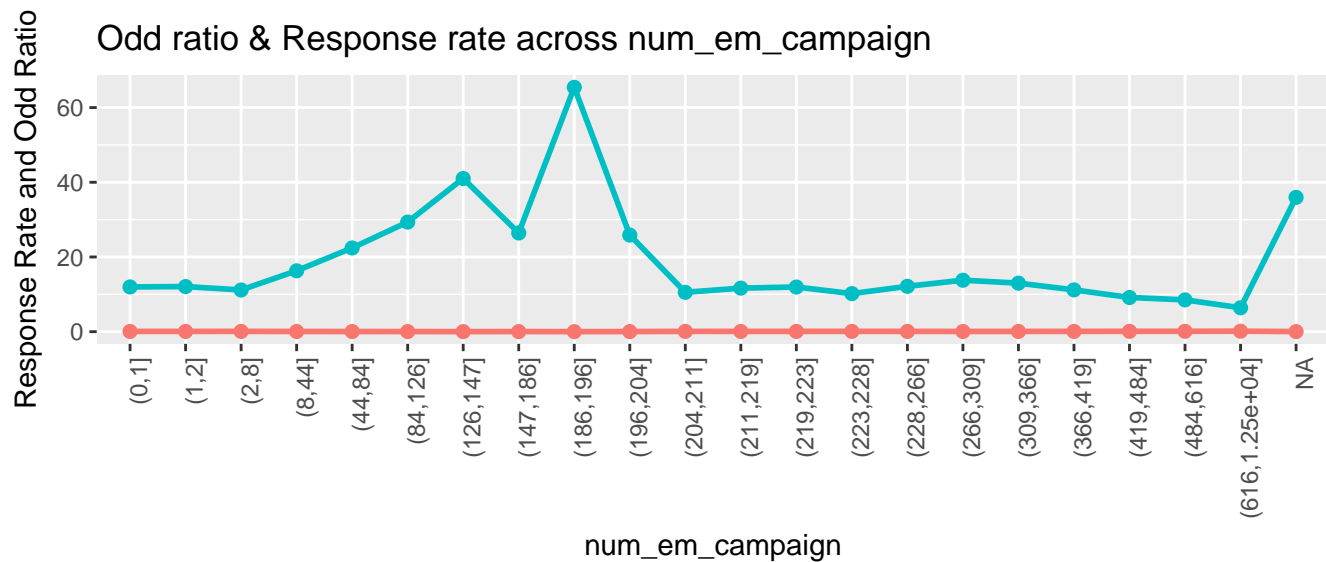
Odd ratio & Response rate across num_em_campaign

Distribution of response across per_elec_comm
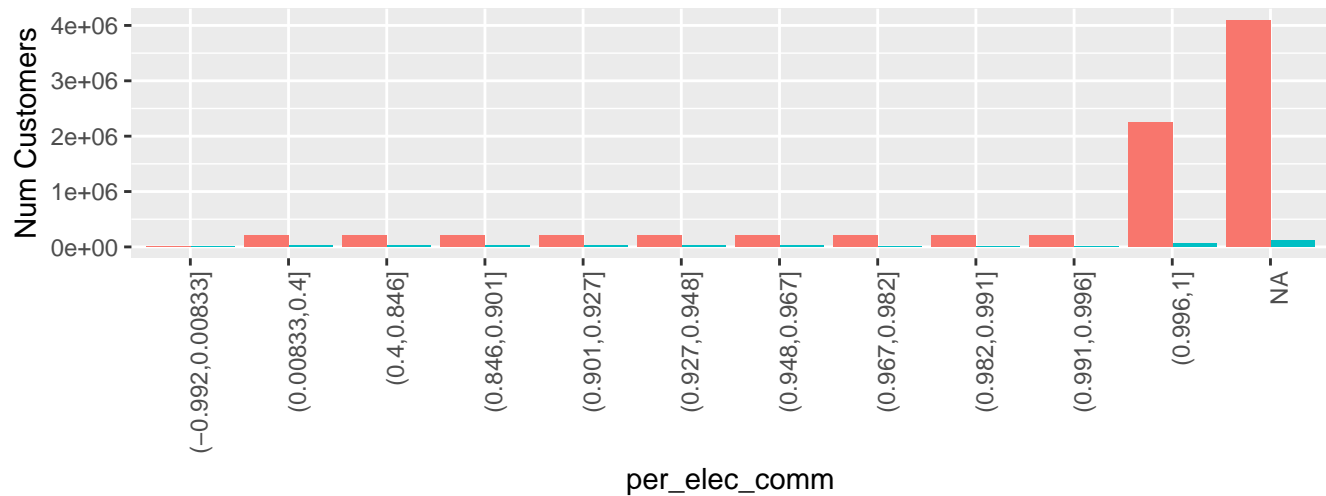
Odd ratio & Response rate across per_elec_comm

Distribution of response across on_sales_item_rev_12mth

Odd ratio & Response rate across on_sales_item_rev_12mth
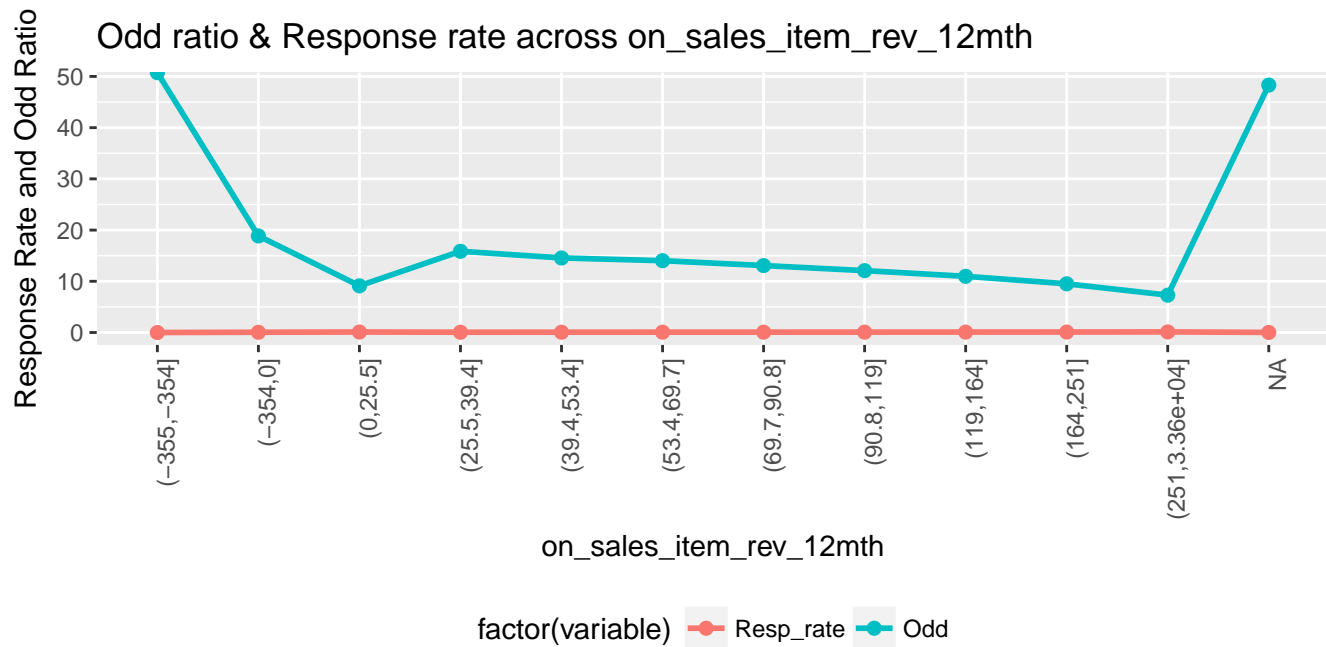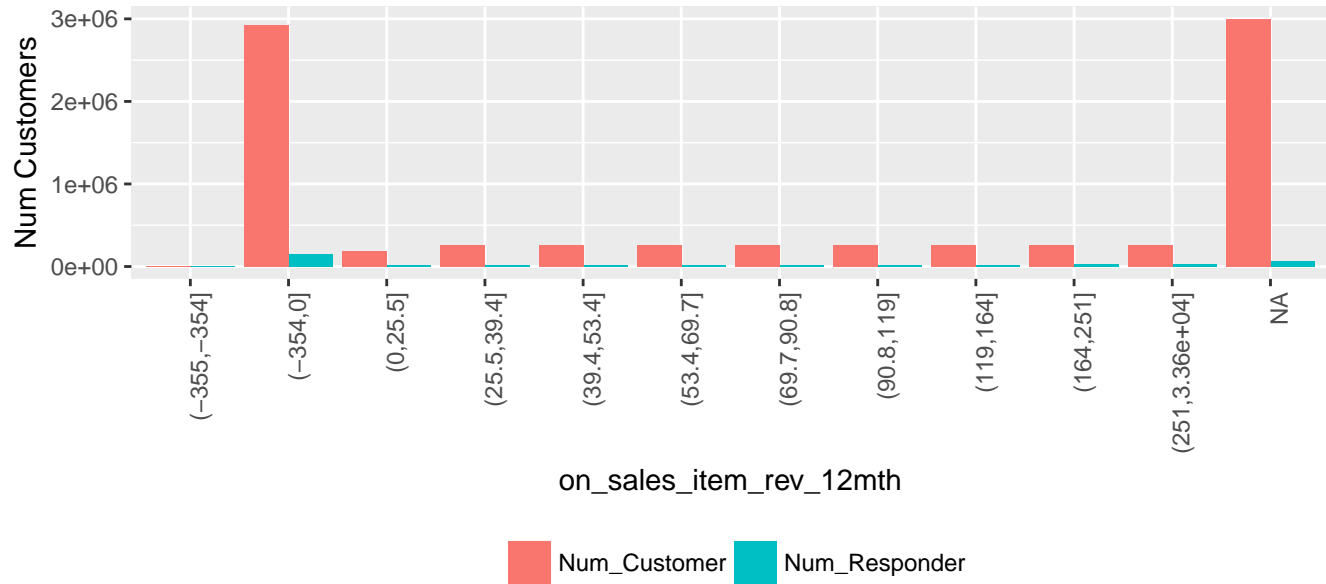
Distribution of response across on_sales_rev_ratio_12mth

