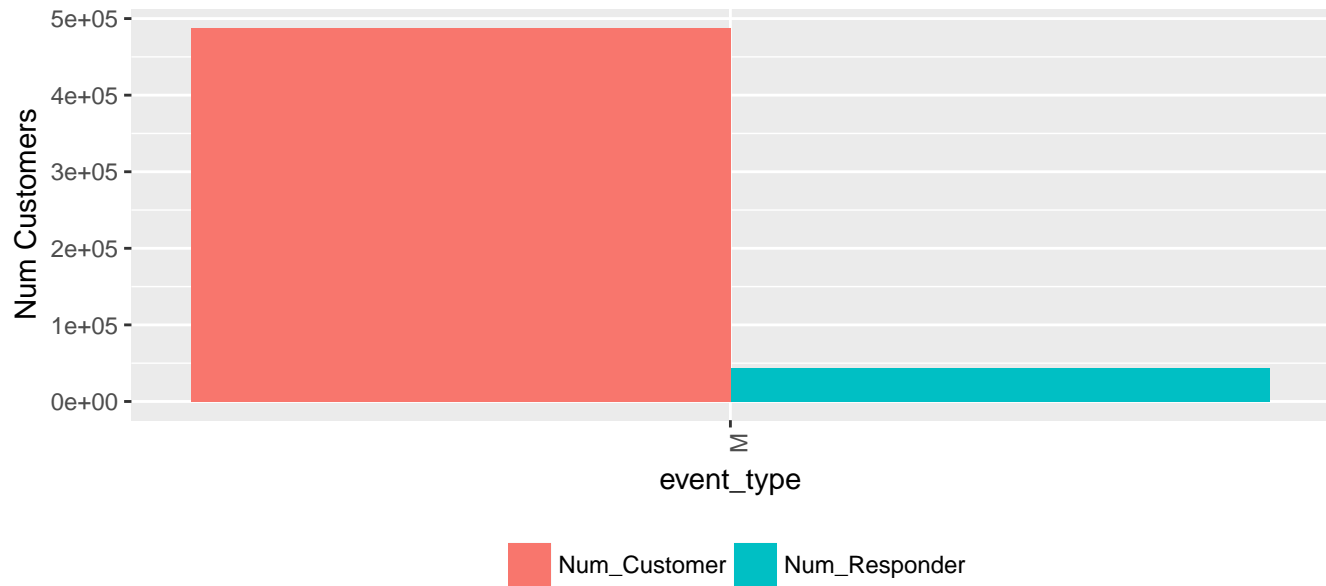
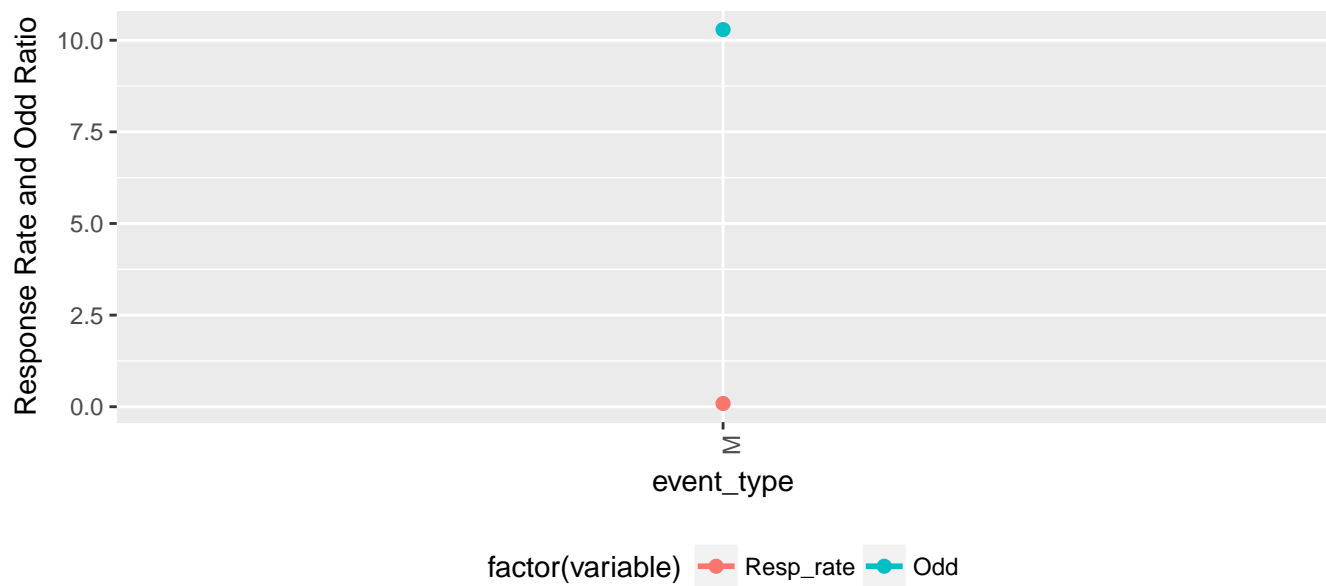


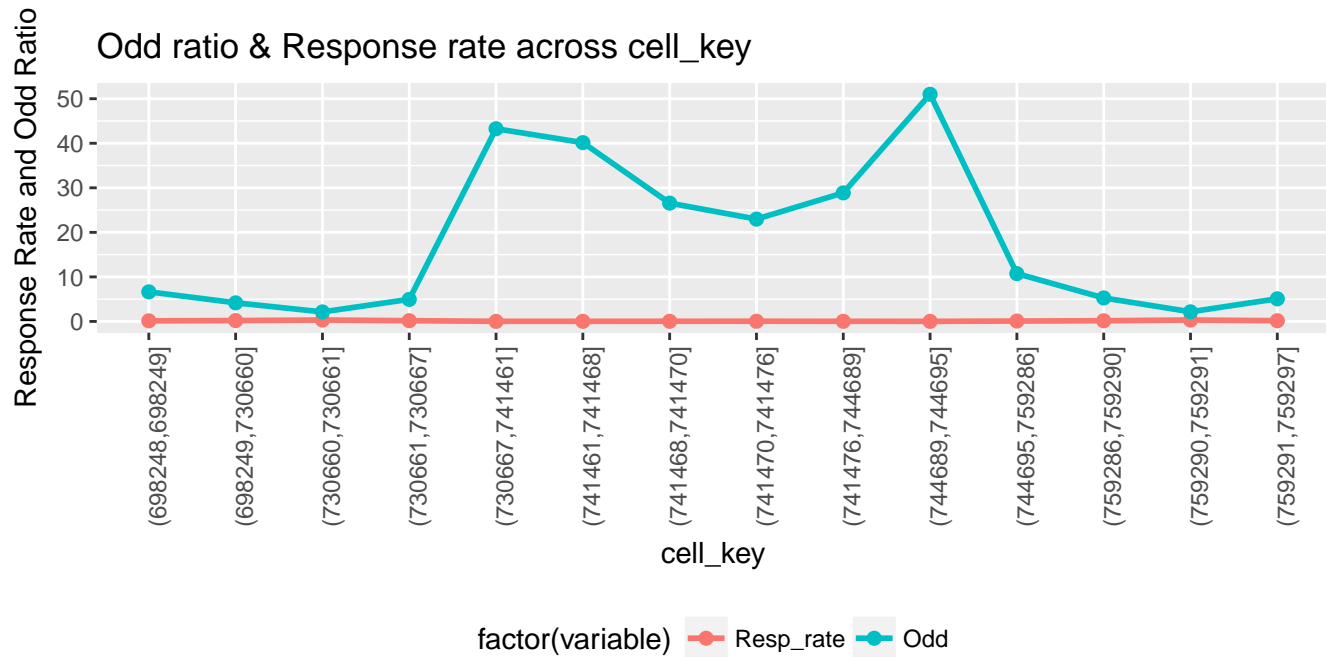
Distribution of response across event_type



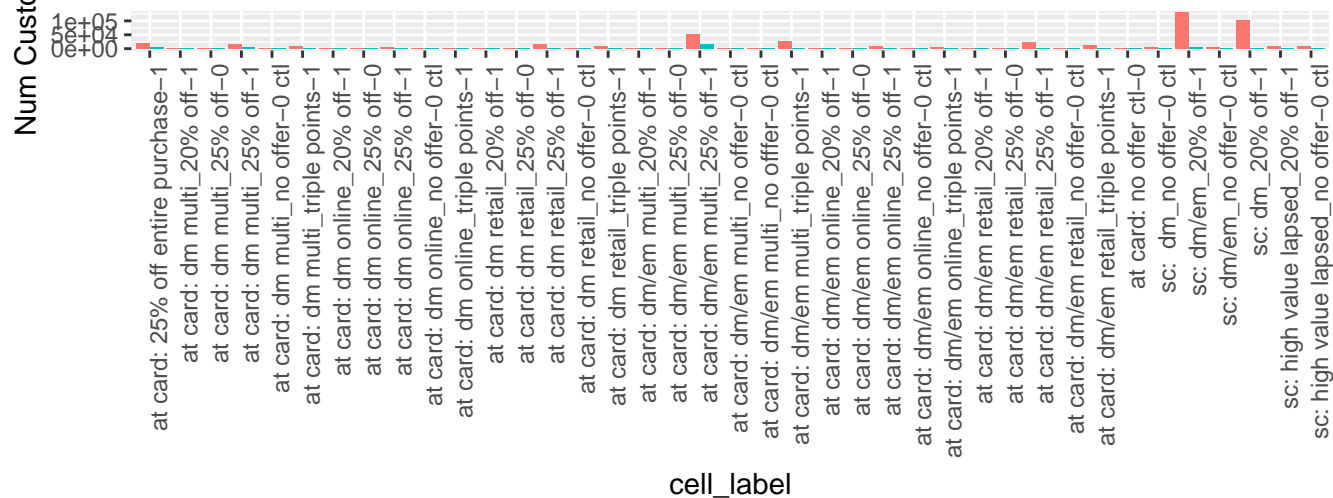
Odd ratio & Response rate across event_type



Distribution of response across cell_key



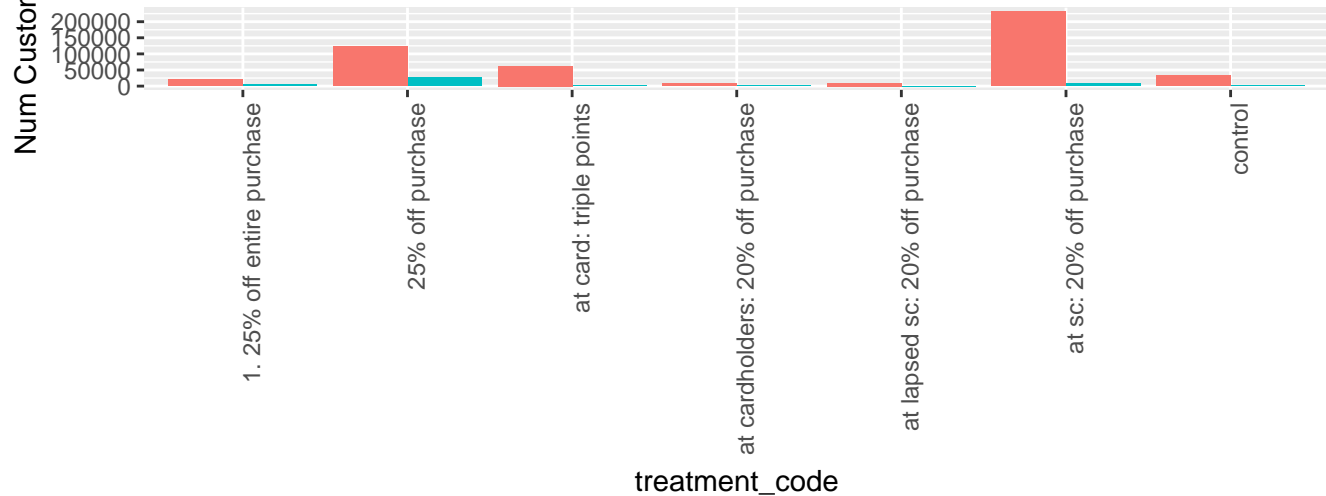
Distribution of response across cell_label



Odd ratio & Response rate across cell_label

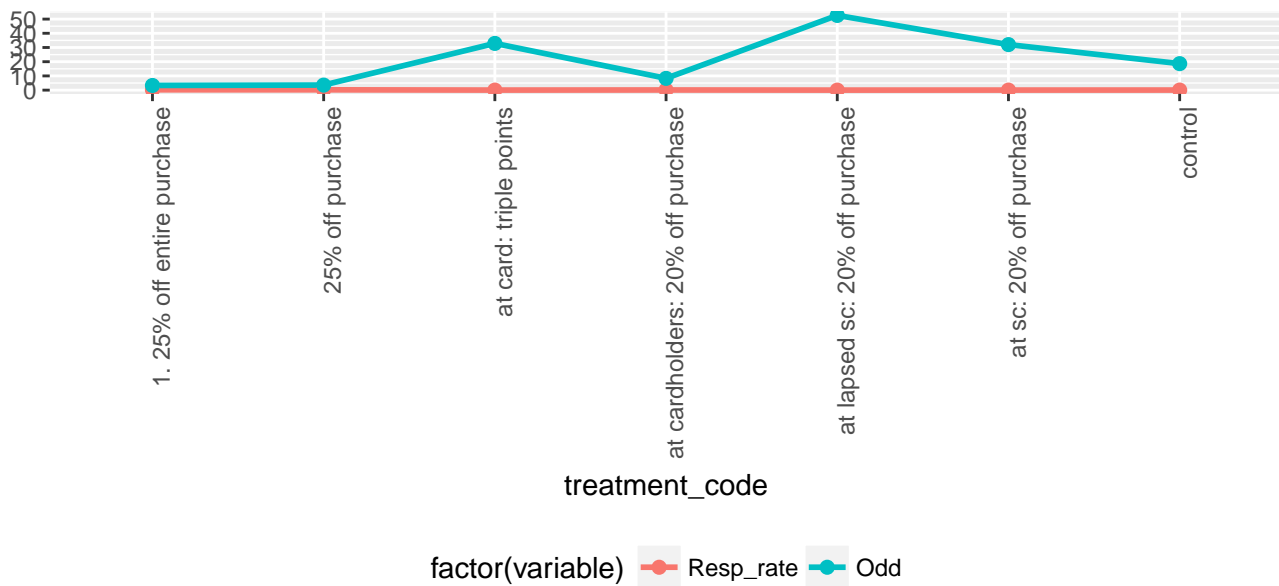


Distribution of response across treatment_code

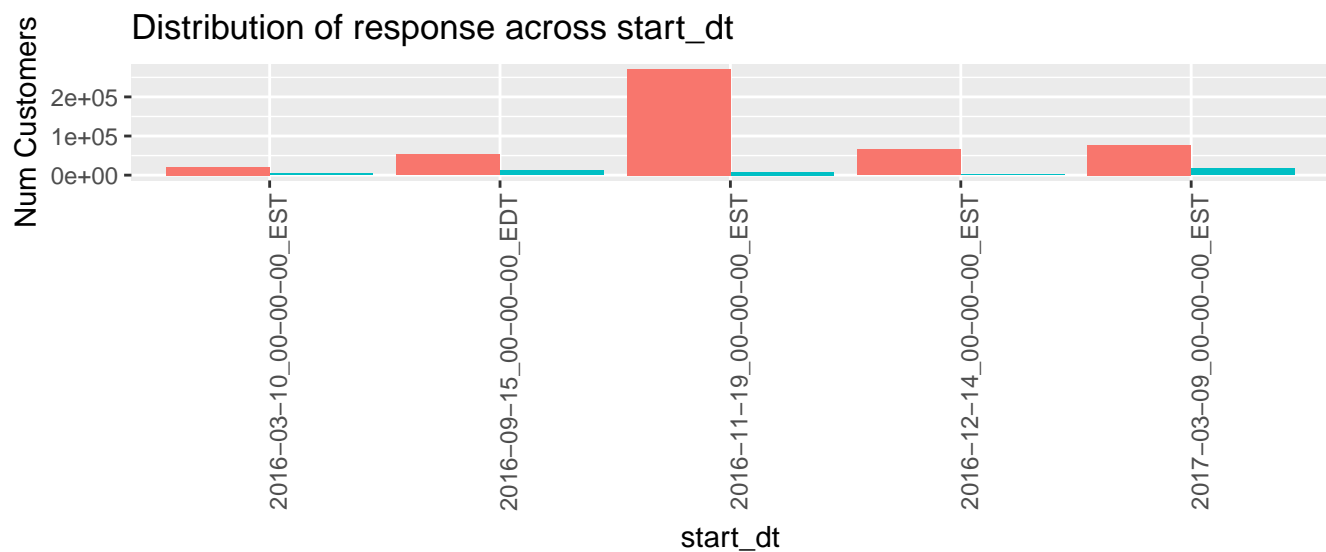


Response Rate and Odd Ratio

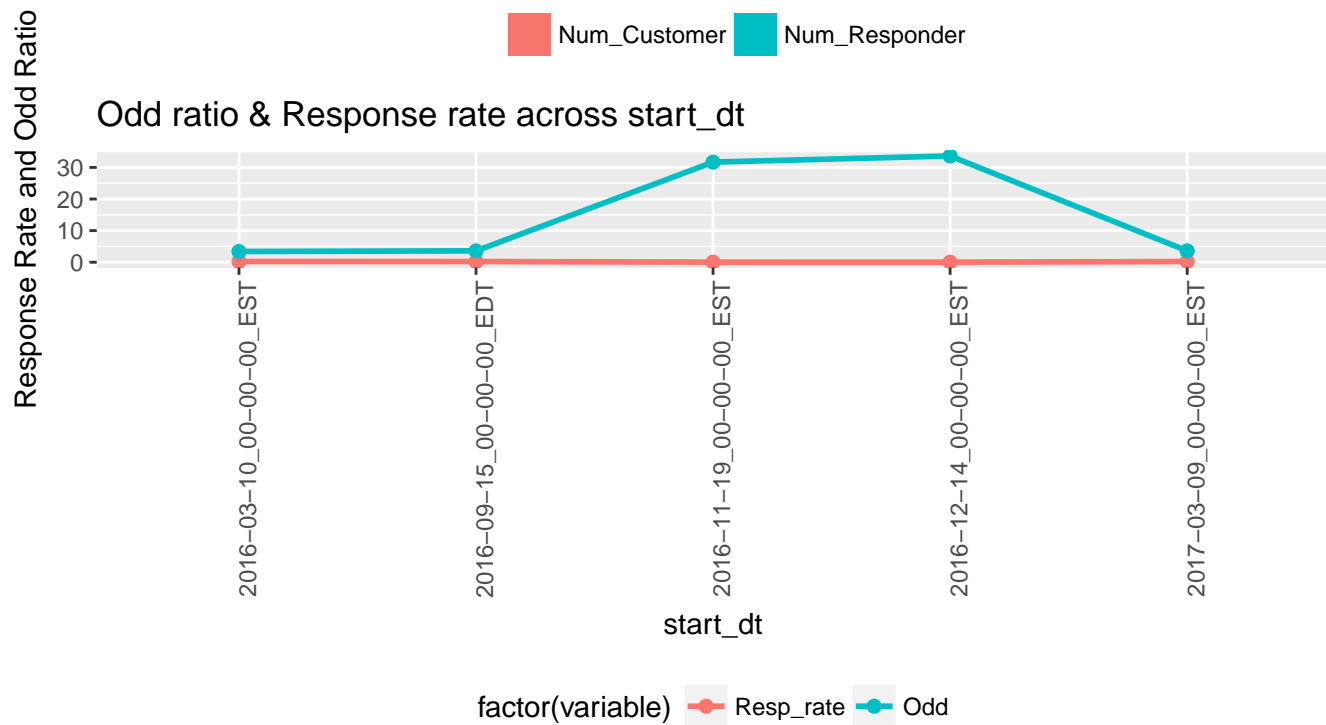
Odd ratio & Response rate across treatment_code



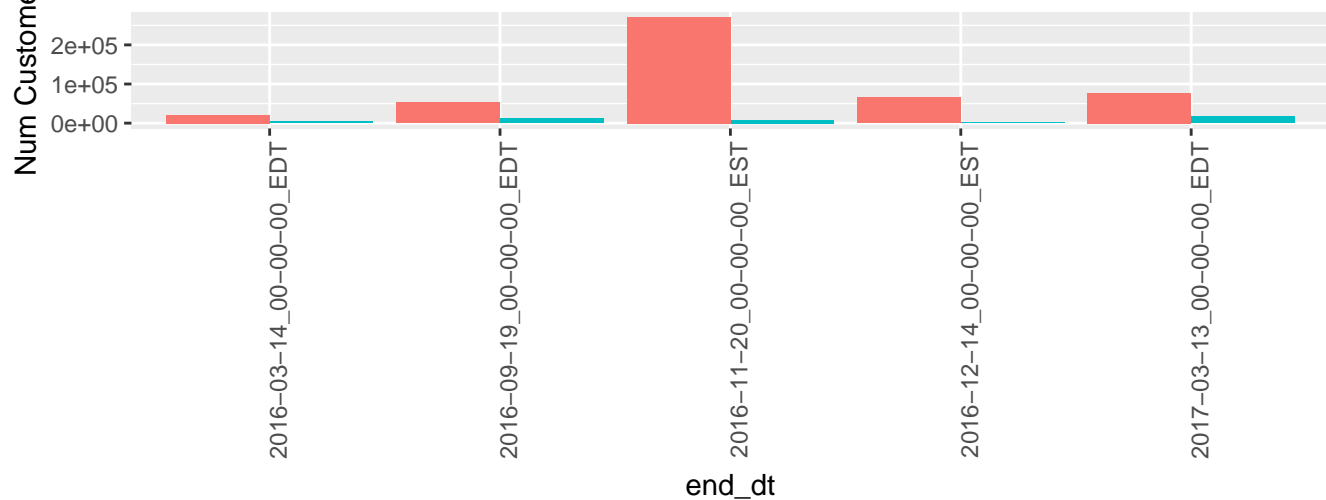
Distribution of response across start_dt



Odd ratio & Response rate across start_dt

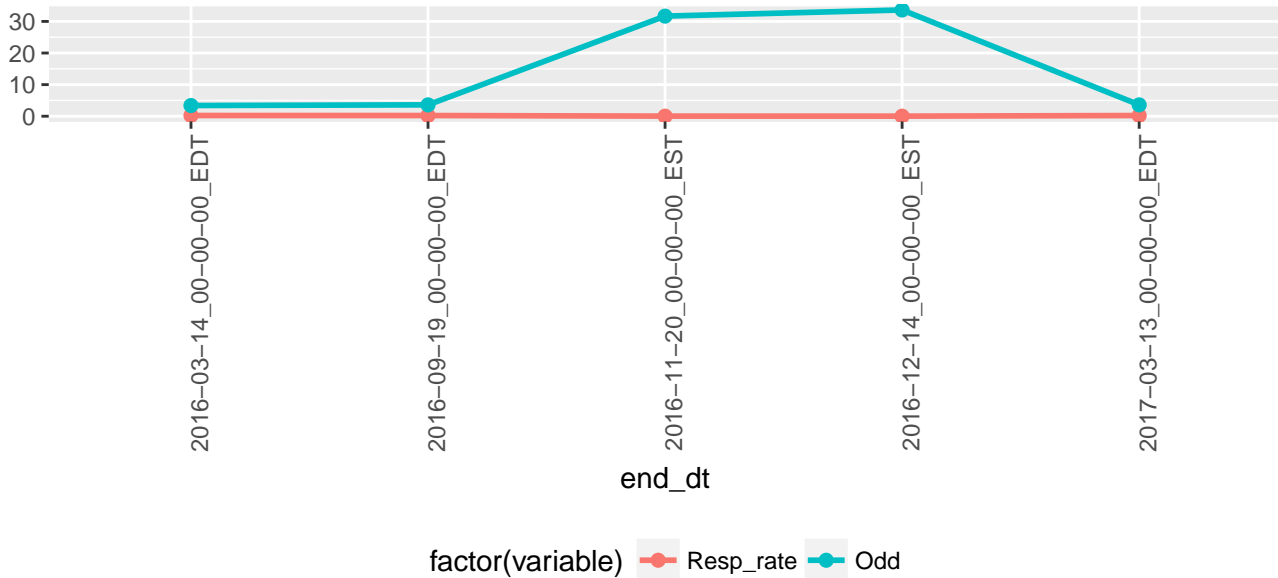


Distribution of response across end_dt

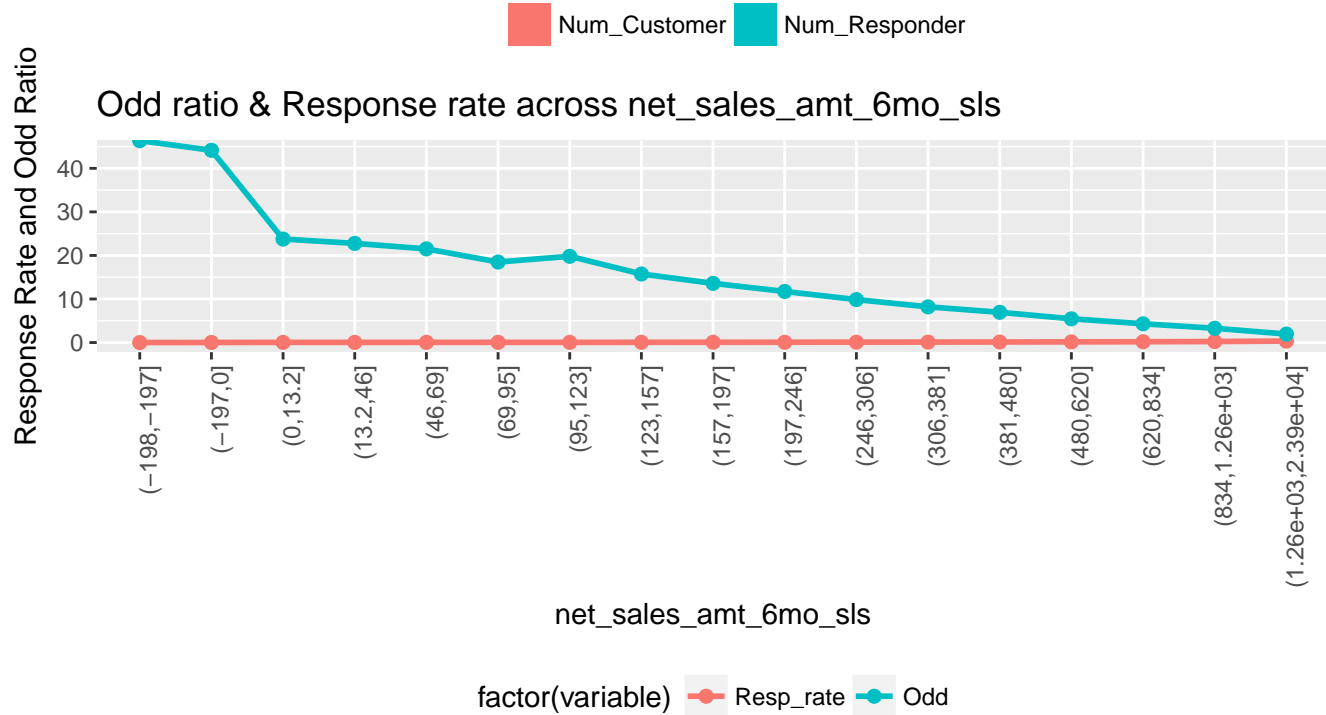
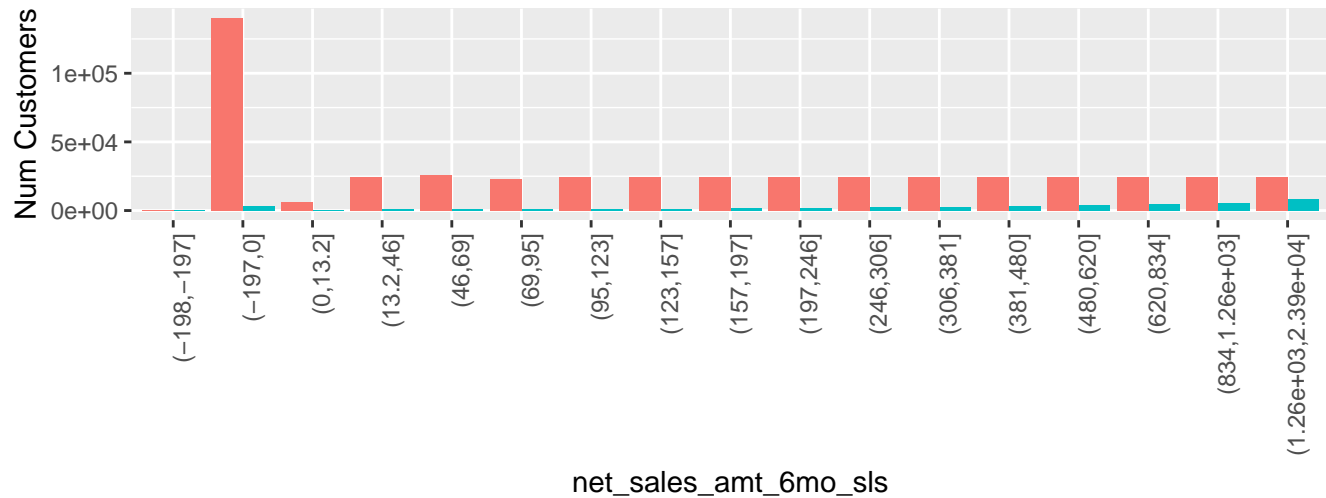