Odd ratio & Response rate across on_sales_rev_ratio_12mth

Distribution of response across on_sale_item_qty_12mth
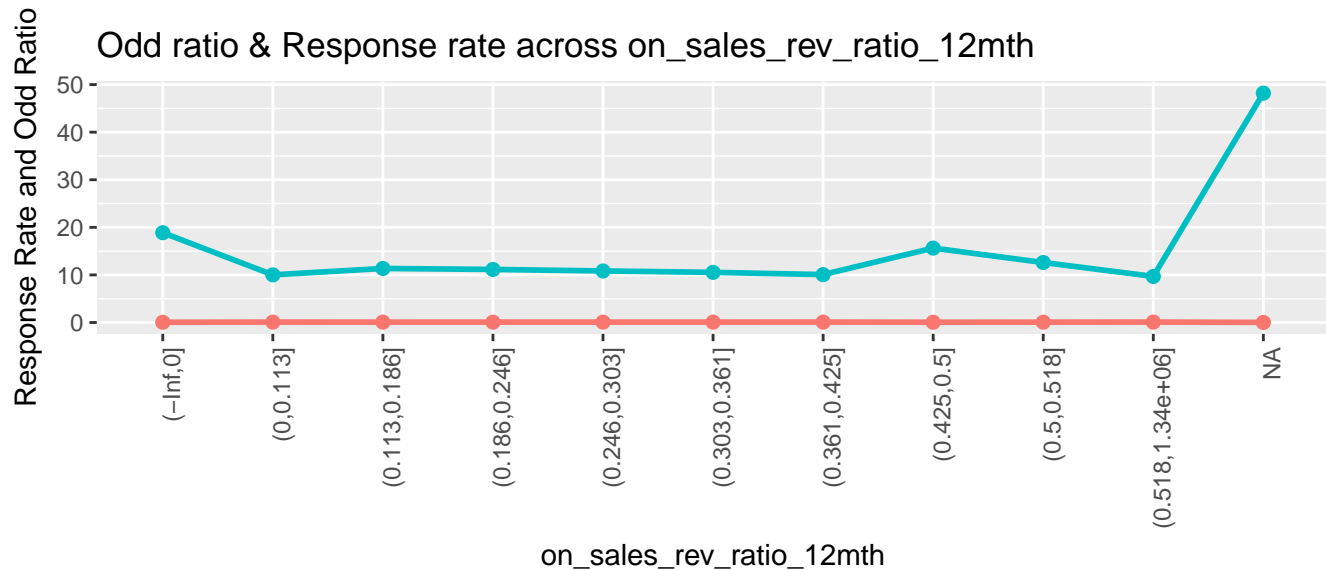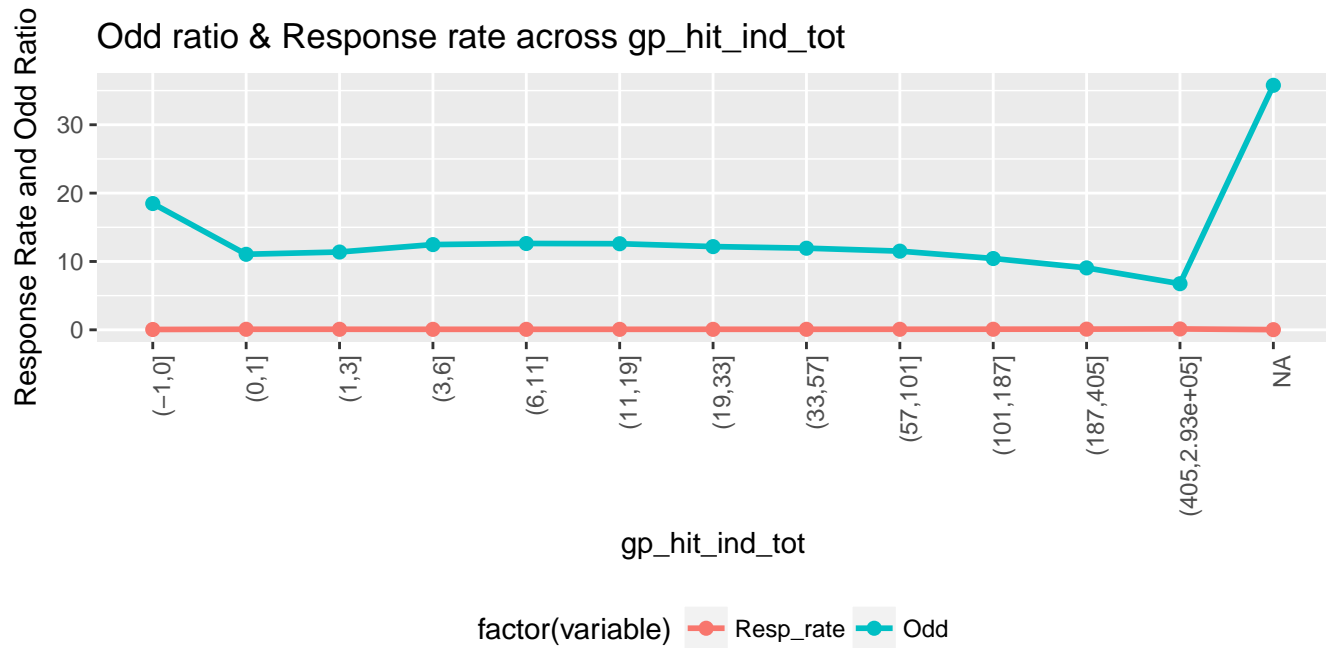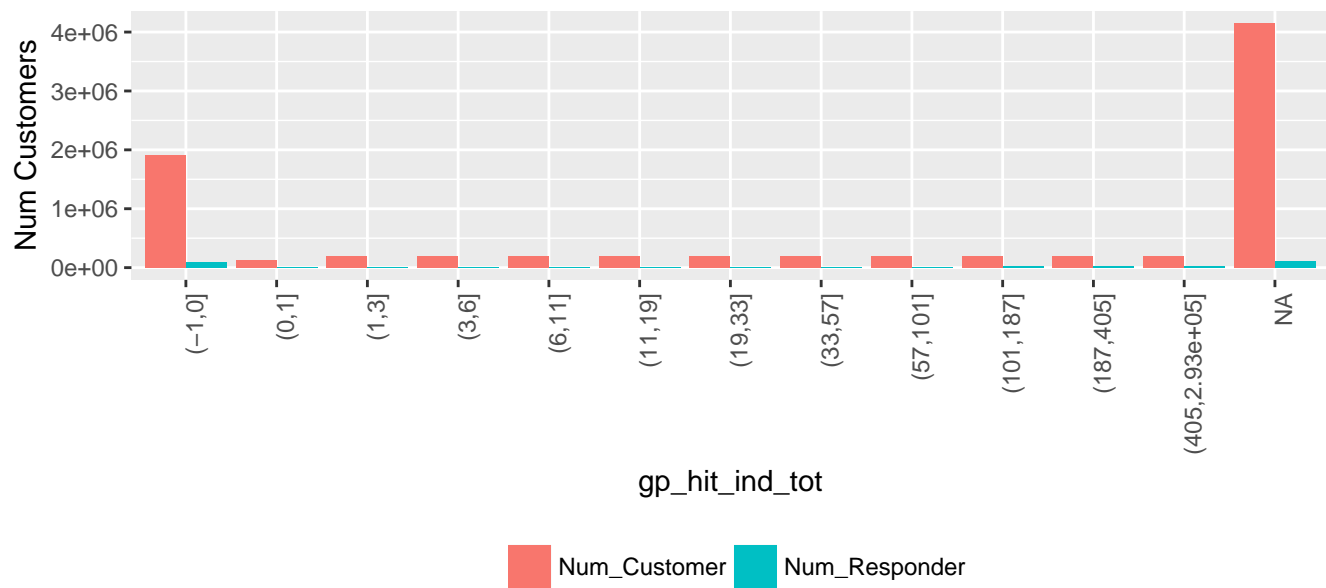
Odd ratio & Response rate across on_sale_item_qty_12mth
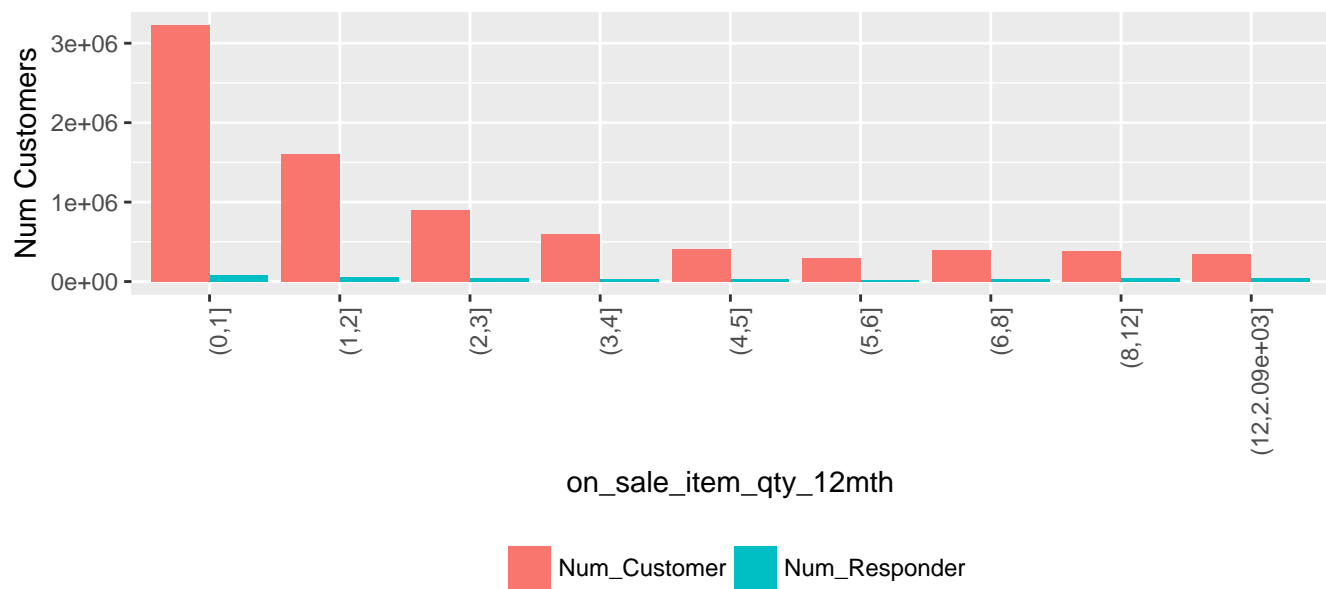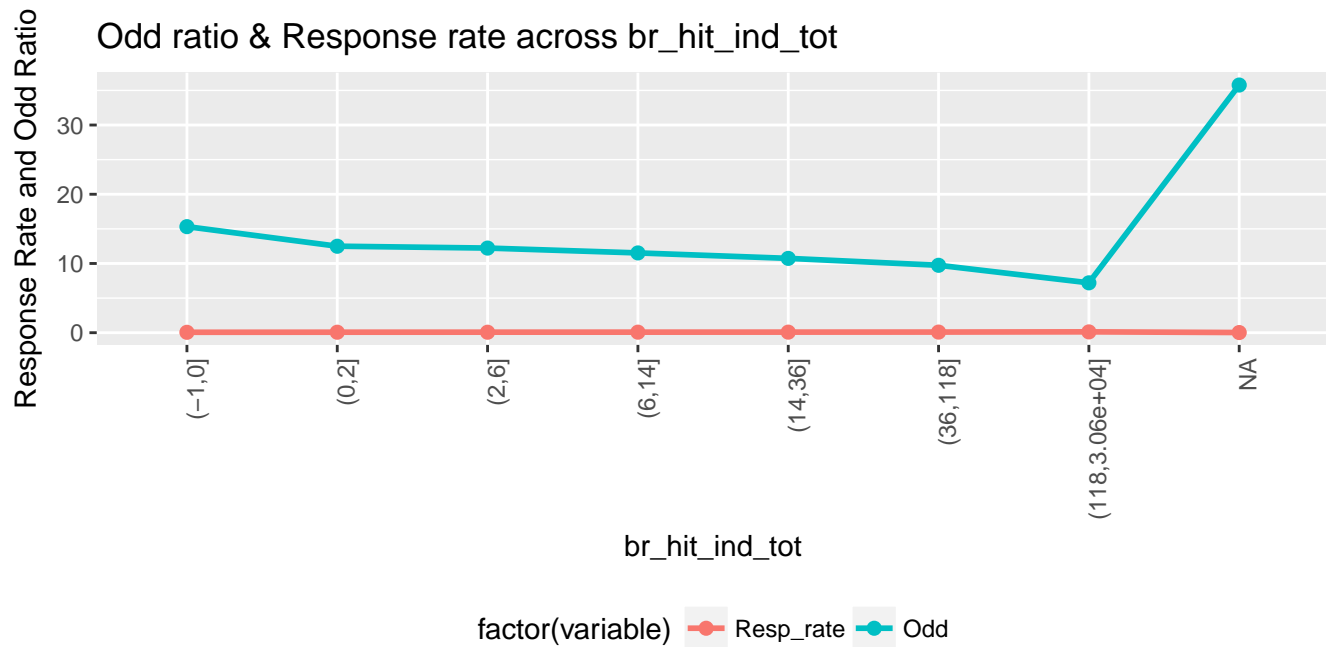
Distribution of response across mobile_ind_tot