Response Rate and Odd Ratio

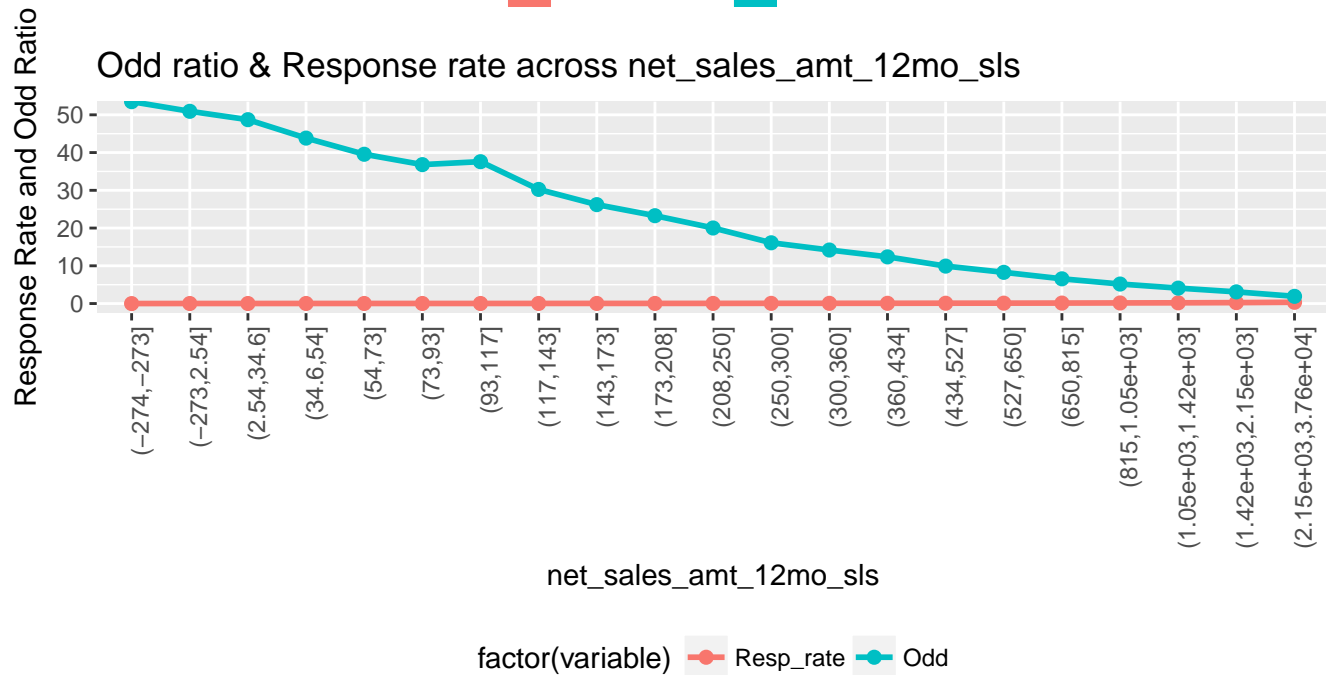
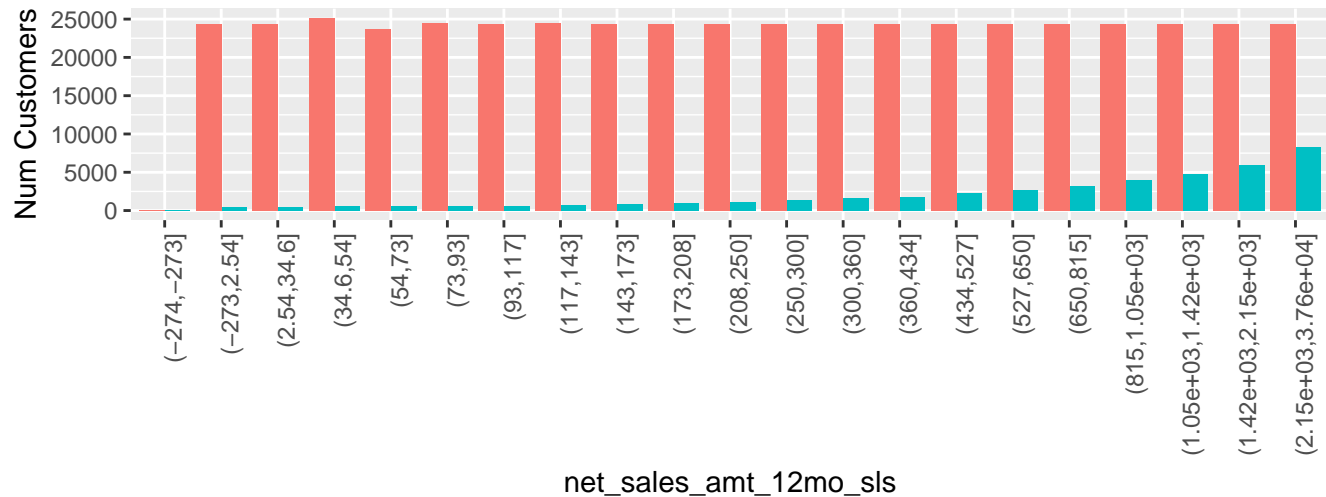
Odd ratio & Response rate across end_dt



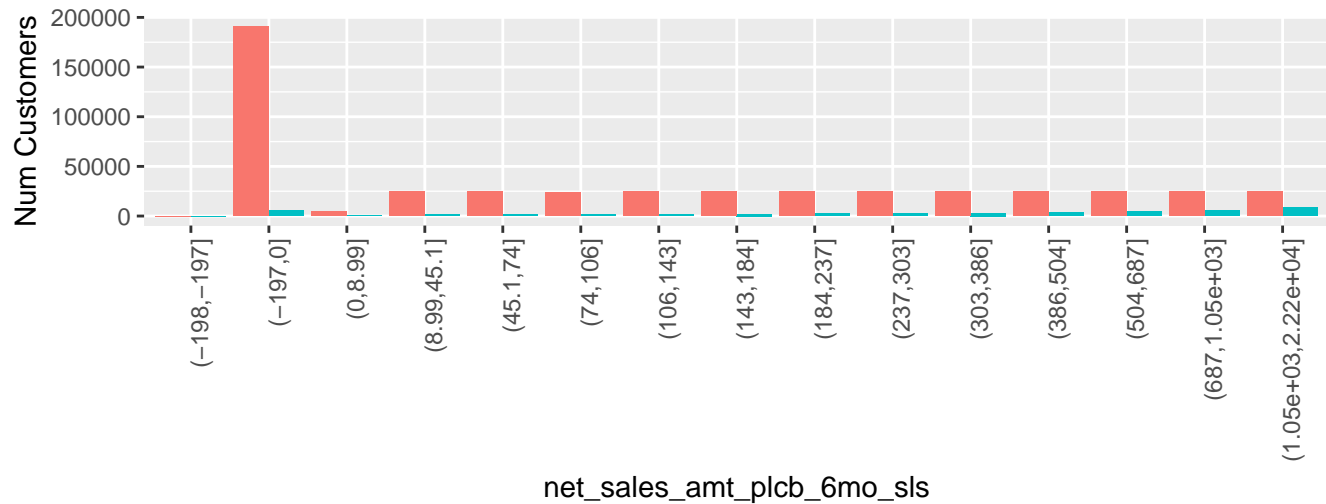
Distribution of response across net_sales_amt_6mo_sls



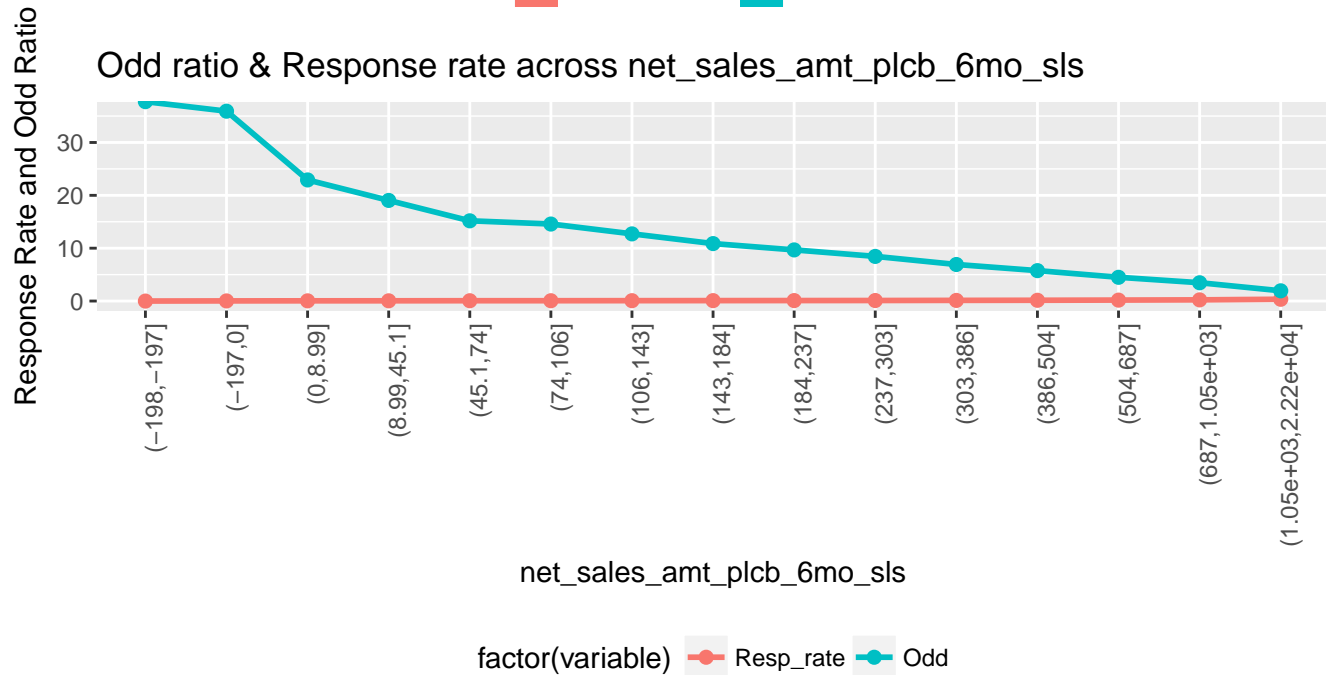
Distribution of response across net_sales_amt_12mo_sls



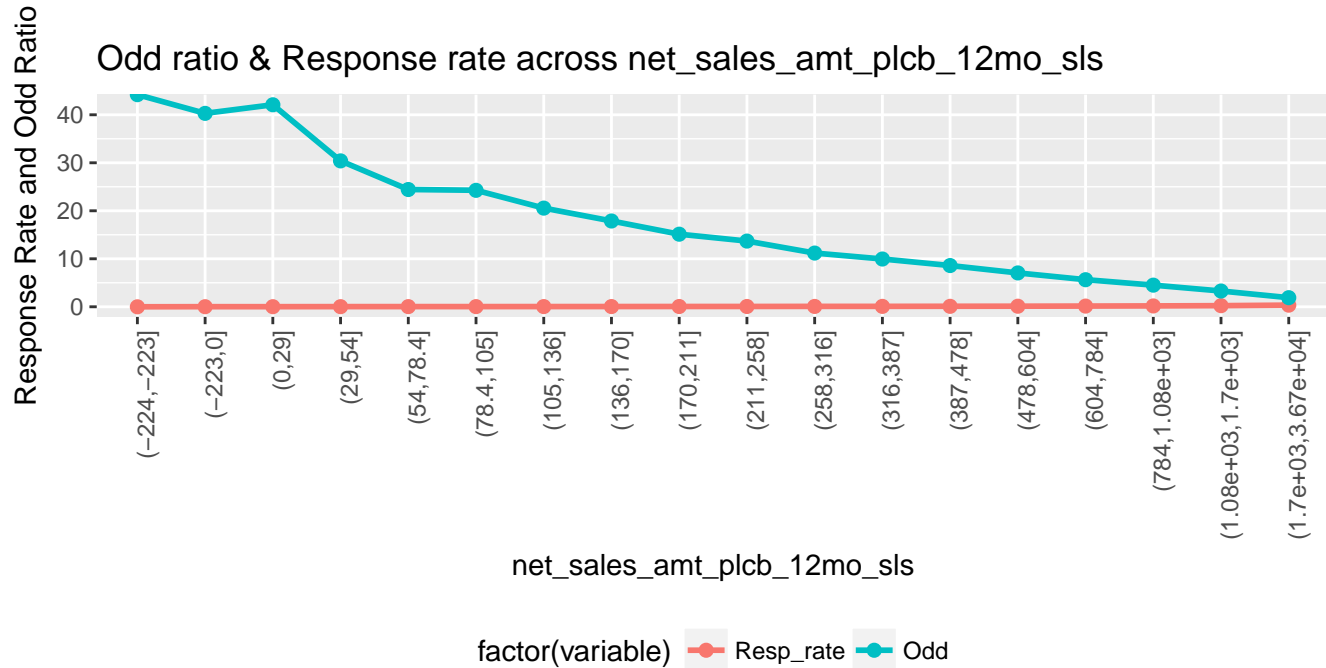
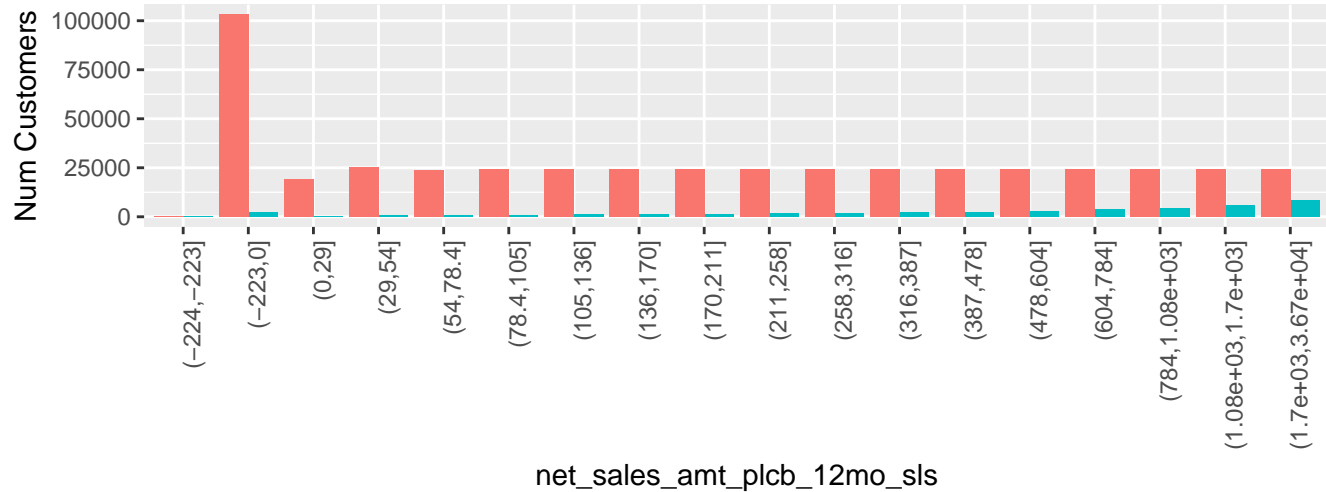
Distribution of response across net_sales_amt_plcb_6mo_sls



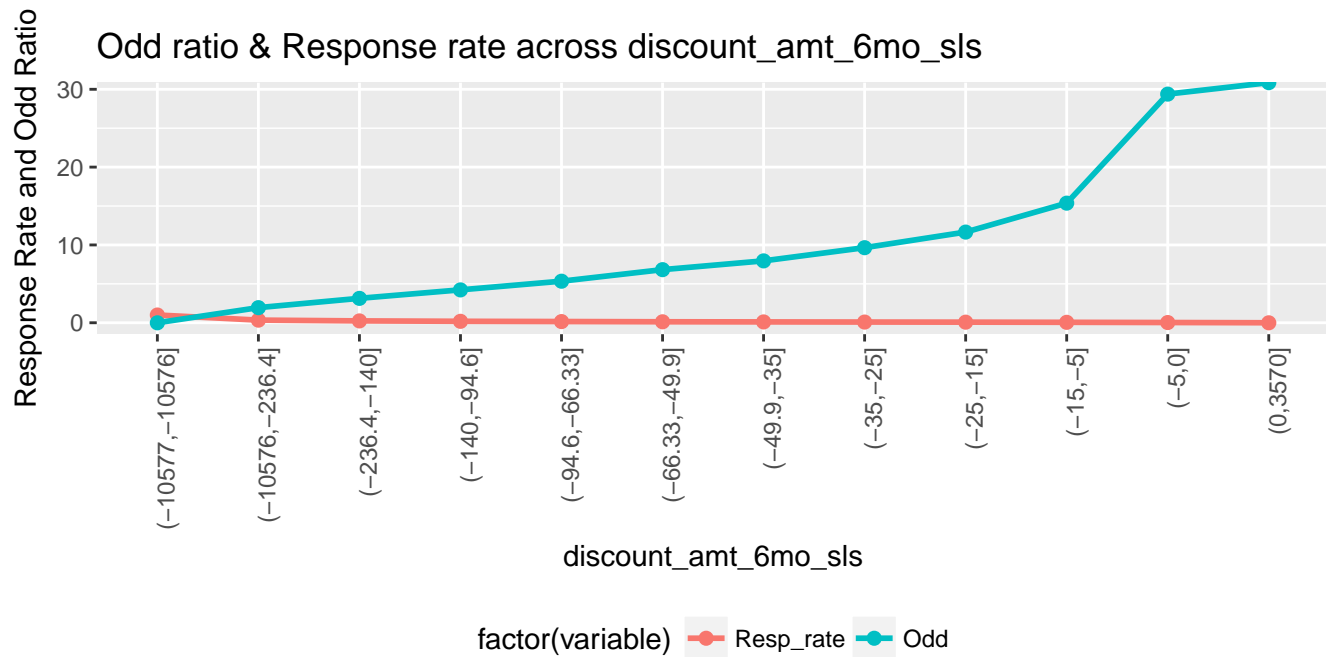
Odd ratio & Response rate across net_sales_amt_plcb_6mo_sls



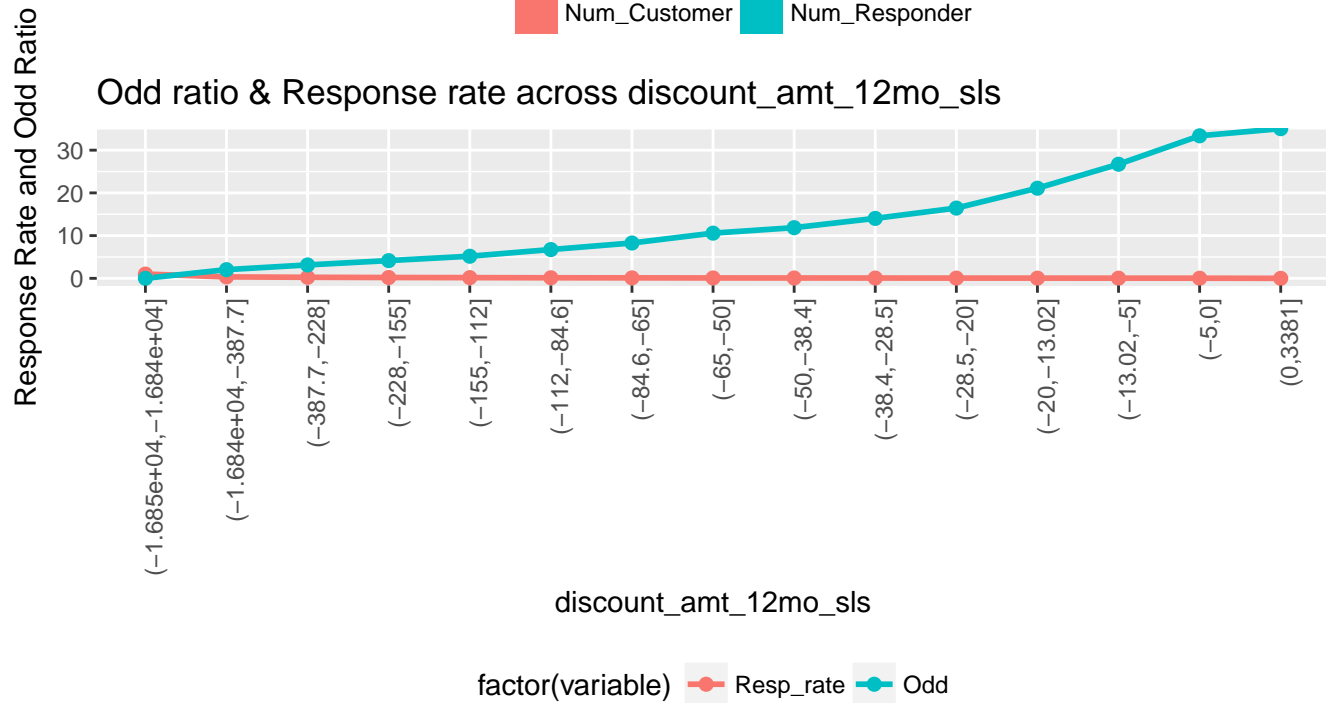
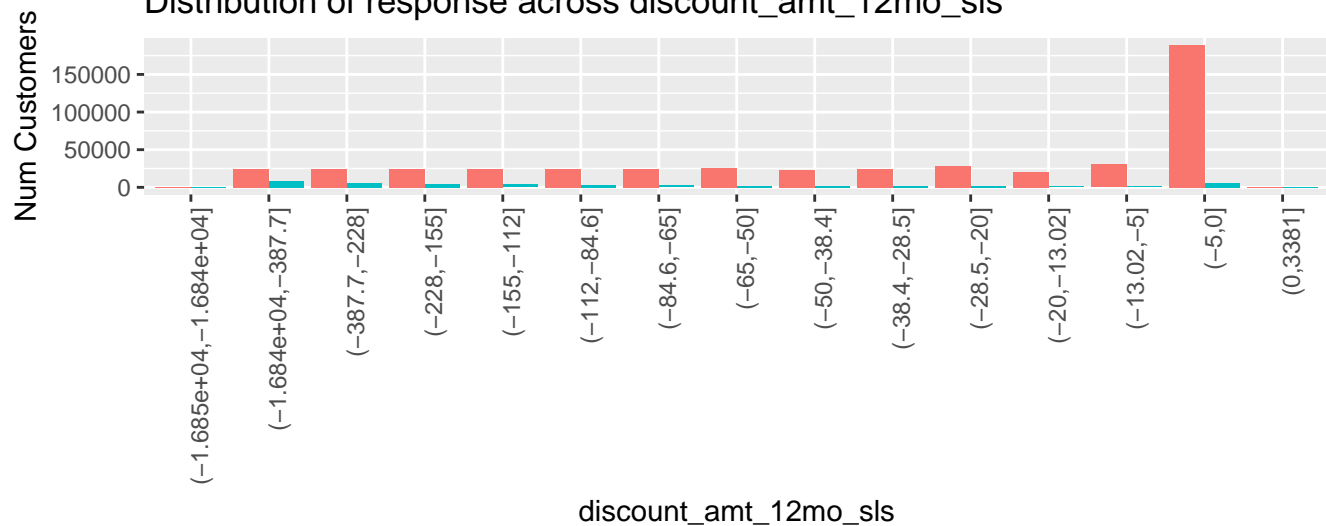
Distribution of response across net_sales_amt_plcb_12mo_sls



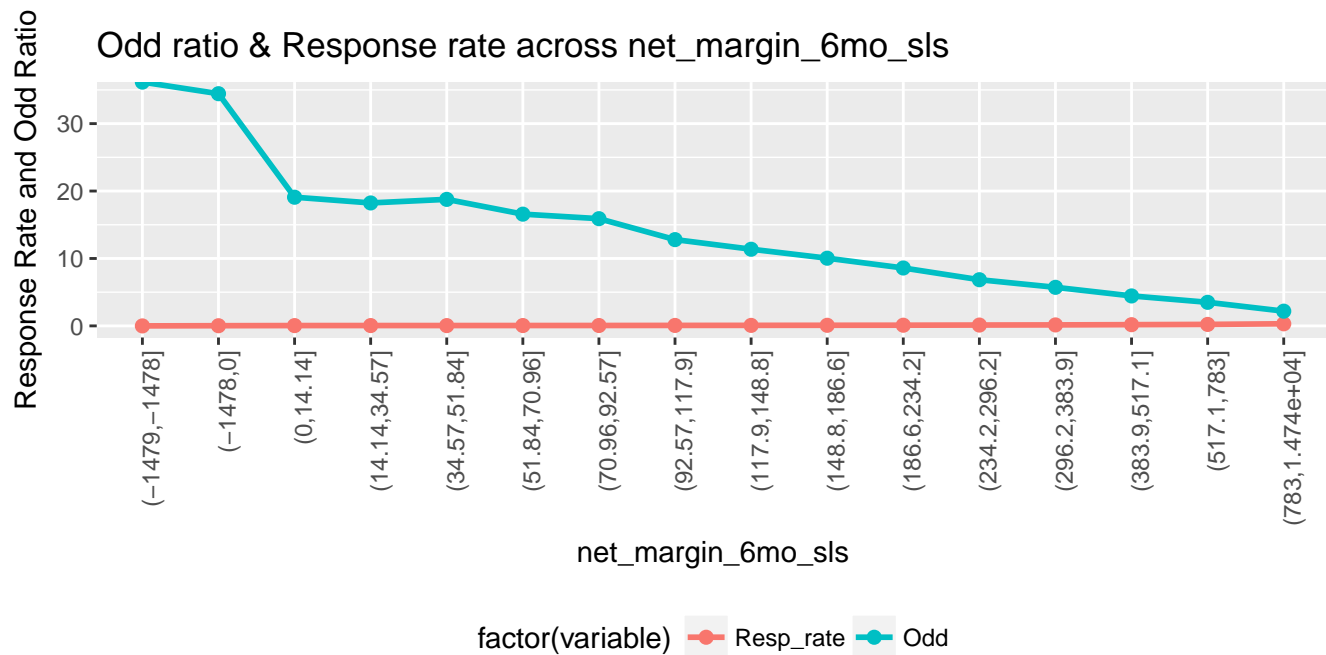
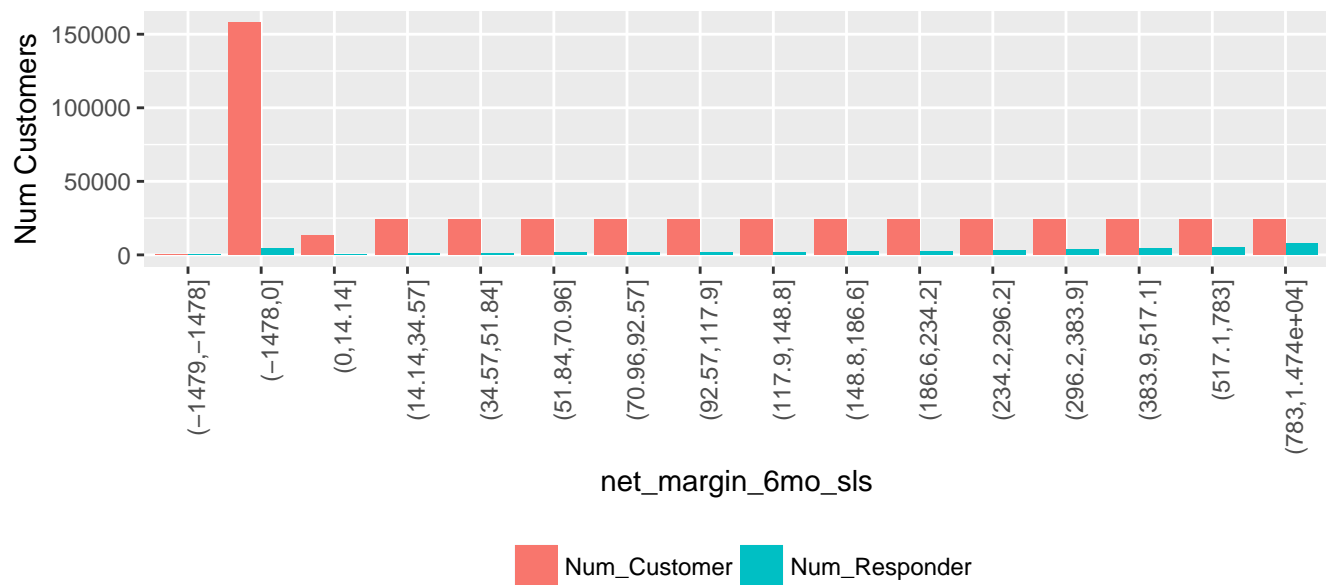
Distribution of response across discount_amt_6mo_sls



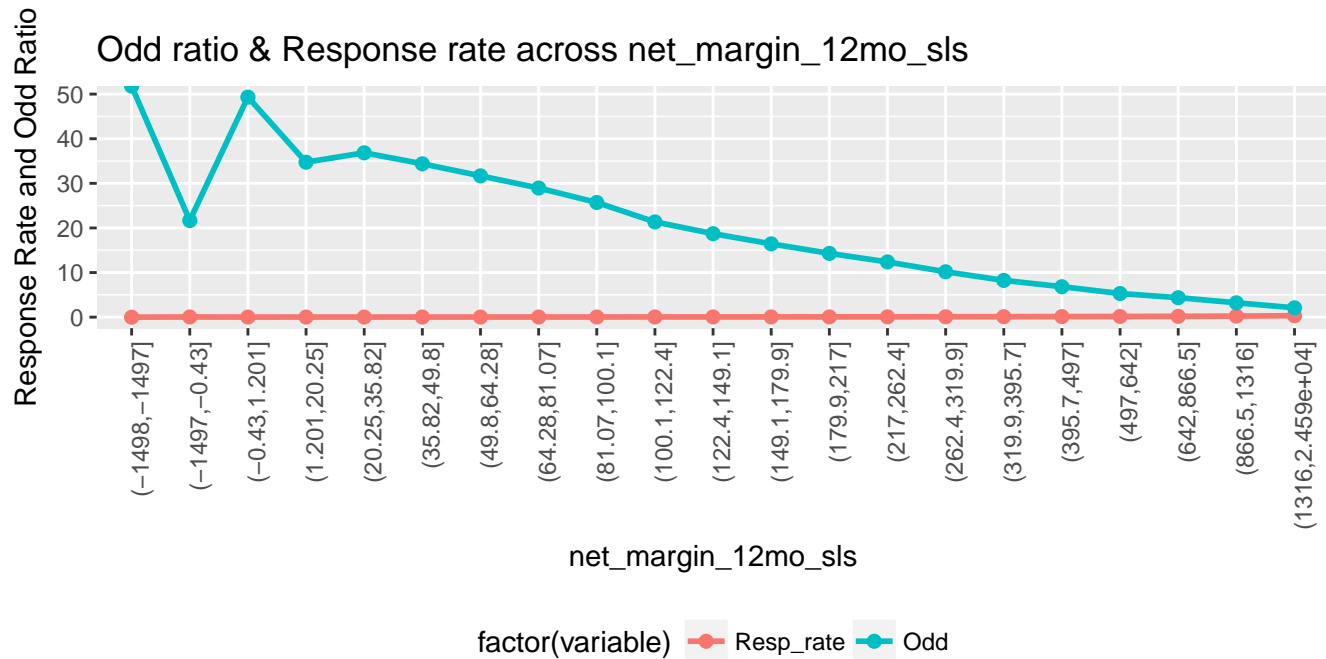
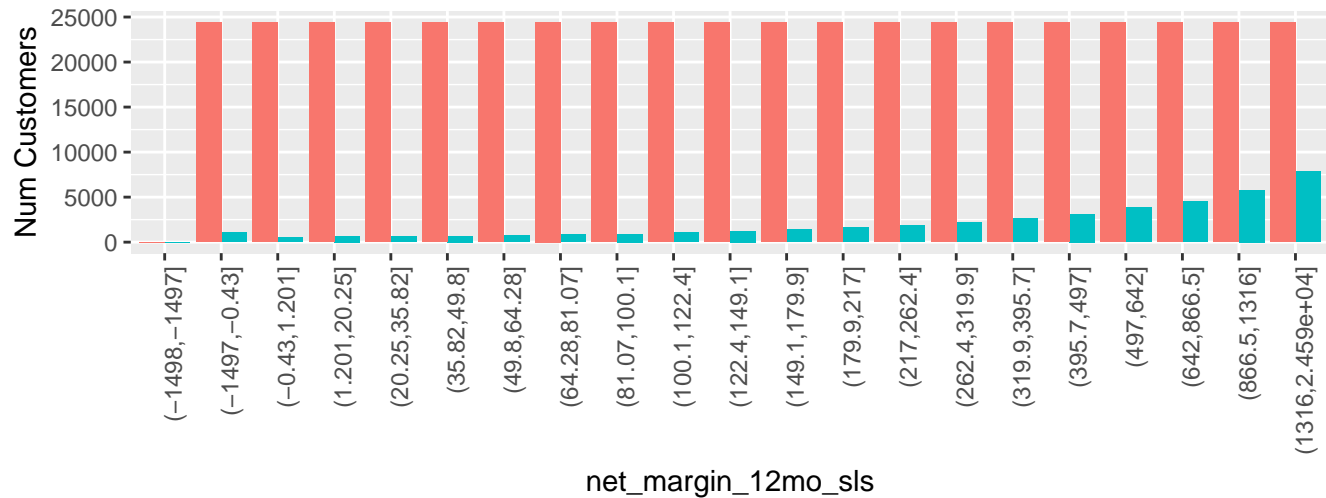
Distribution of response across discount_amt_12mo_sls