Odd ratio & Response rate across mobile_ind_tot
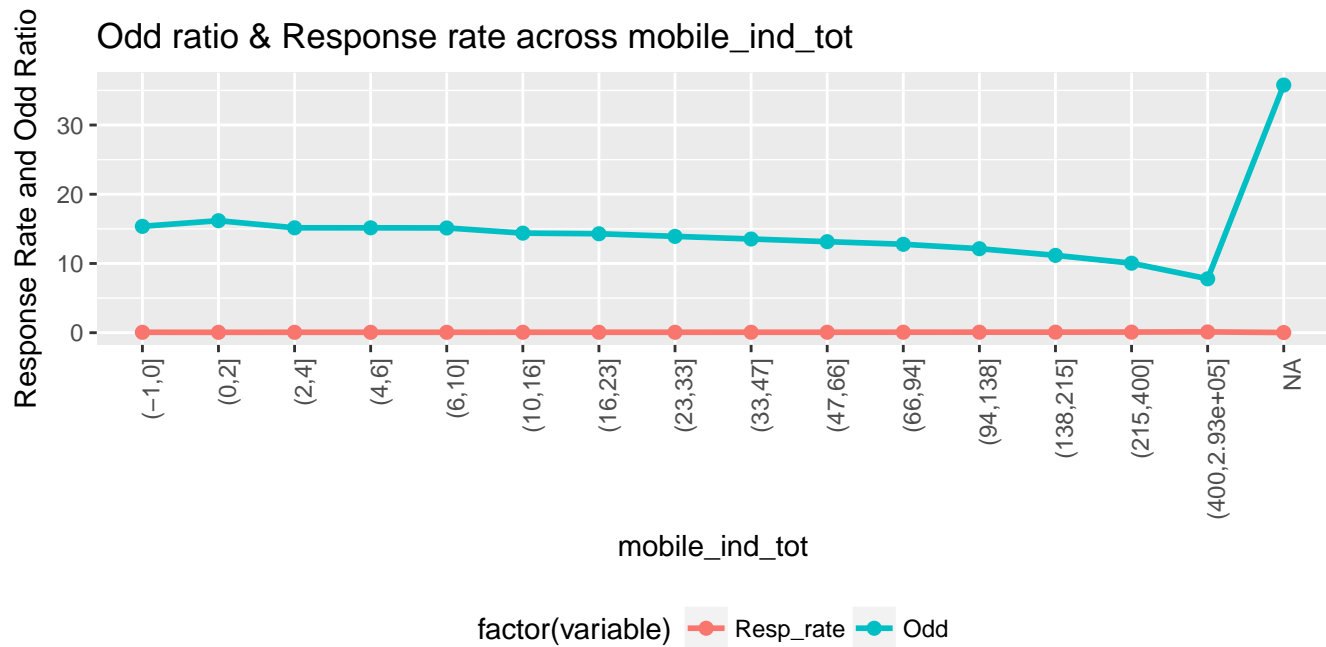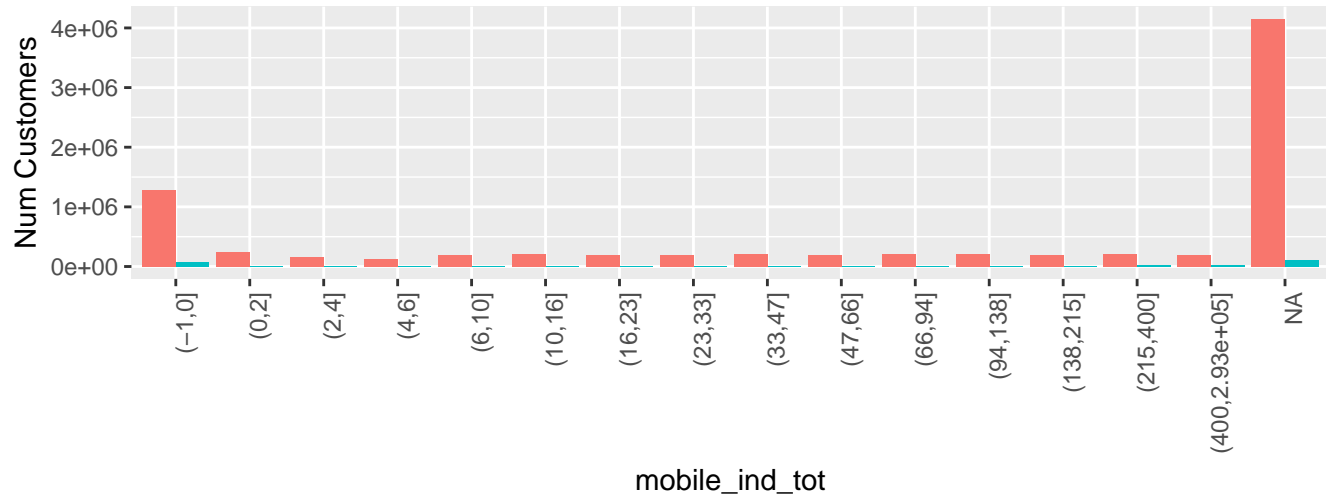
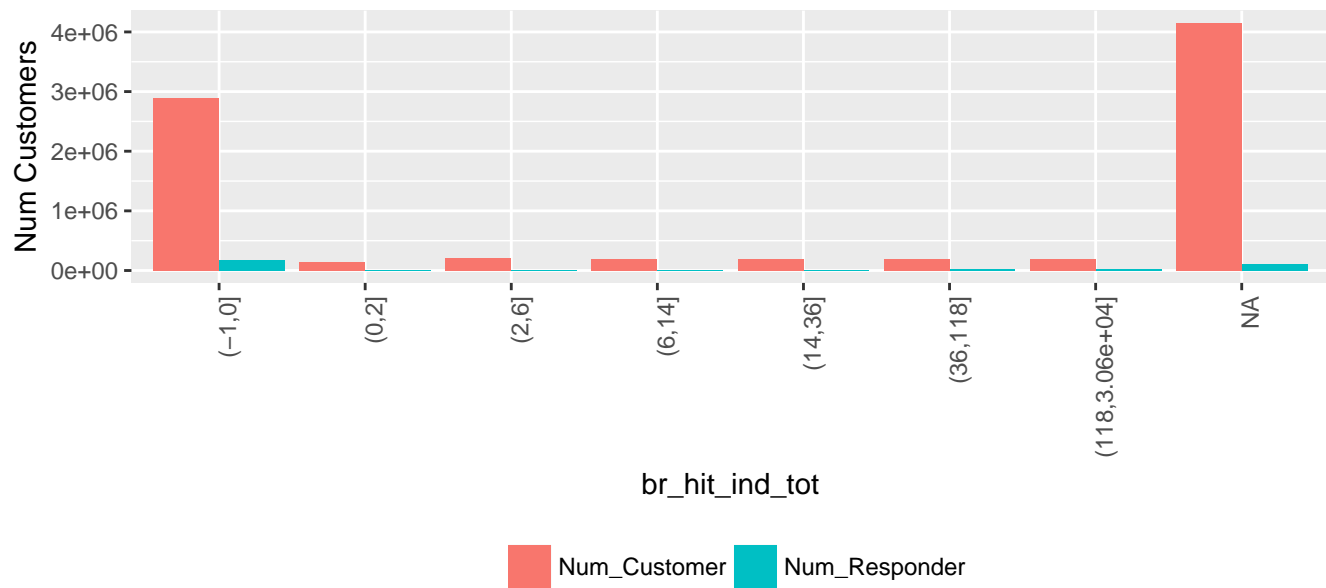# Distribution of response across searchdex_ind_tot
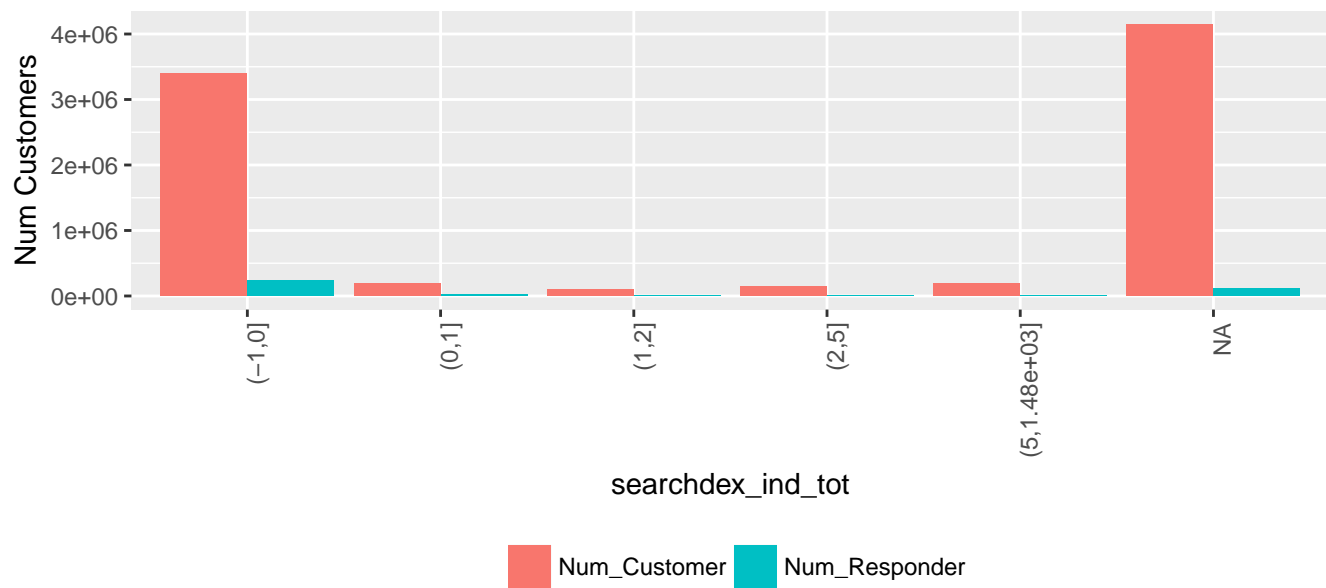
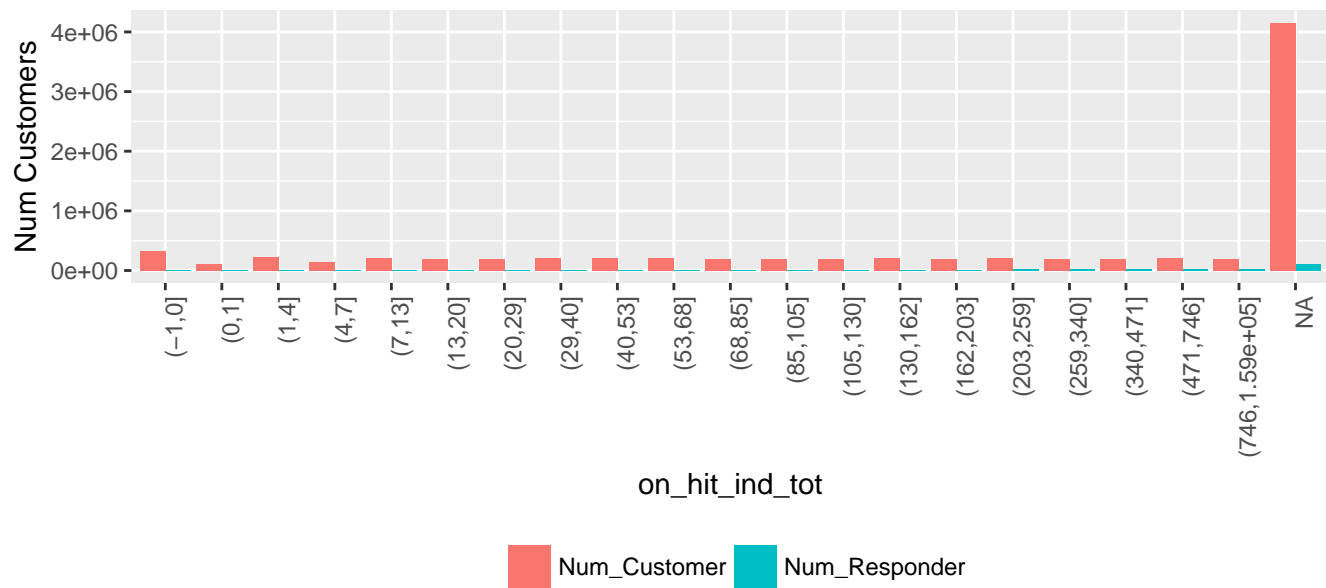# Odd ratio & Response rate across searchdex_ind_tot
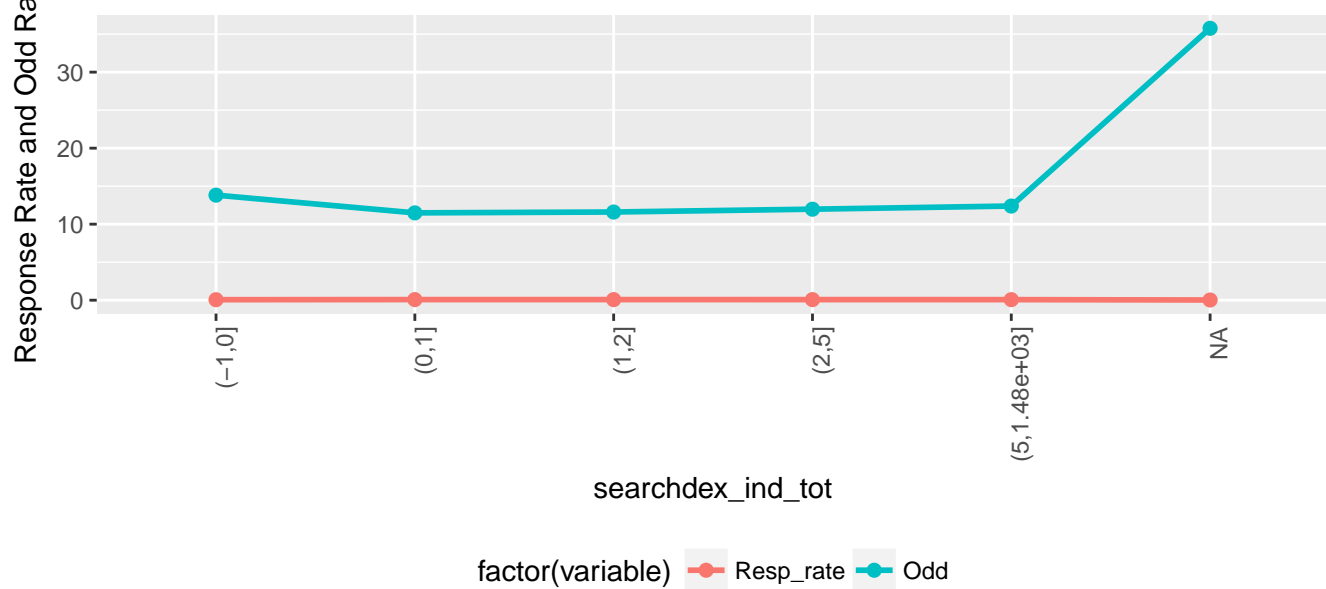
Distribution of response across gp_hit_ind_tot
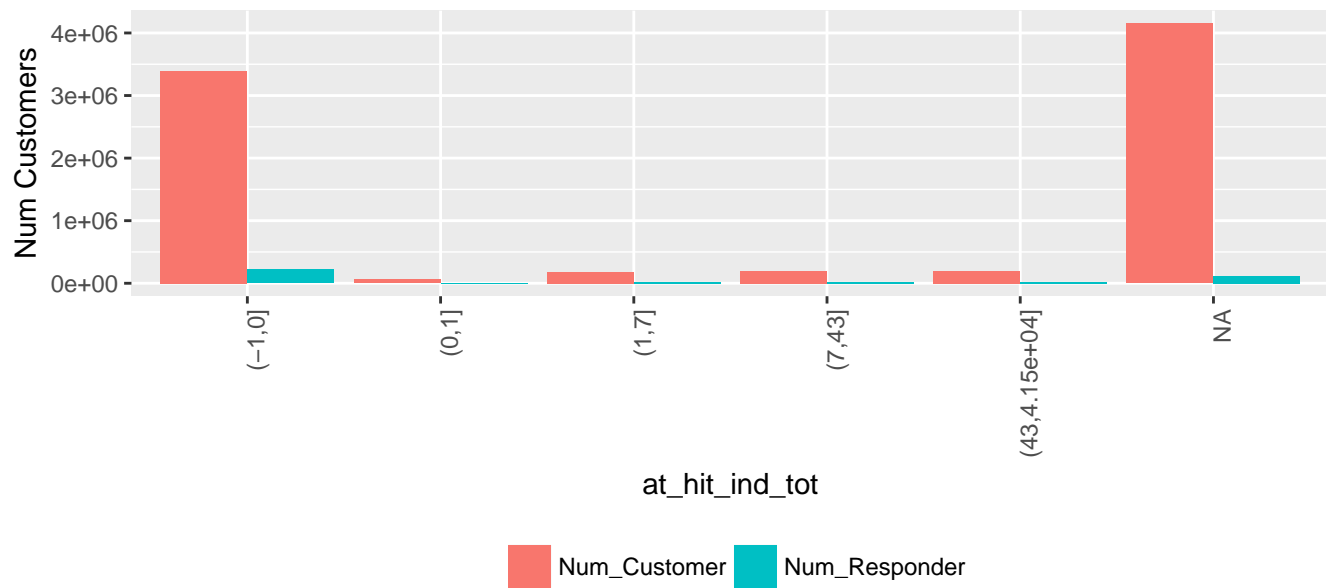
Odd ratio & Response rate across gp_hit_ind_tot