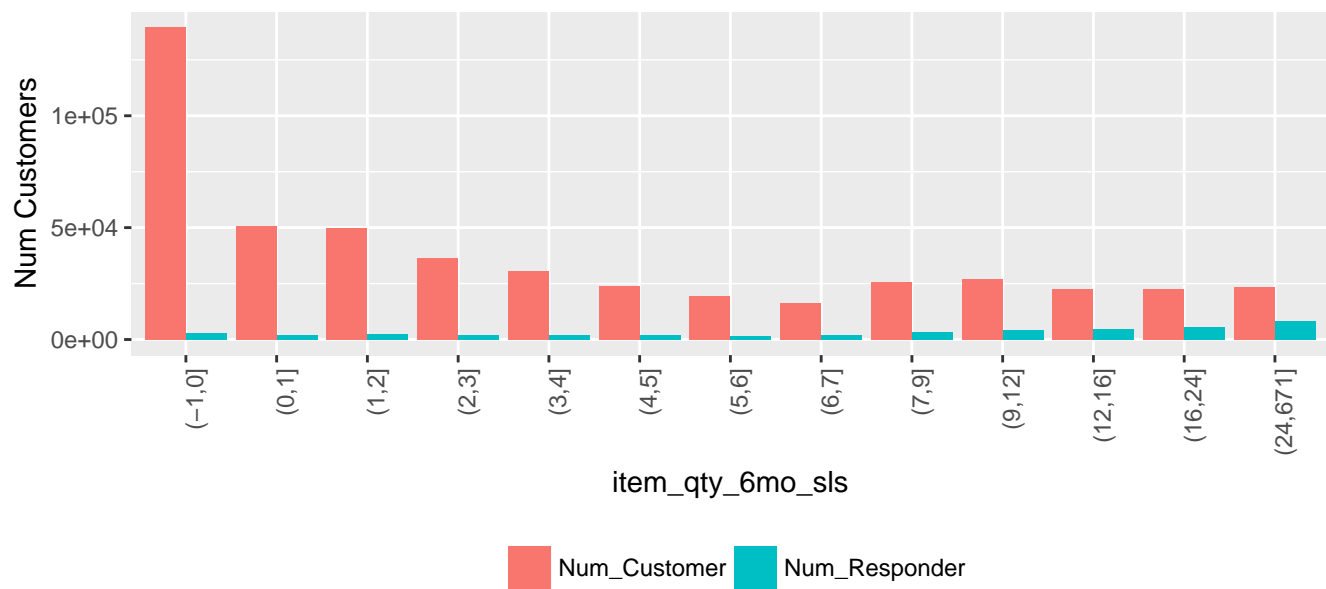
Distribution of response across net_margin_6mo_sls



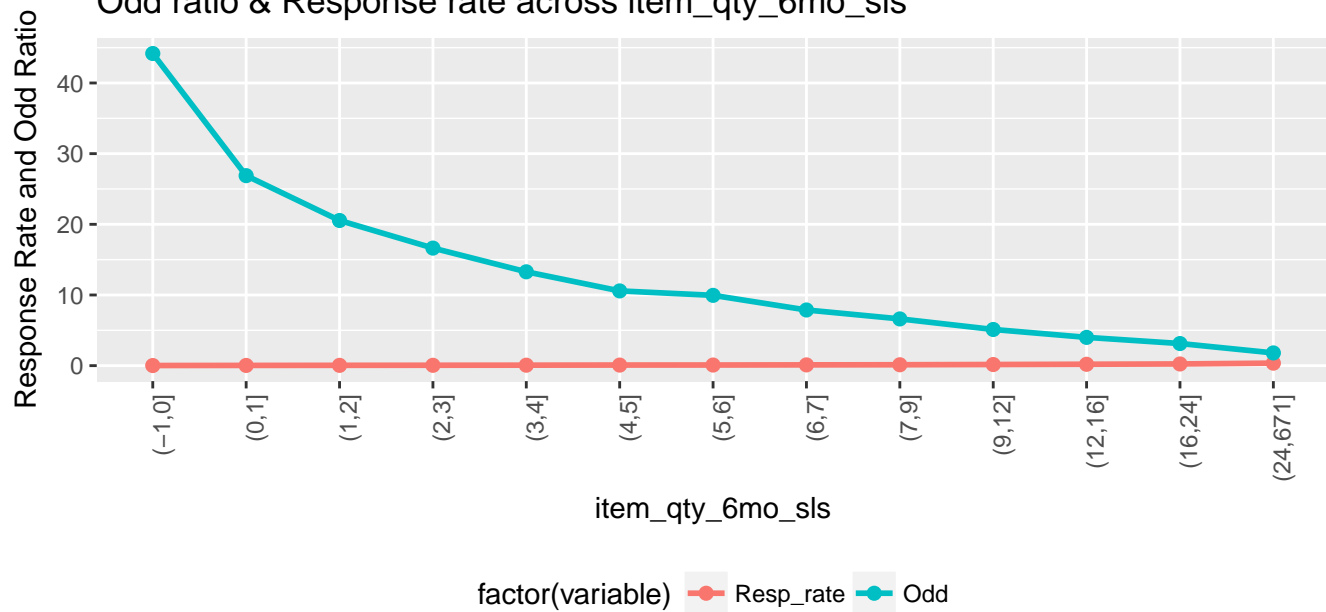
Distribution of response across net_margin_12mo_sls



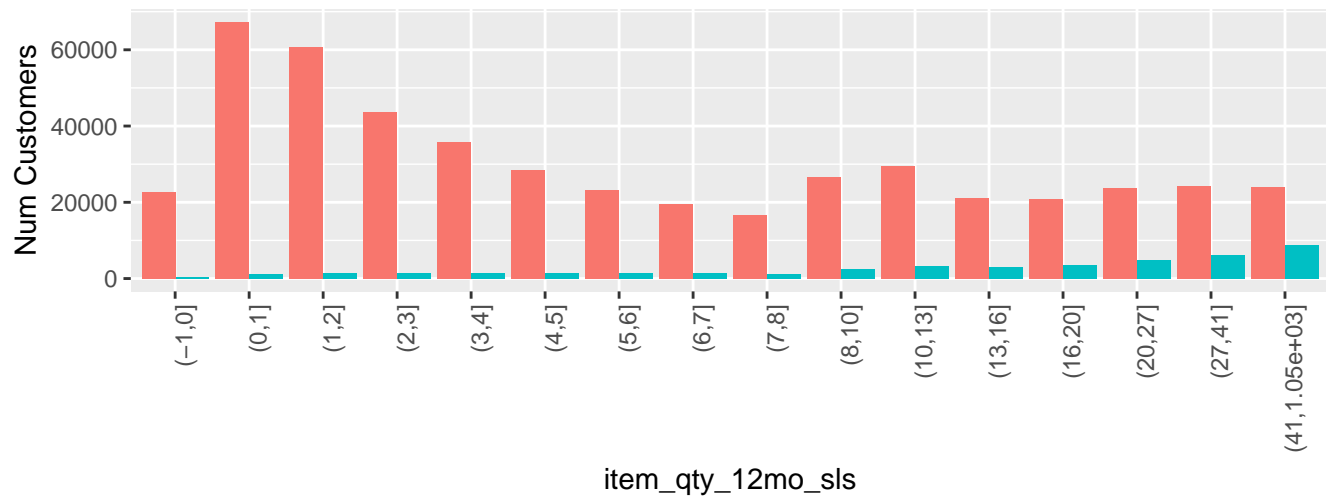
Distribution of response across item_qty_6mo_sls



Odd ratio & Response rate across item_qty_6mo_sls

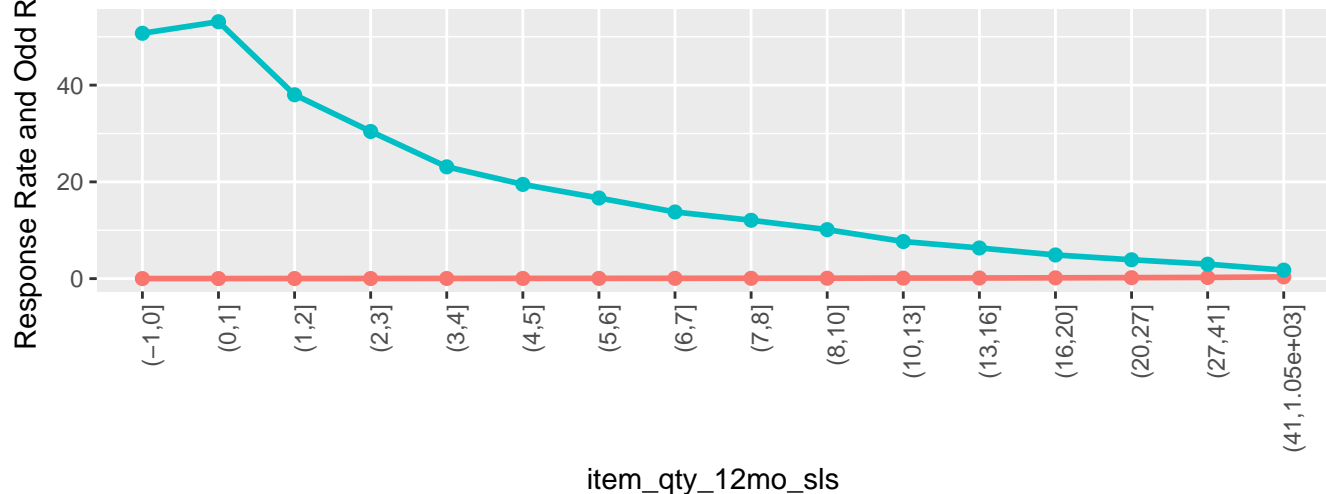


Distribution of response across item_qty_12mo_sls



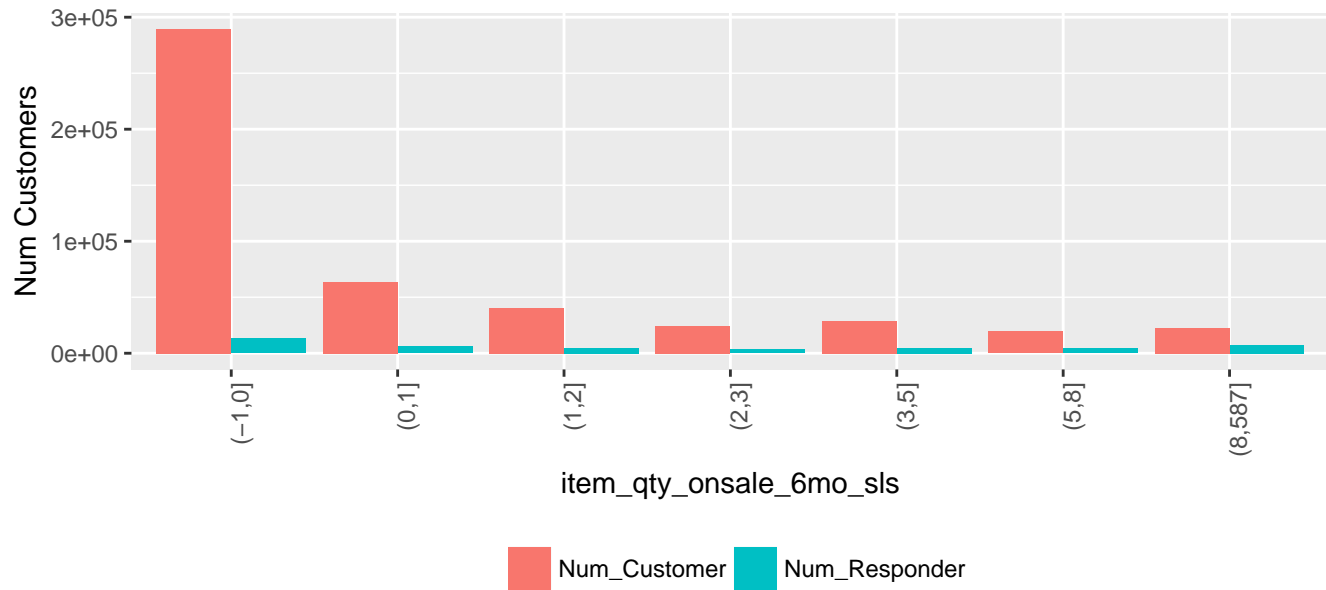
Num_Customer Num_Responder

Odd ratio & Response rate across item_qty_12mo_sls

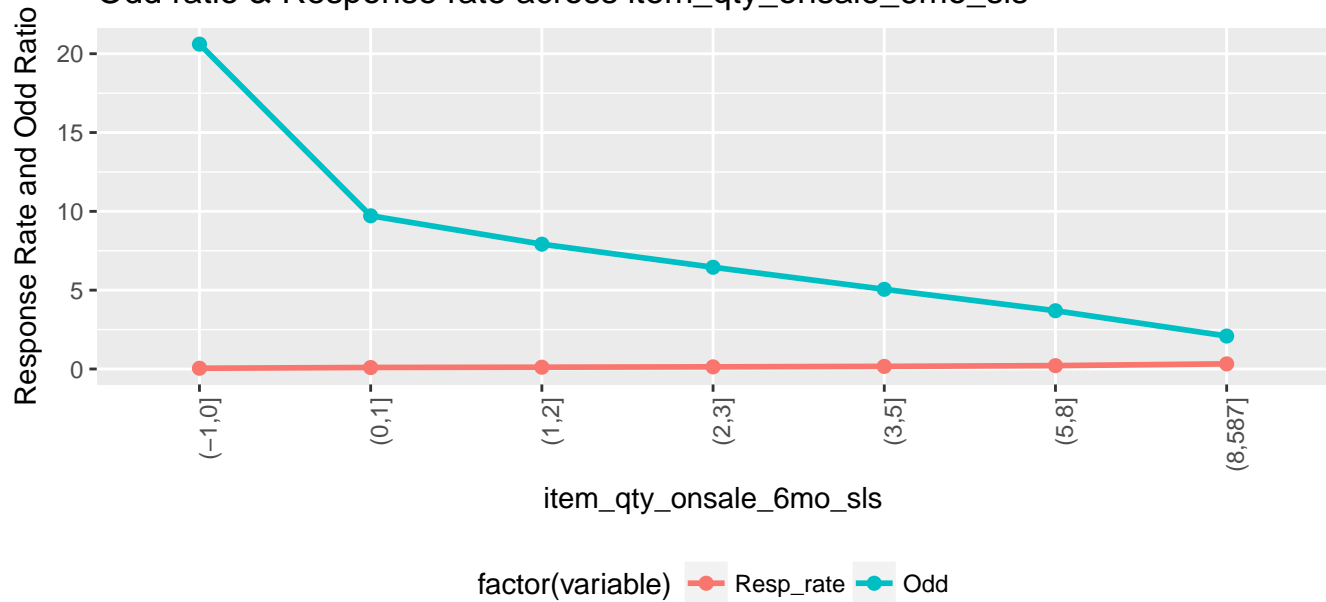


factor(variable) Resp_rate Odd

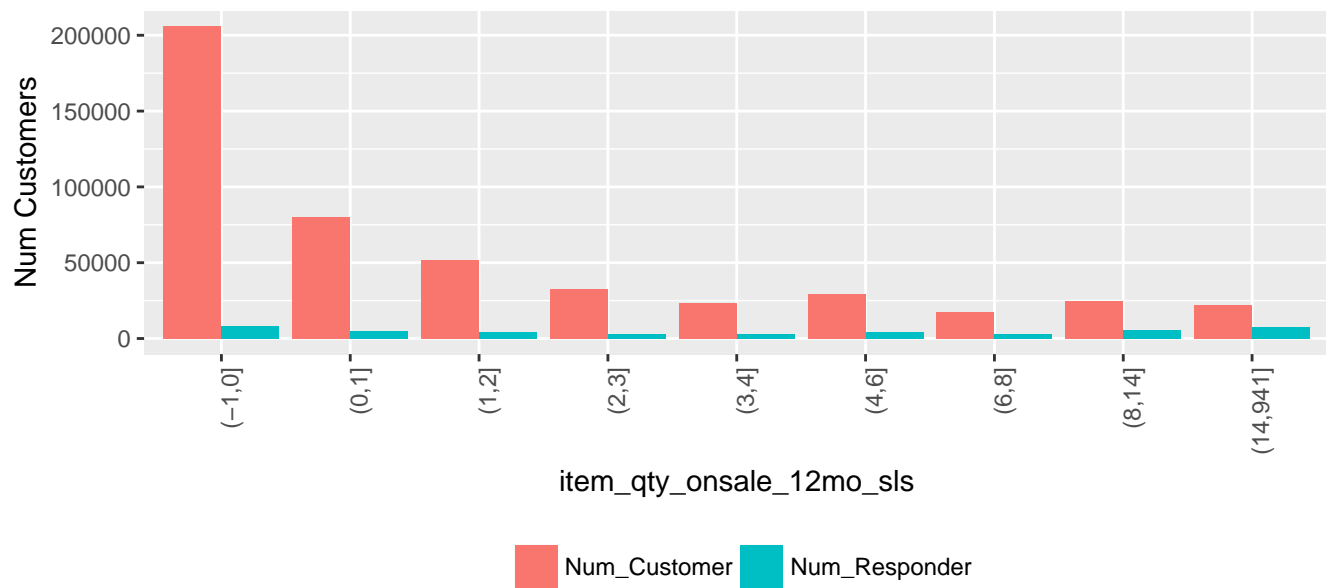
Distribution of response across item_qty_onsale_6mo_sls