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
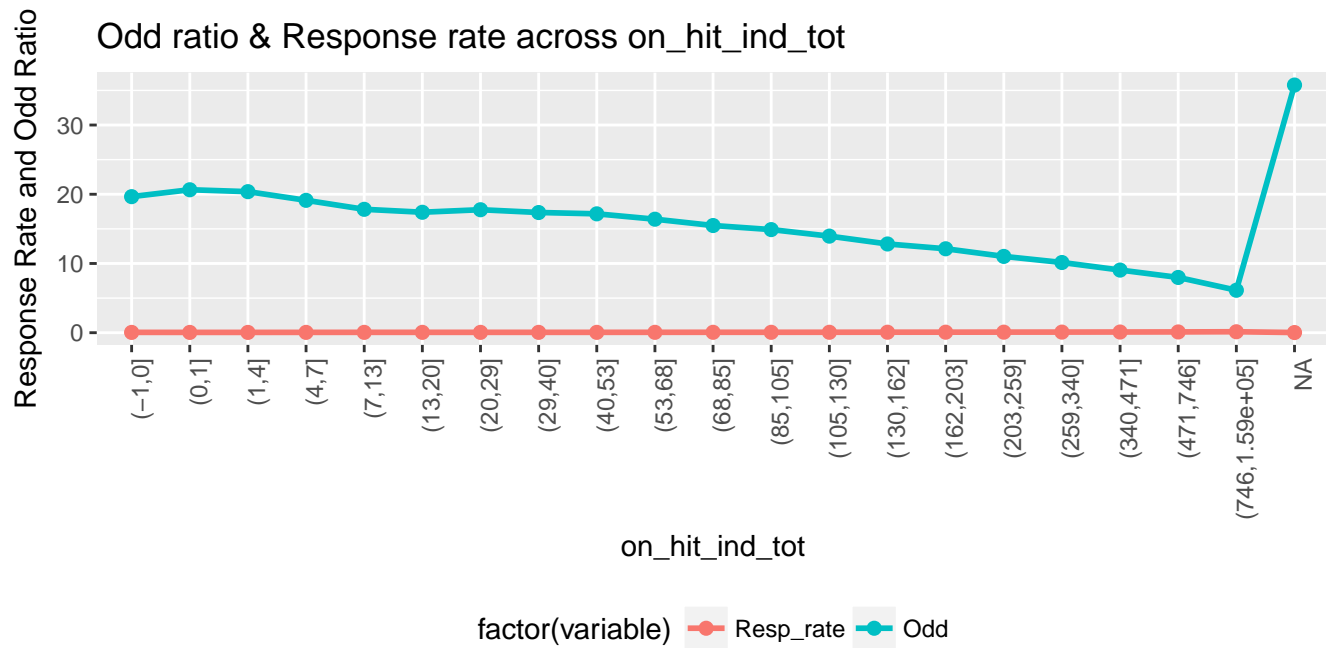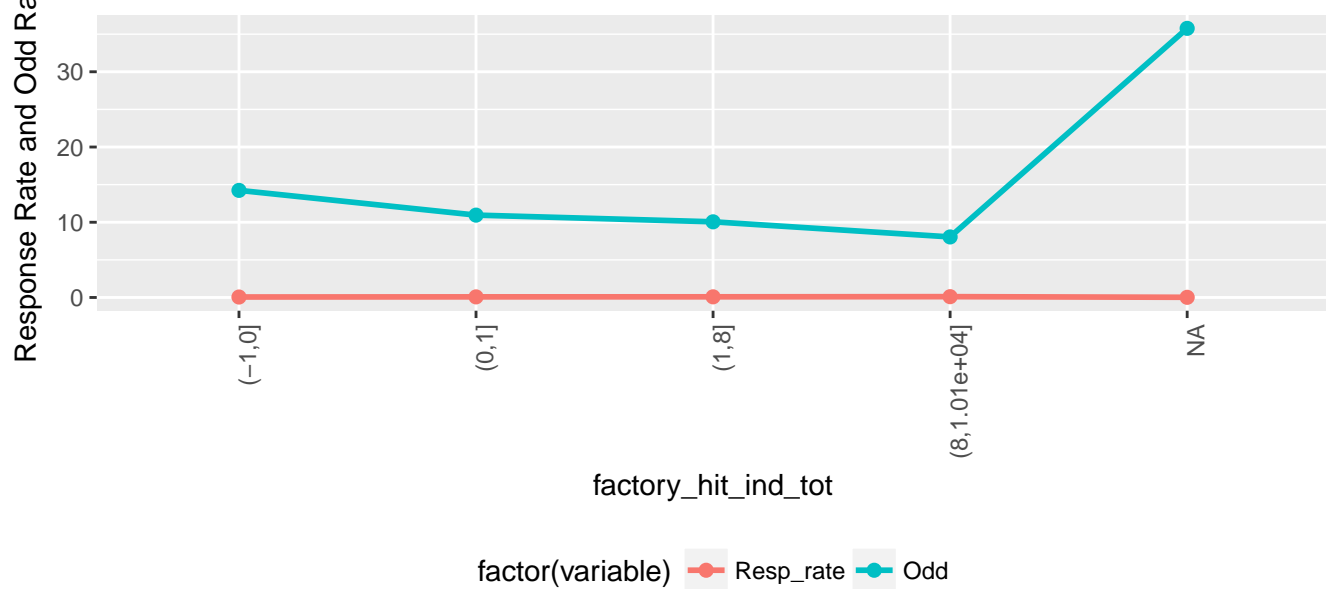
Distribution of response across at_hit_ind_tot
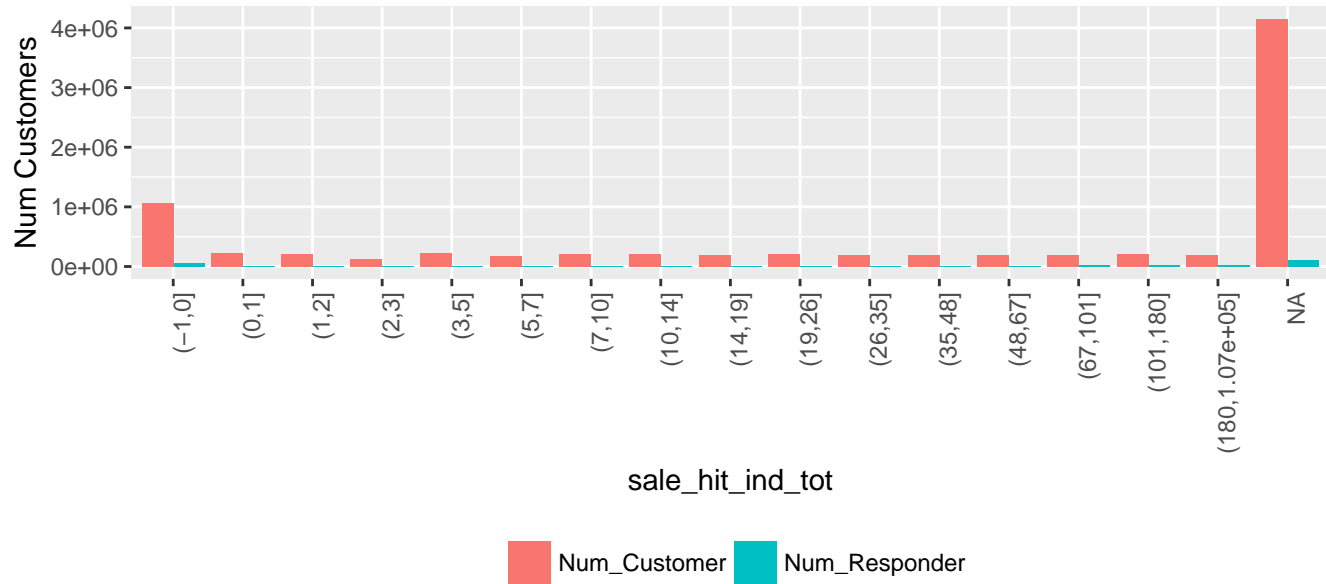
Odd ratio & Response rate across at_hit_ind_tot

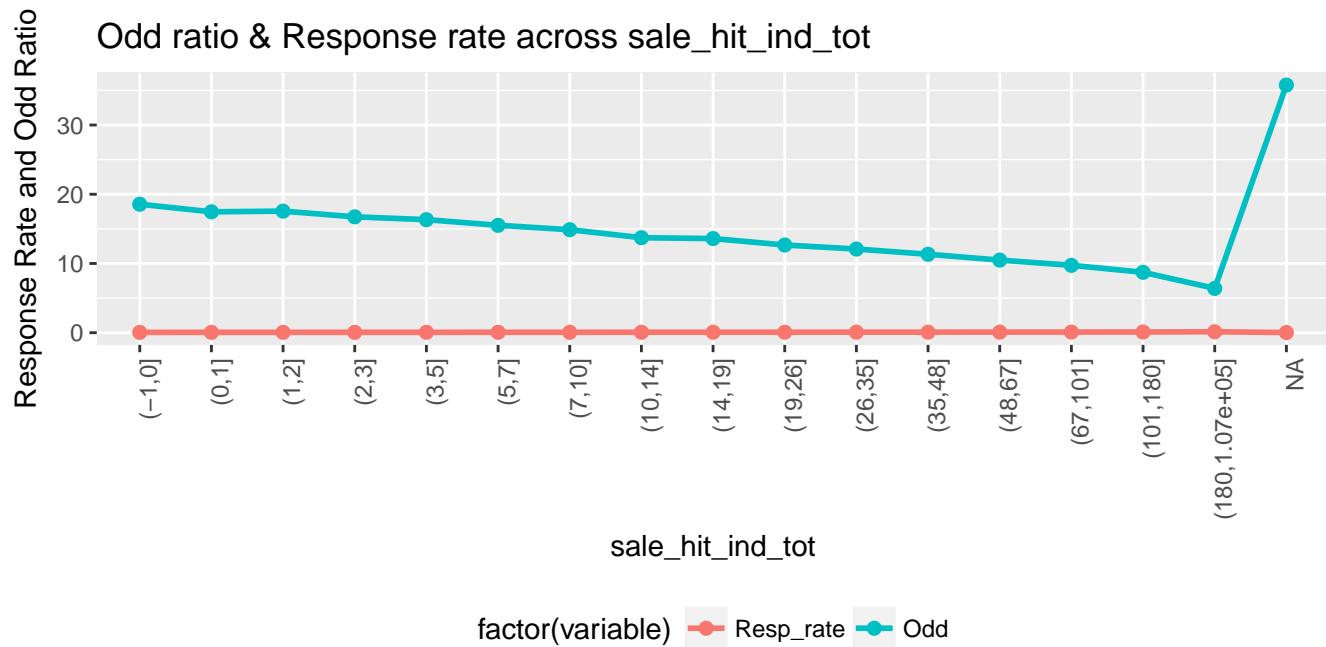Distribution of response across factory_hit_ind_tot

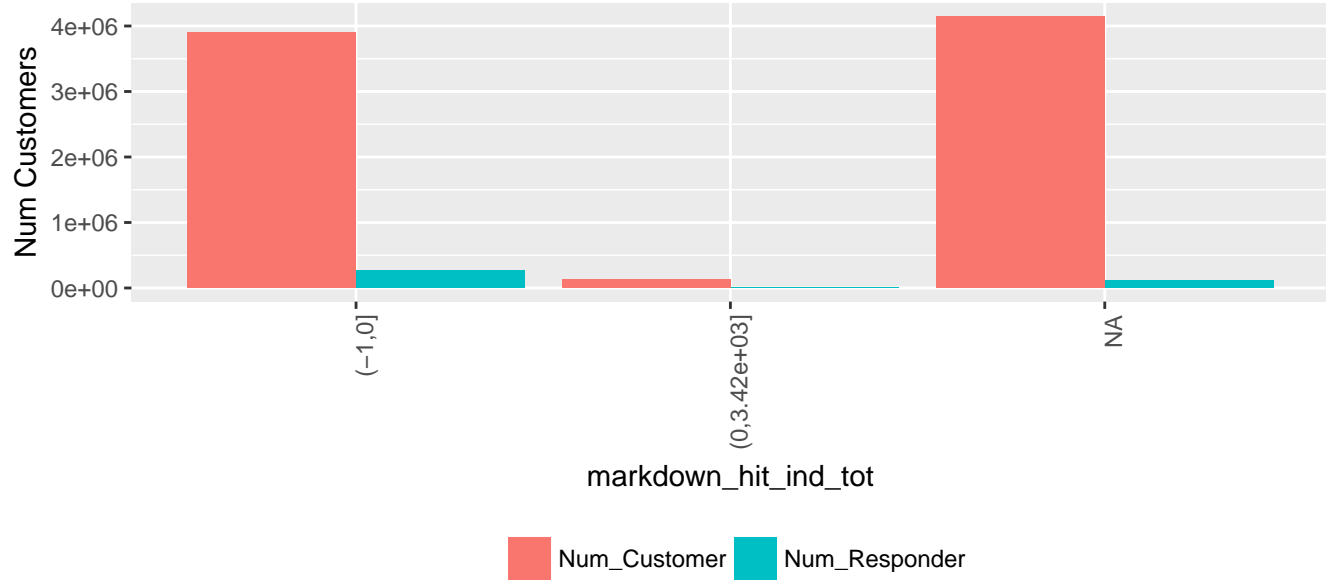Odd ratio & Response rate across factory_hit_ind_tot
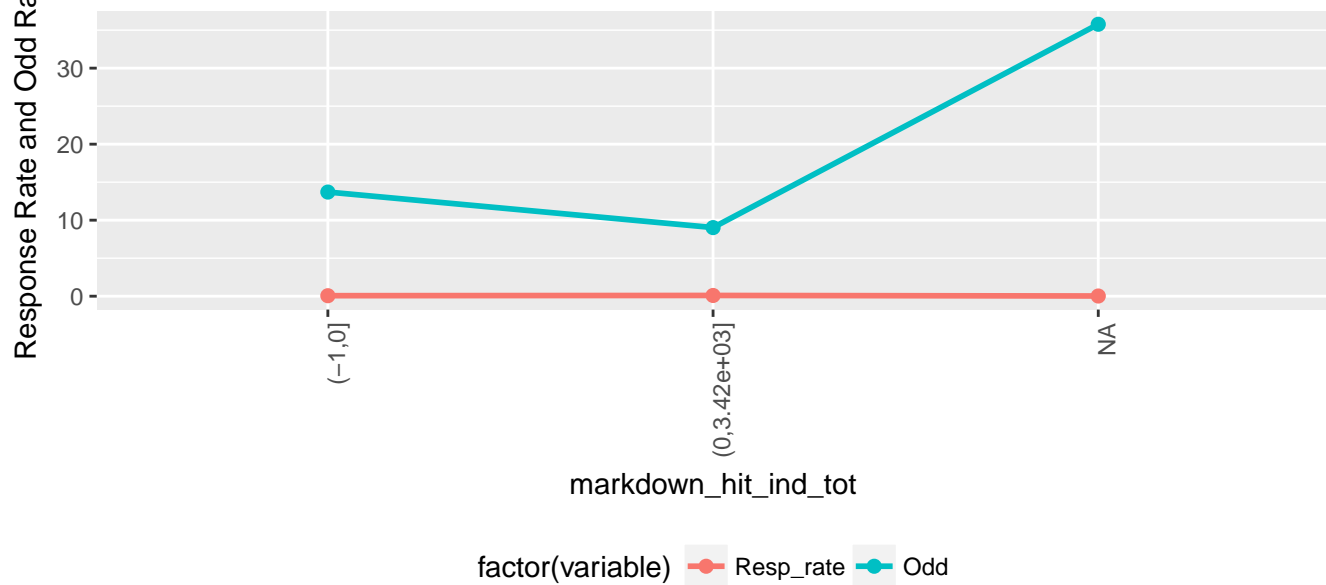
Distribution of response across sale_hit_ind_tot