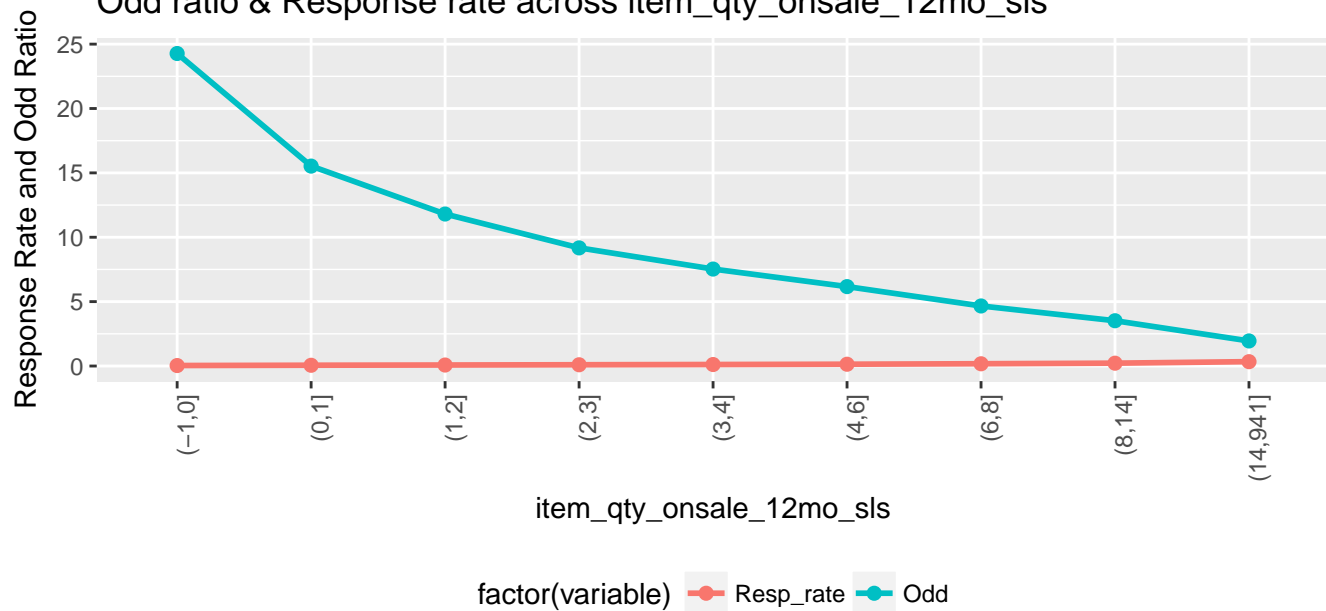
Odd ratio & Response rate across item_qty_onsale_6mo_sls



Distribution of response across item_qty_onsale_12mo_sls



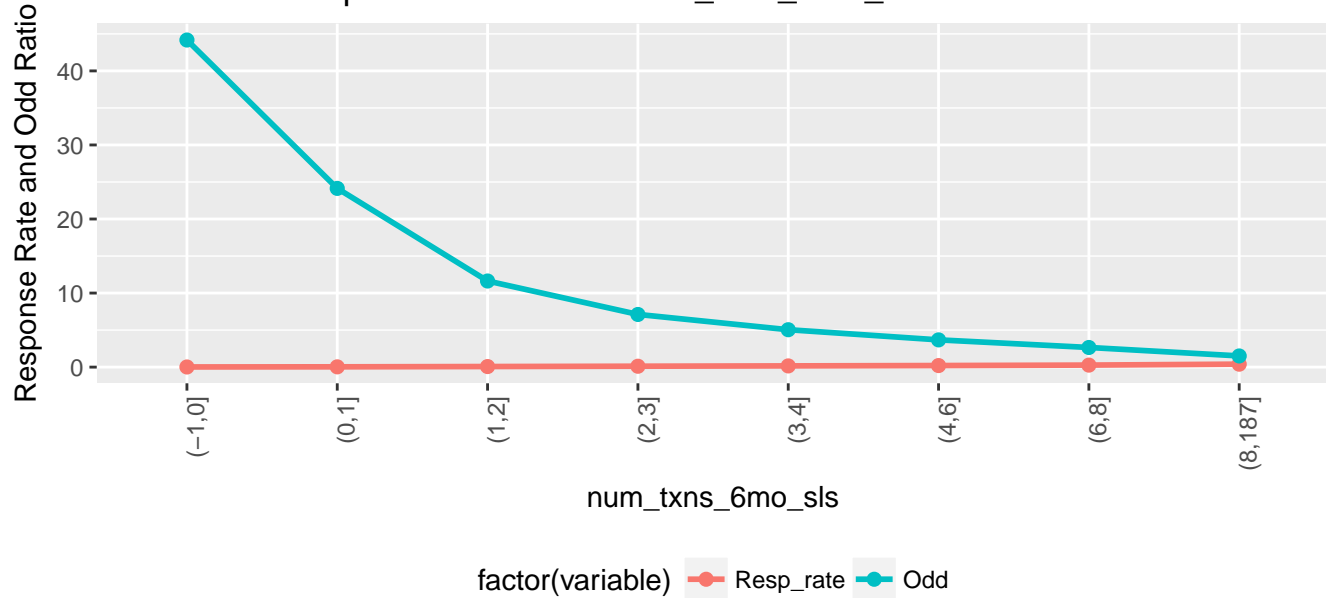
Odd ratio & Response rate across item_qty_onsale_12mo_sls



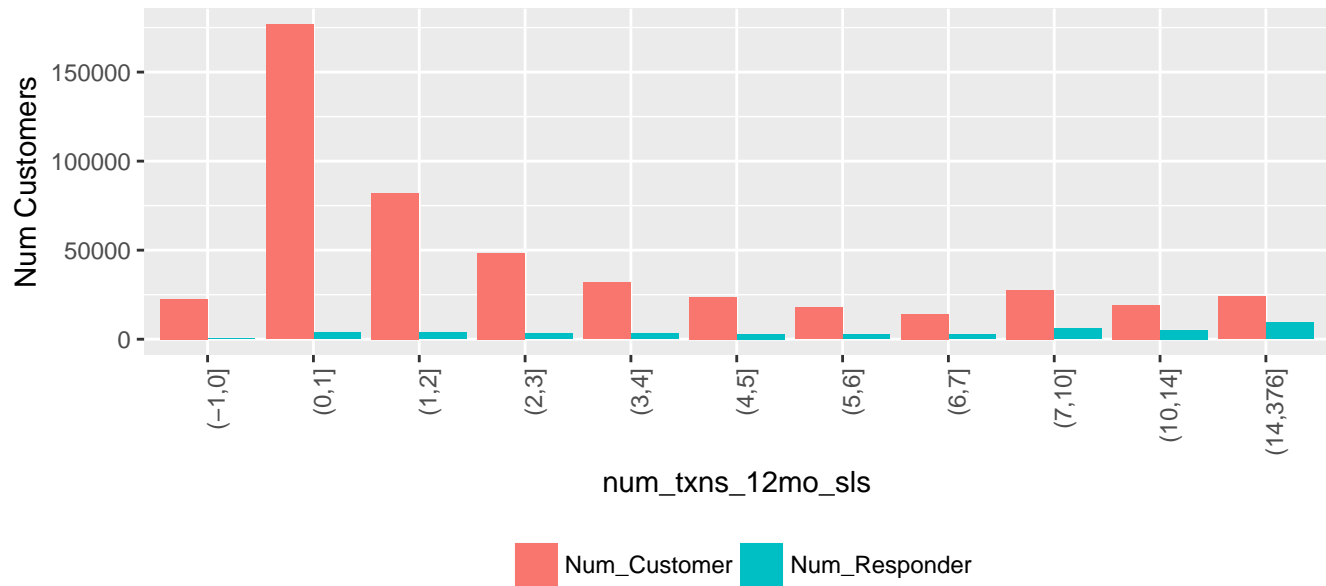
Distribution of response across num_txns_6mo_sls



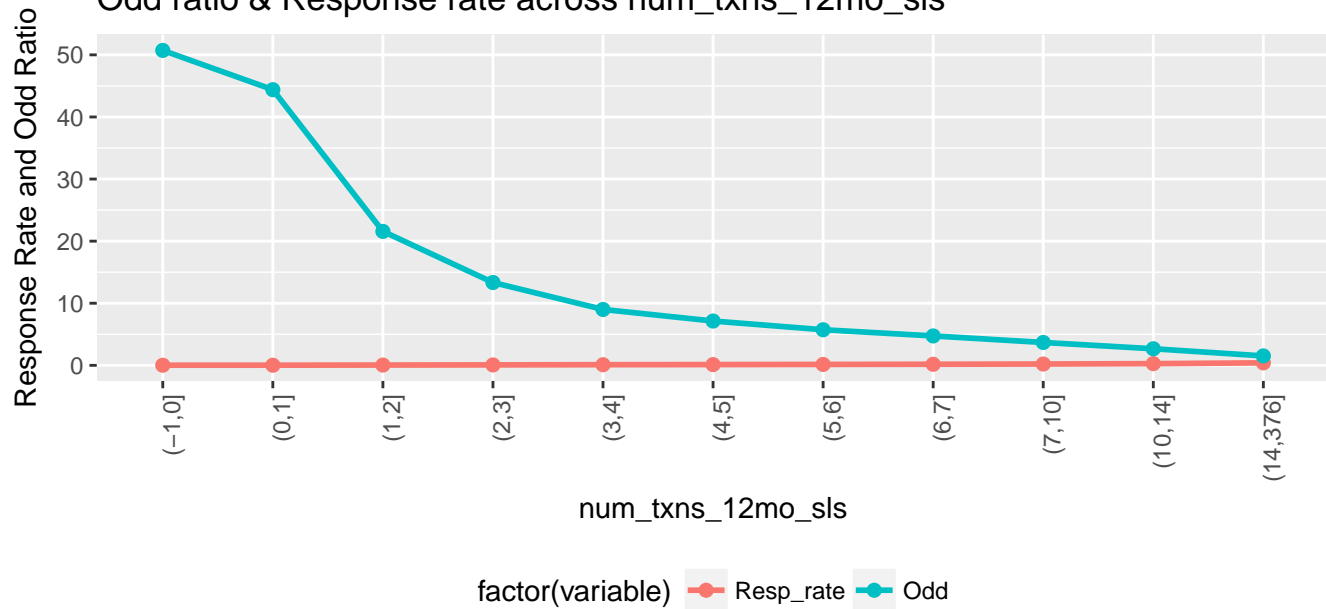
Odd ratio & Response rate across num_txns_6mo_sls



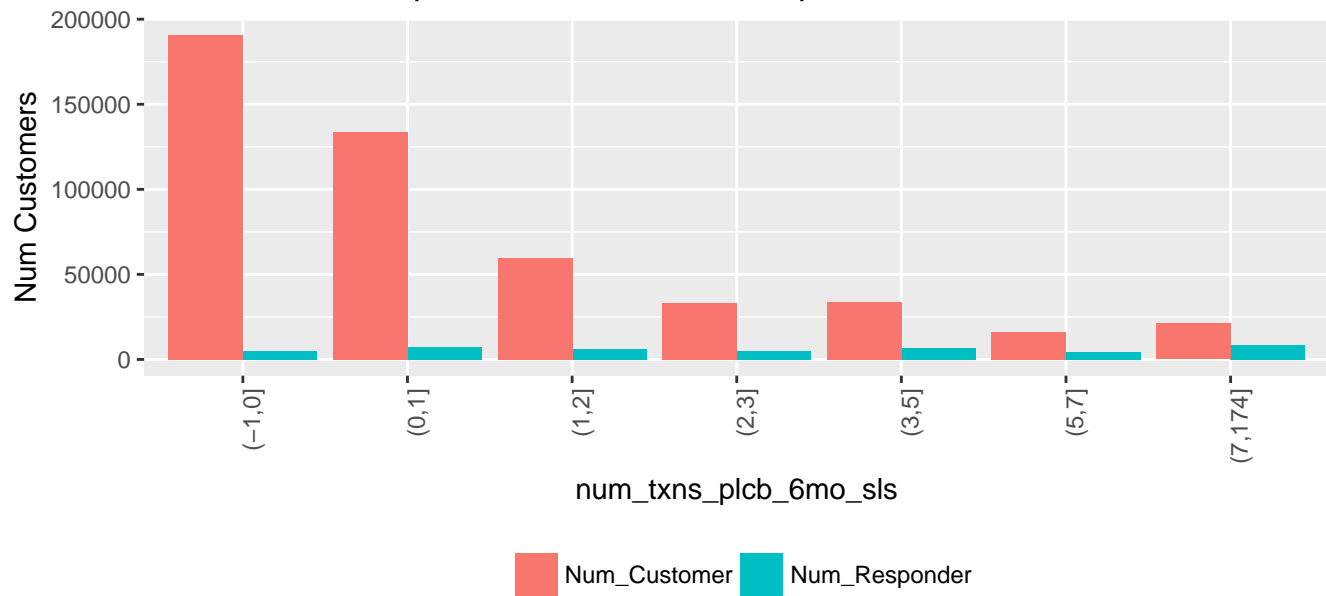
Distribution of response across num_txns_12mo_sls



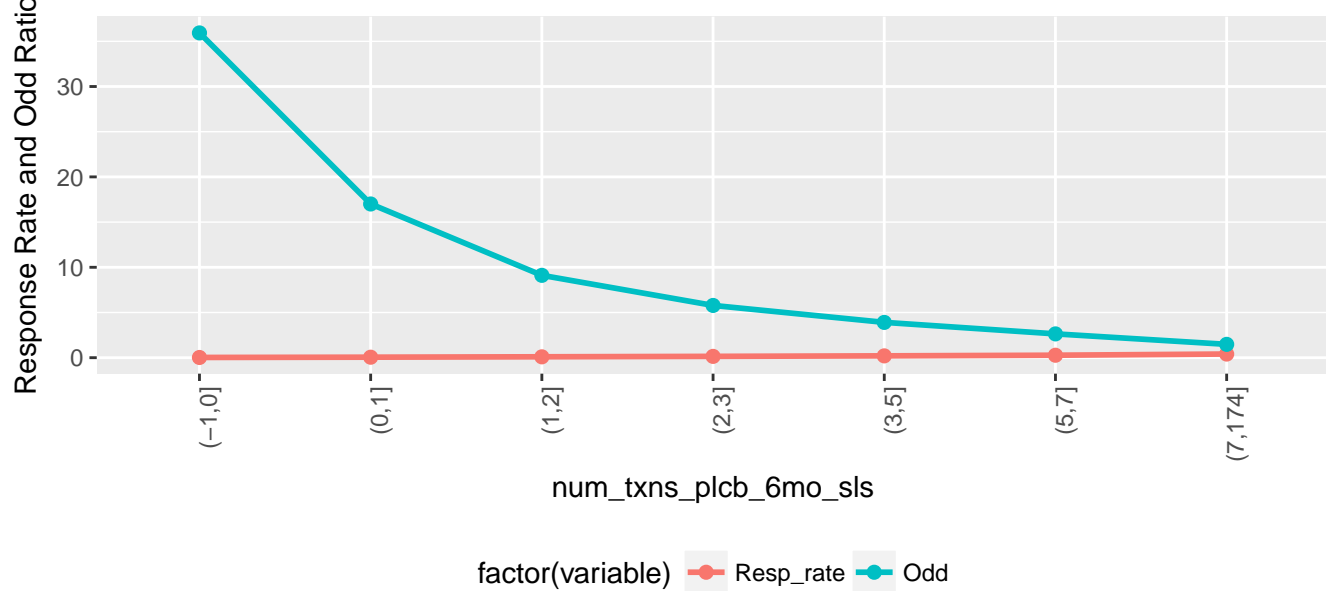
Odd ratio & Response rate across num_txns_12mo_sls