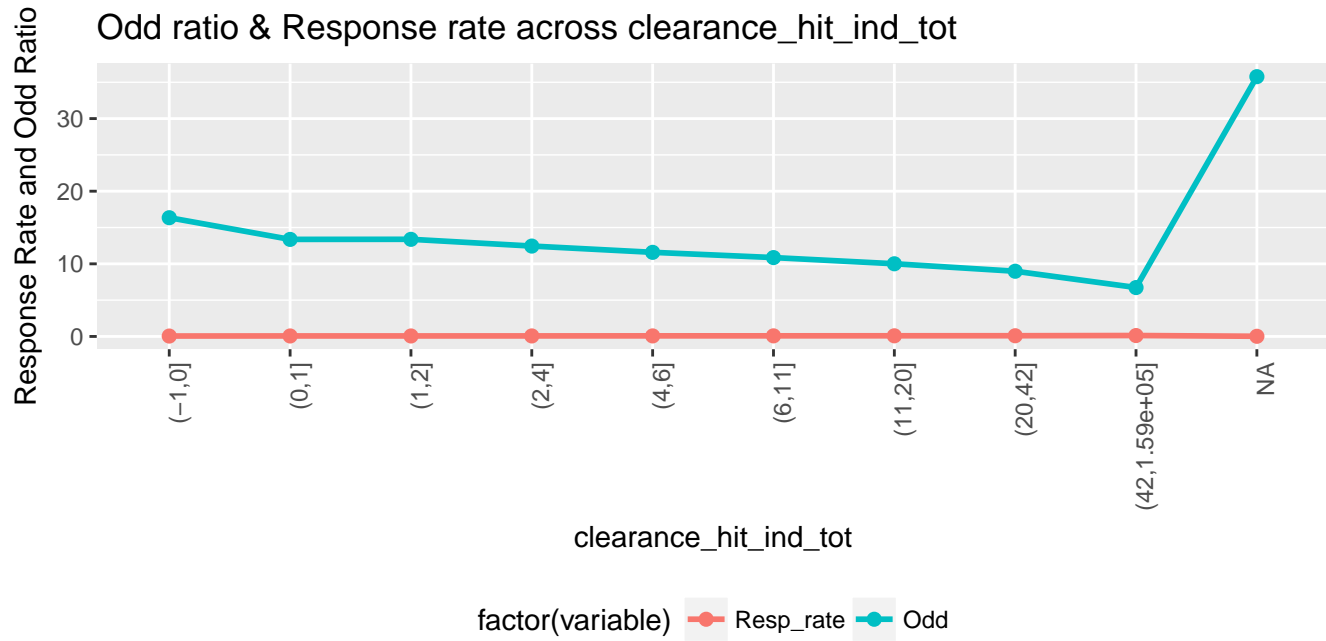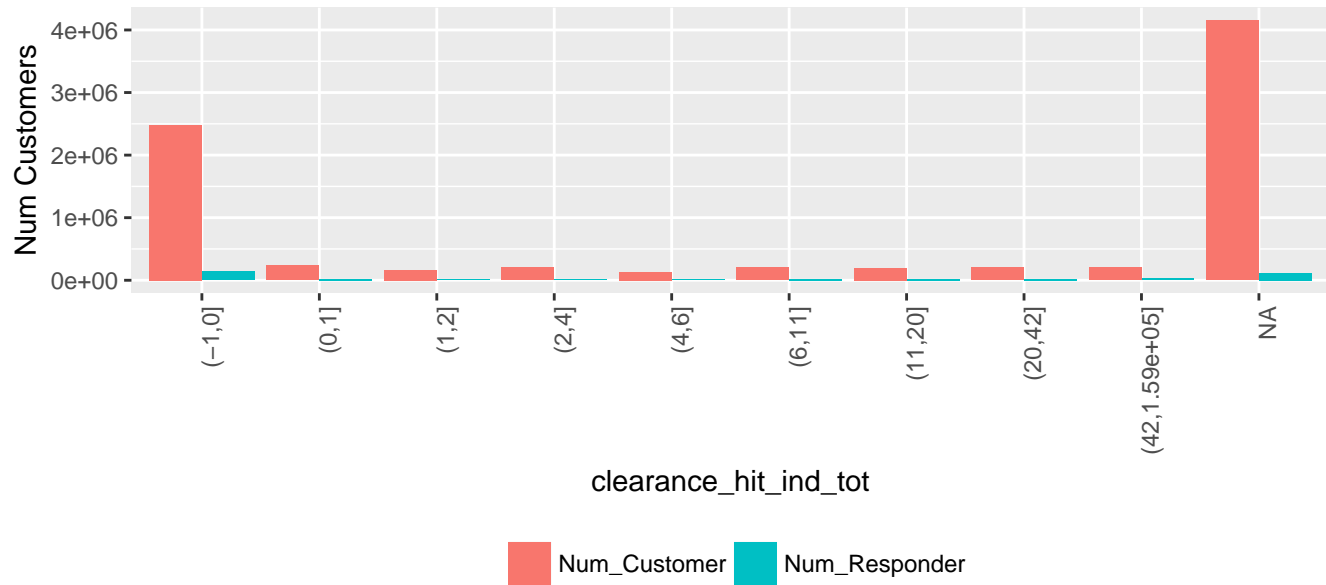Odd ratio & Response rate across sale_hit_ind_tot

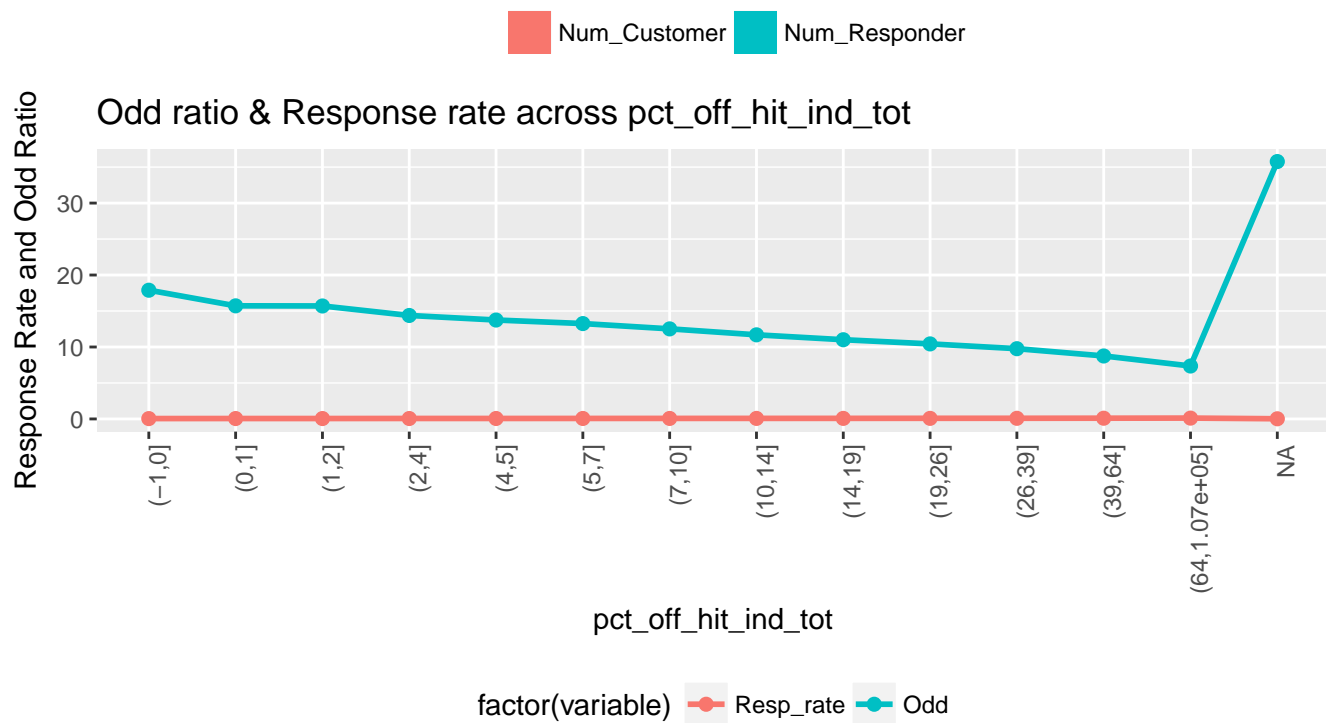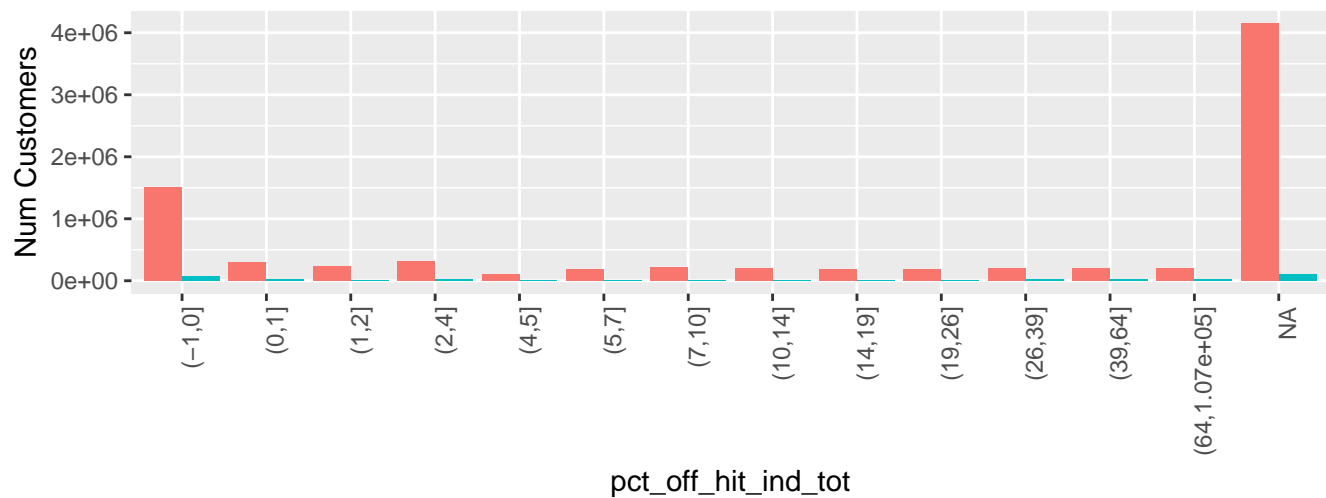# Distribution of response across markdown_hit_ind_tot

Odd ratio & Response rate across markdown_hit_ind_tot
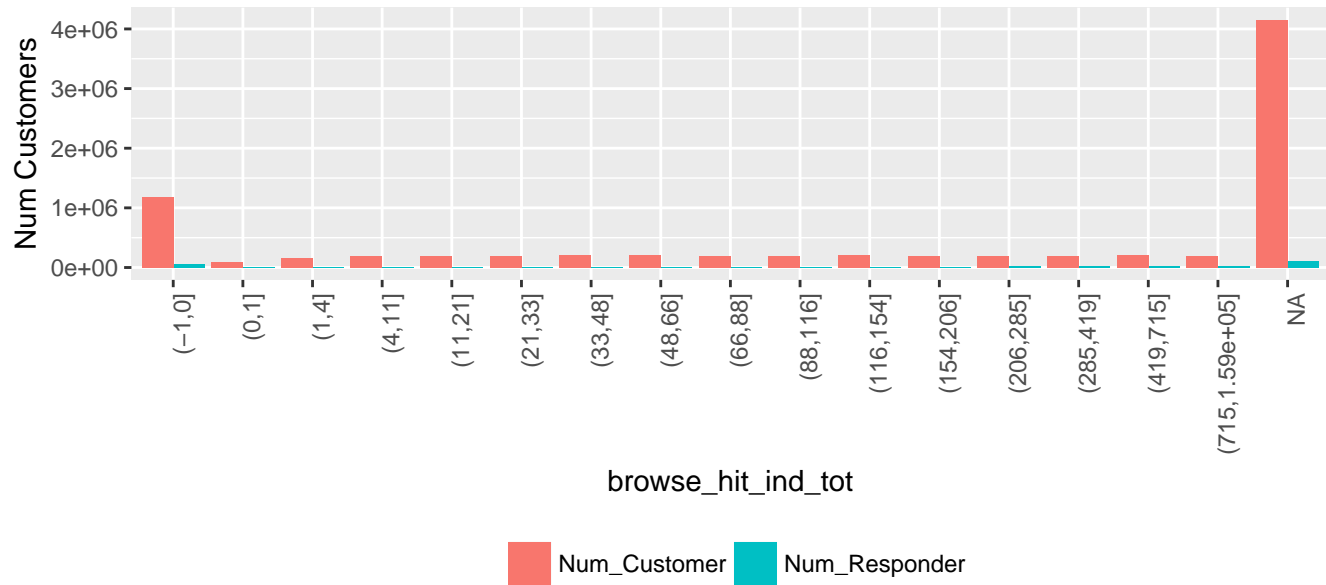
Distribution of response across clearance_hit_ind_tot

Odd ratio & Response rate across clearance_hit_ind_tot

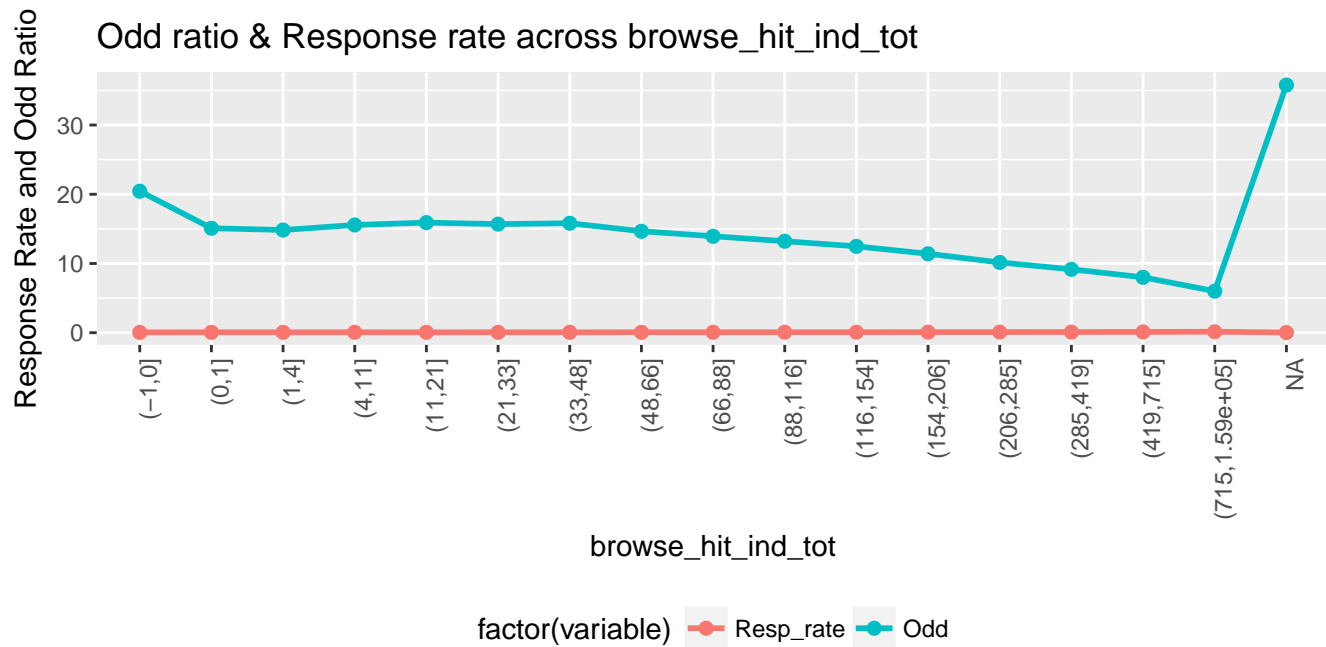Distribution of response across pct_off_hit_ind_tot

Odd ratio & Response rate across pct_off_hit_ind_tot
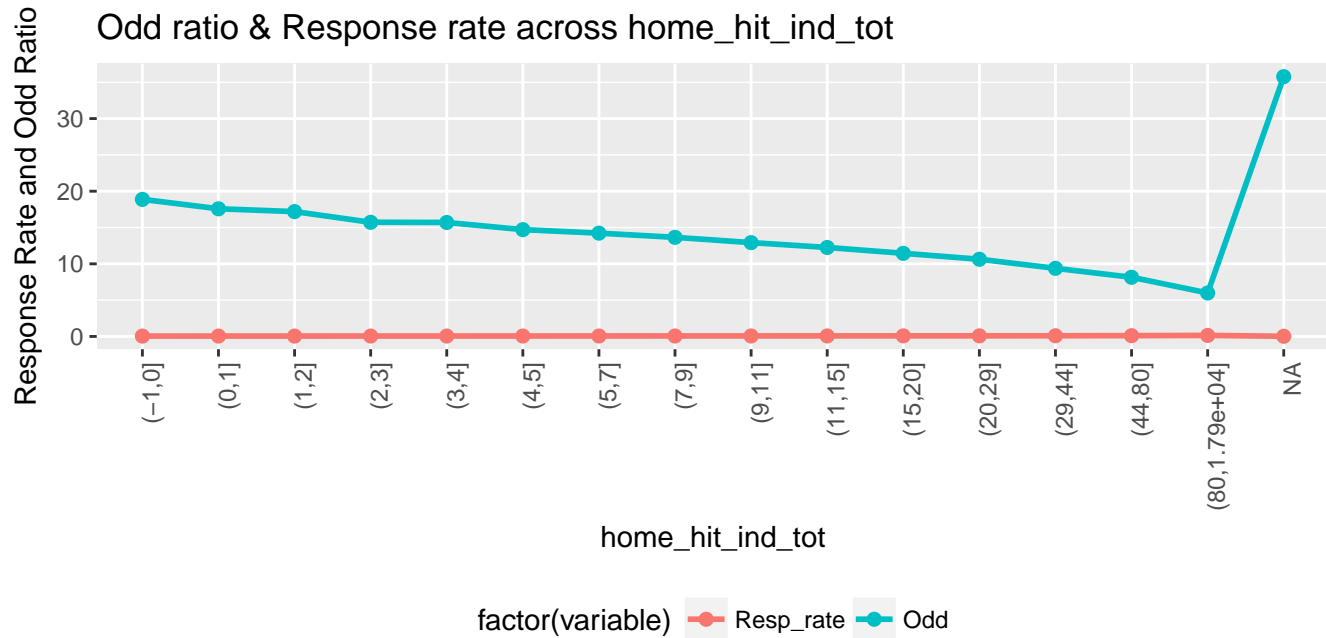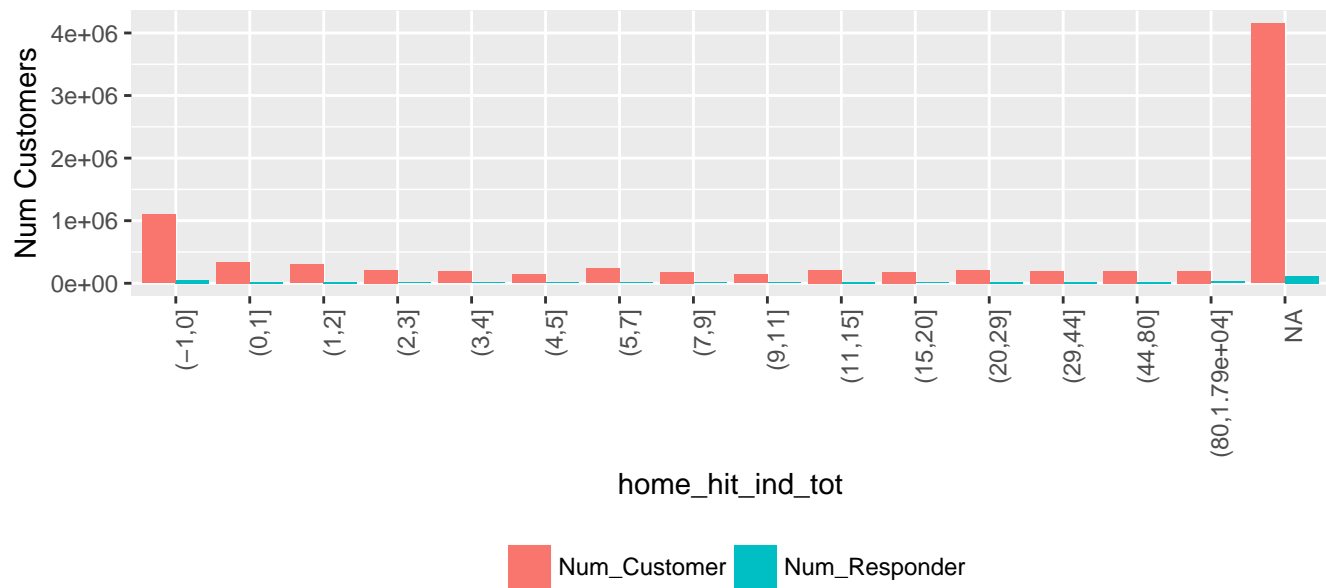
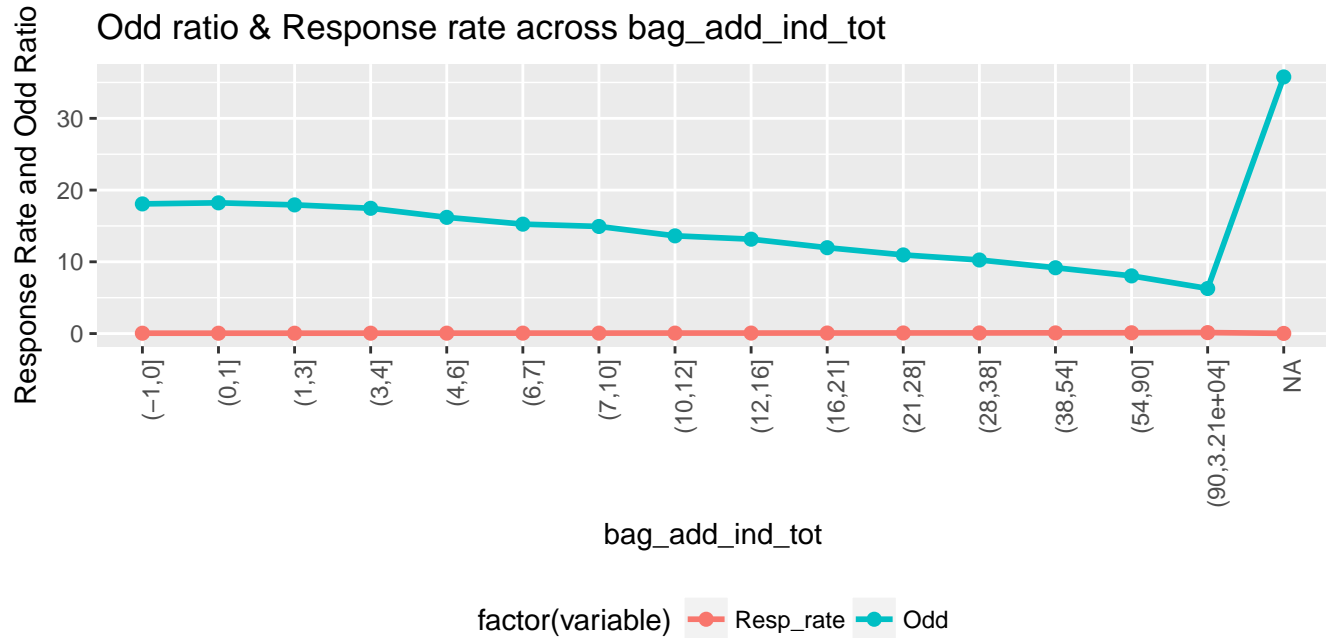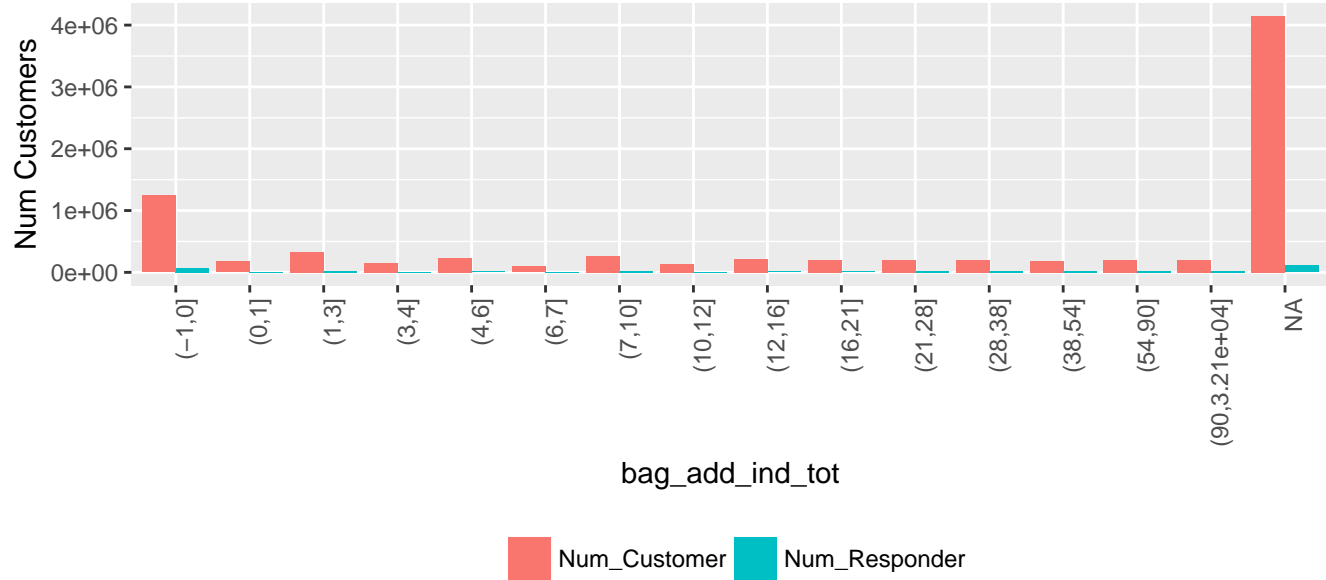# Distribution of response across browse_hit_ind_tot