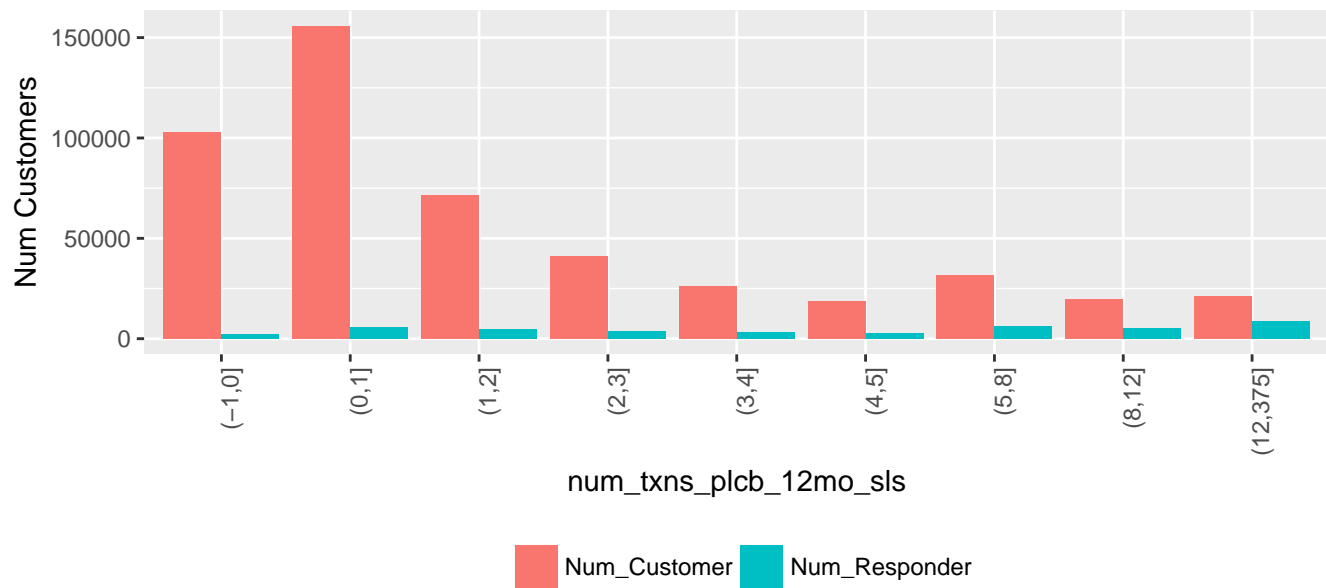
Distribution of response across num_txns_plcb_6mo_sls



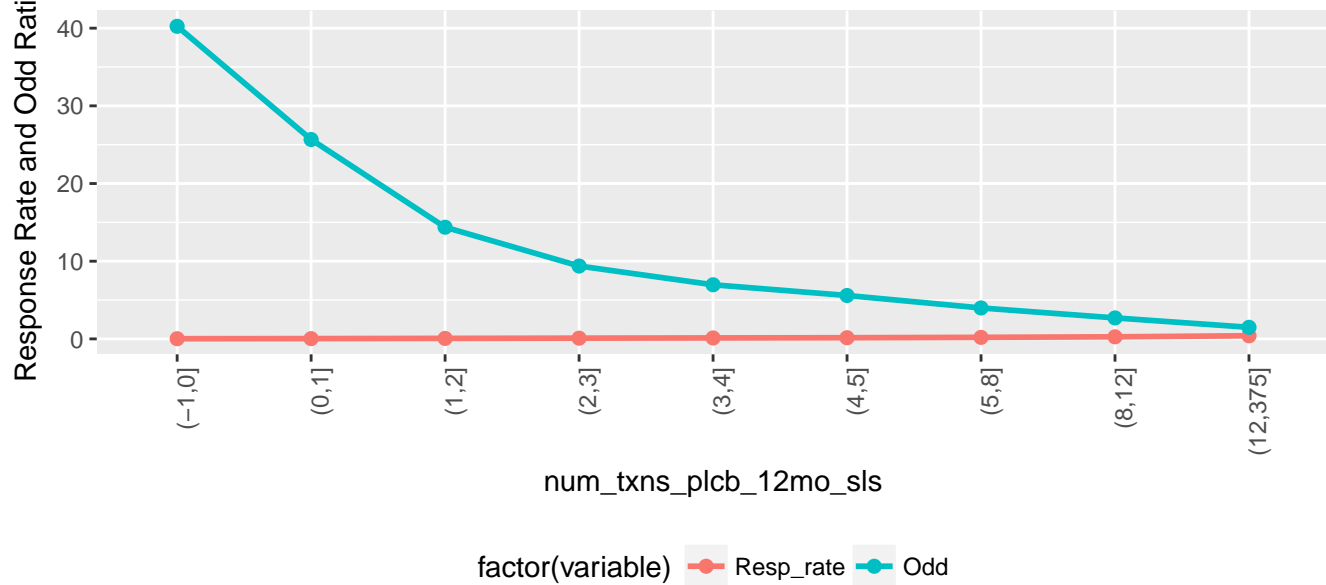
Odd ratio & Response rate across num_txns_plcb_6mo_sls



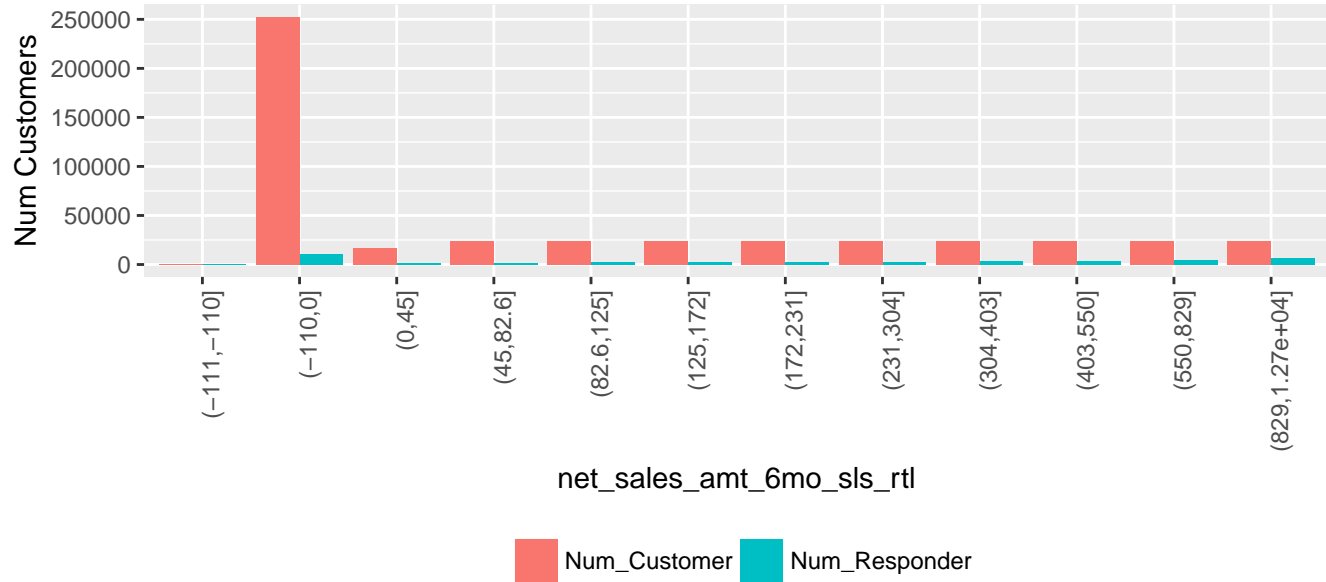
Distribution of response across num_txns_plcb_12mo_sls



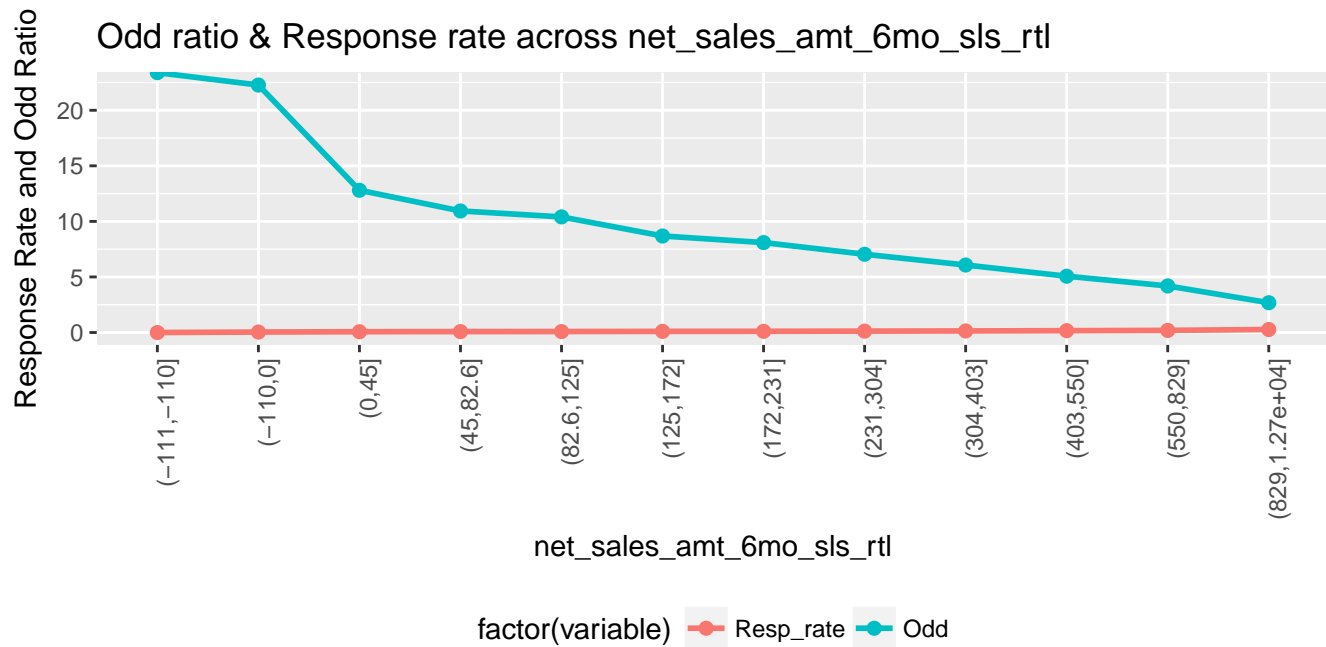
Odd ratio & Response rate across num_txns_plcb_12mo_sls



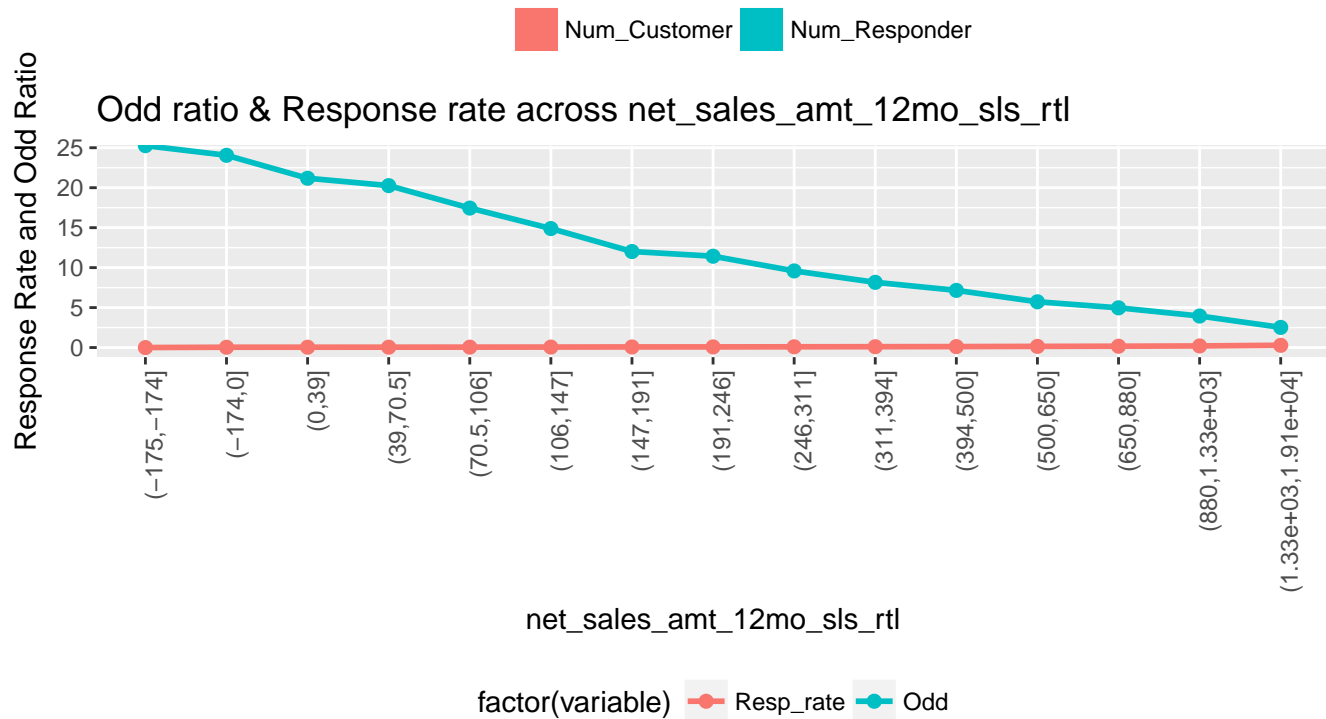
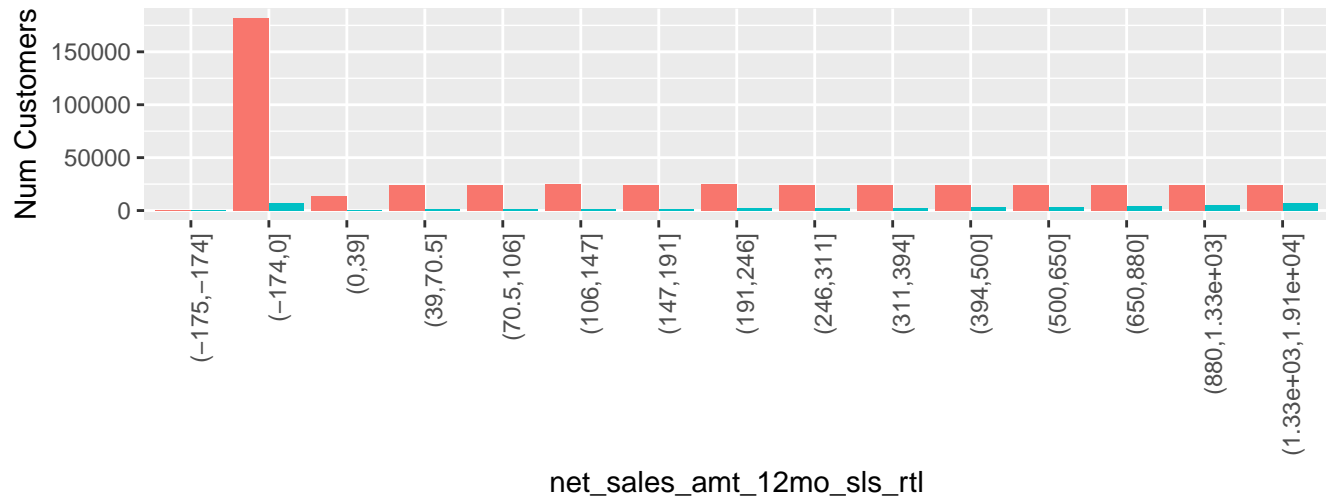
Distribution of response across net_sales_amt_6mo_sls_rtl