Odd ratio & Response rate across browse_hit_ind_tot

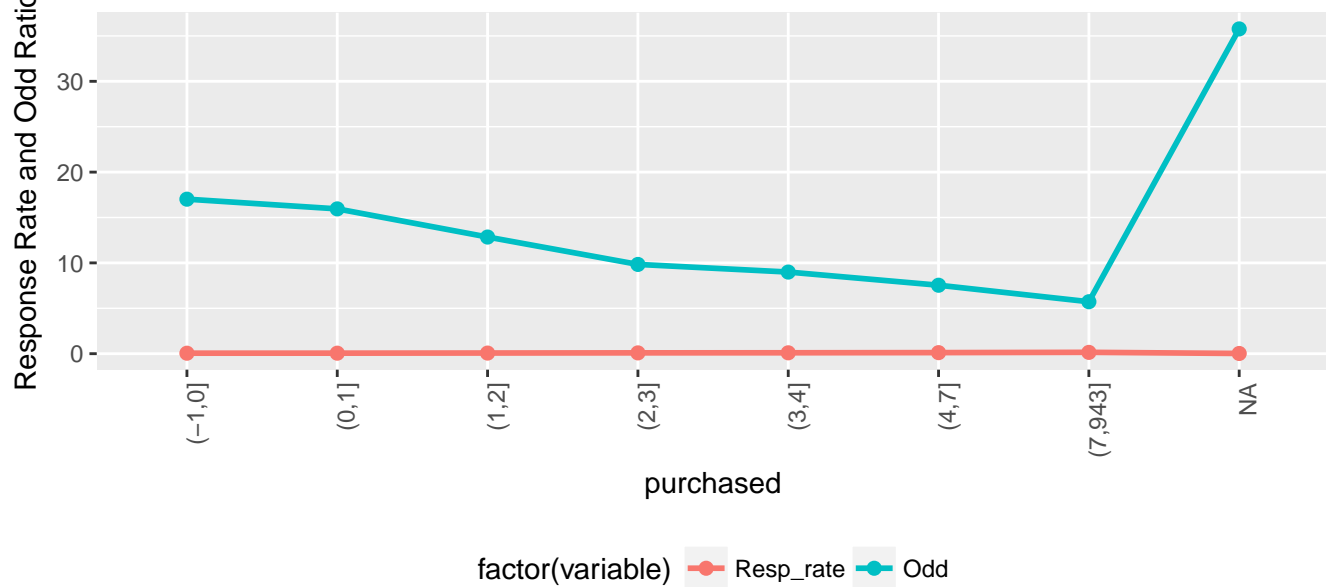Distribution of response across home_hit_ind_tot

Odd ratio & Response rate across home_hit_ind_tot

Distribution of response across bag_add_ind_tot

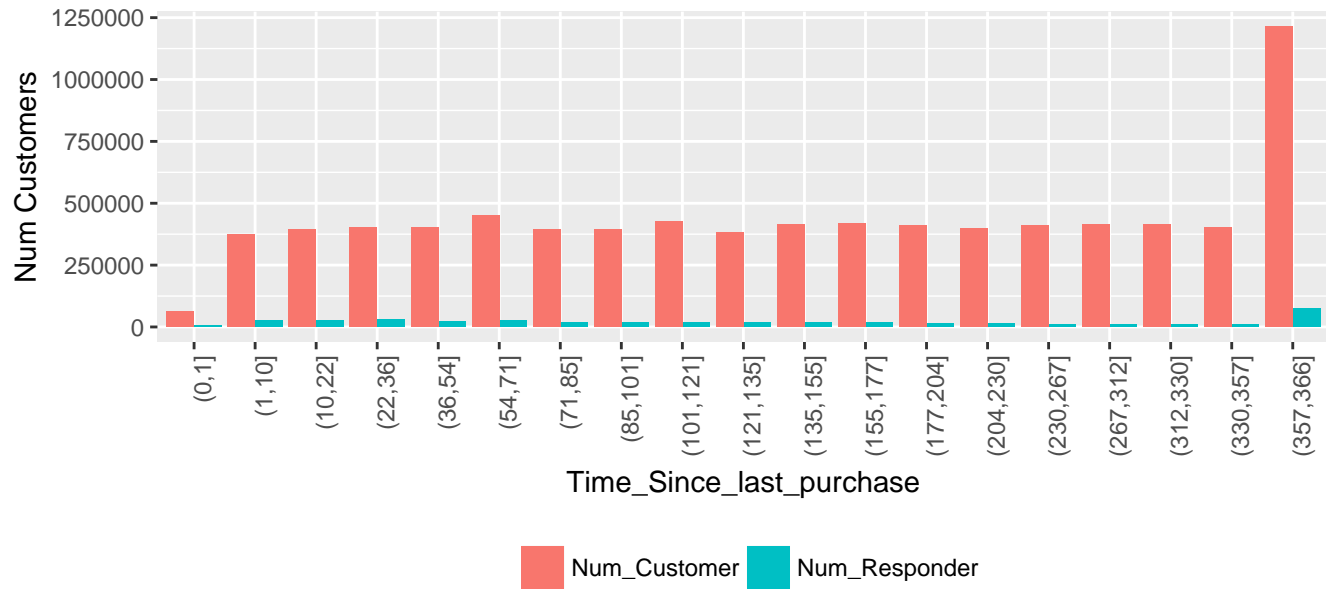Odd ratio & Response rate across bag_add_ind_tot
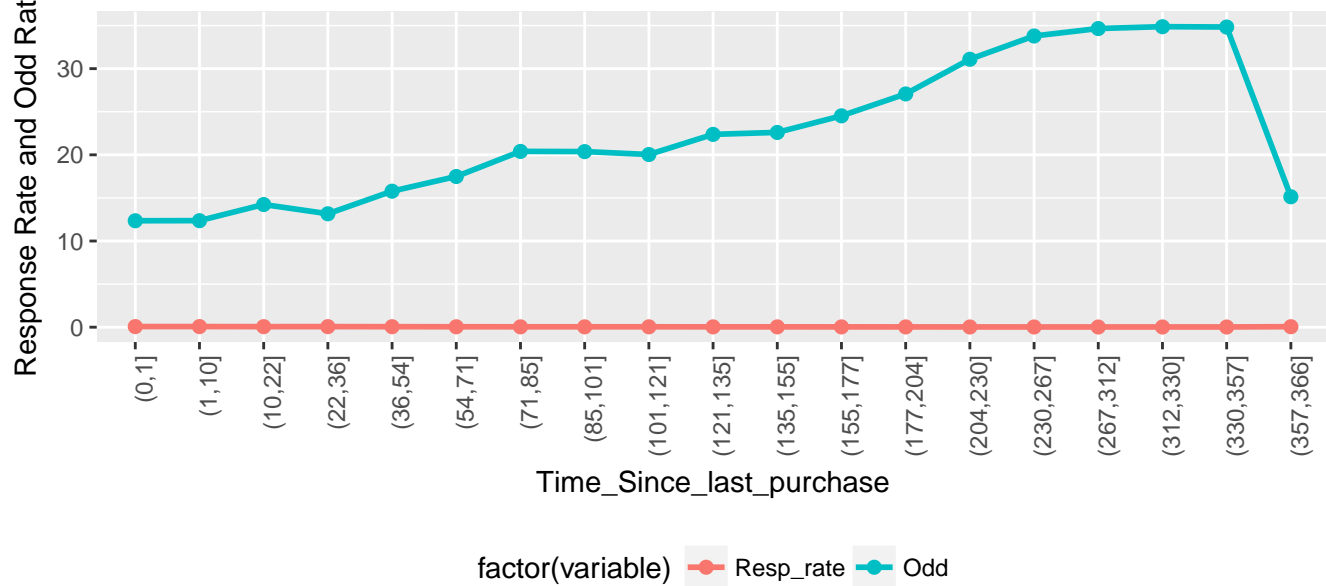
Distribution of response across purchased

Odd ratio & Response rate across purchased

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

Odd ratio & Response rate across Time_Since_last_disc_purchase