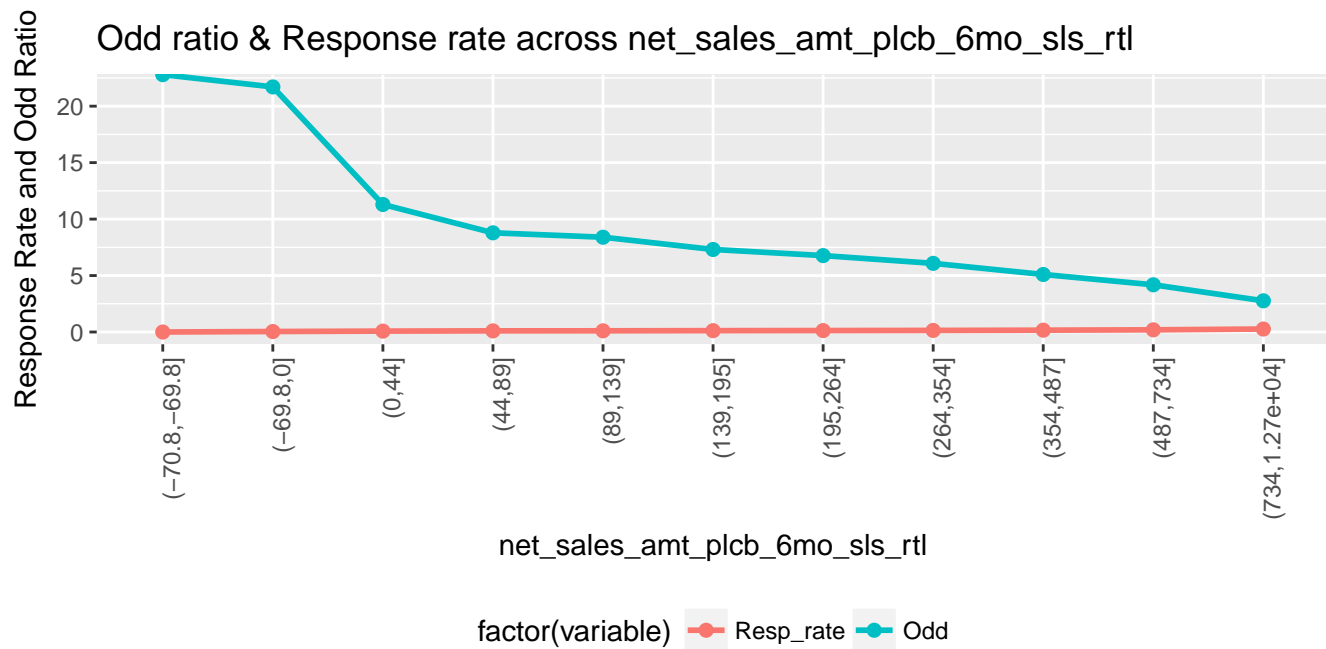
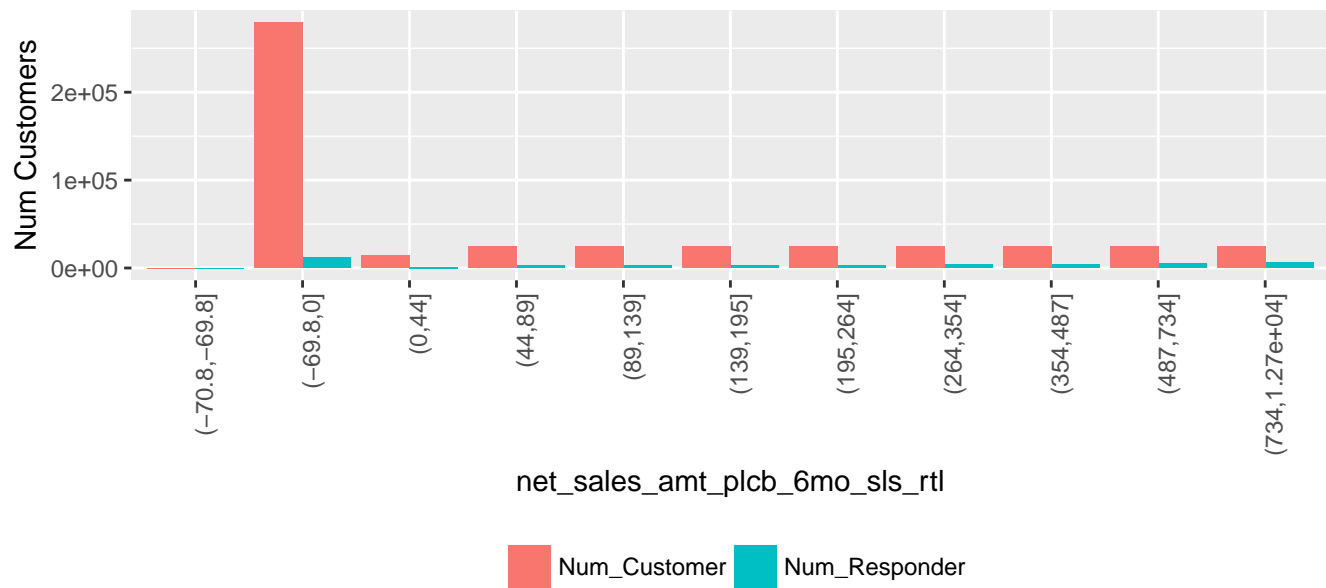
Odd ratio & Response rate across net_sales_amt_6mo_sls_rtl



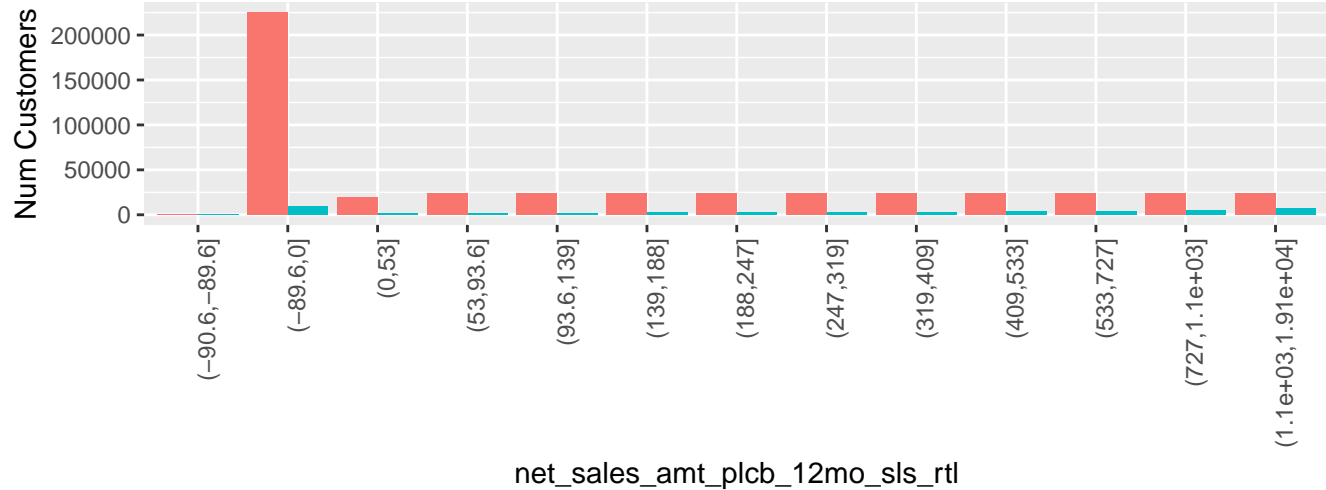
Distribution of response across net_sales_amt_12mo_sls_rtl



Distribution of response across net_sales_amt_plcb_6mo_sls_rtl

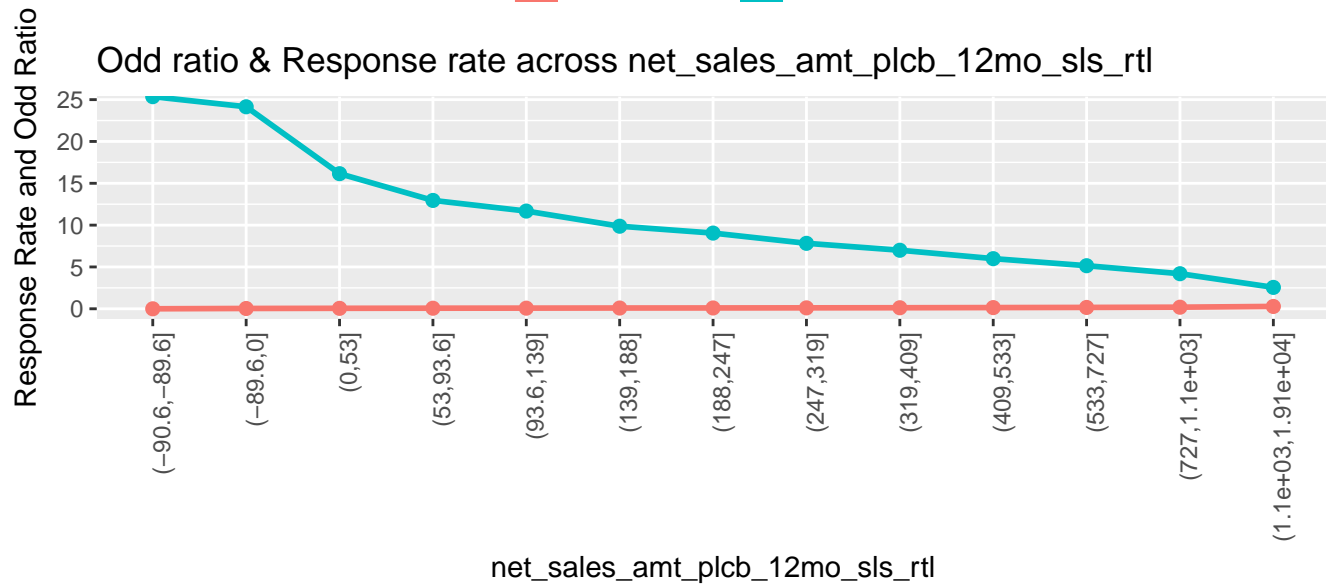


Distribution of response across net_sales_amt_plcb_12mo_sls_rtl



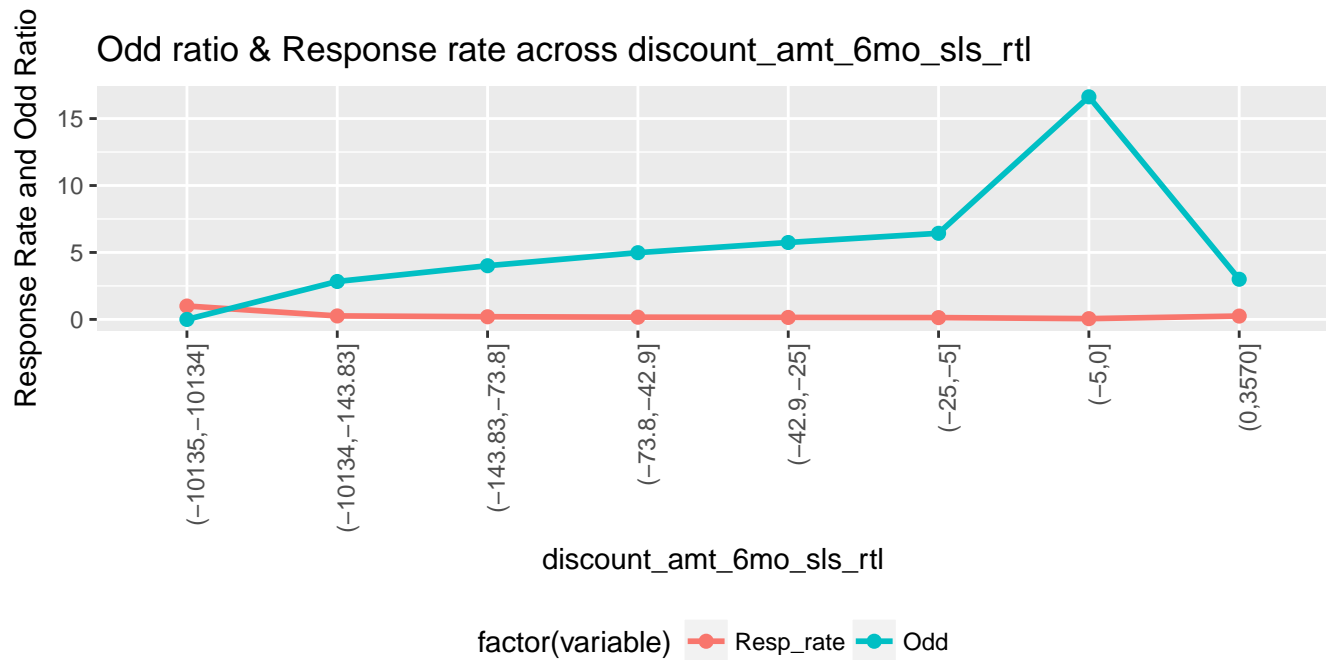
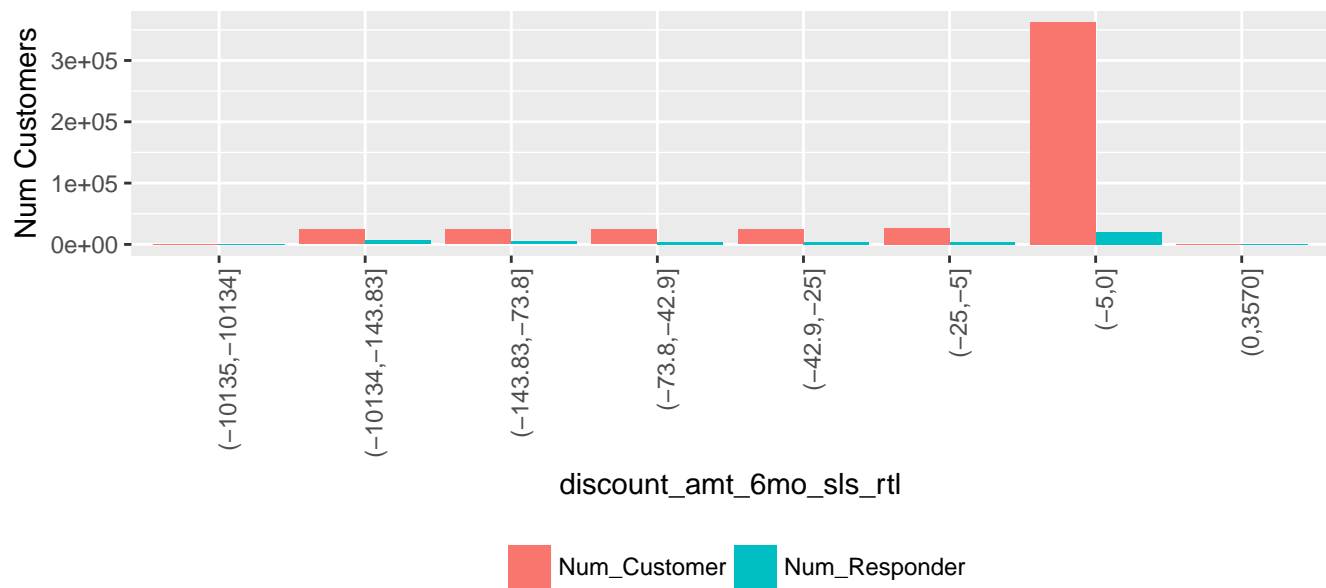
Num_Customer Num_Responder

Odd ratio & Response rate across net_sales_amt_plcb_12mo_sls_rtl



factor(variable) Resp_rate Odd

Distribution of response across discount_amt_6mo_sls_rtl



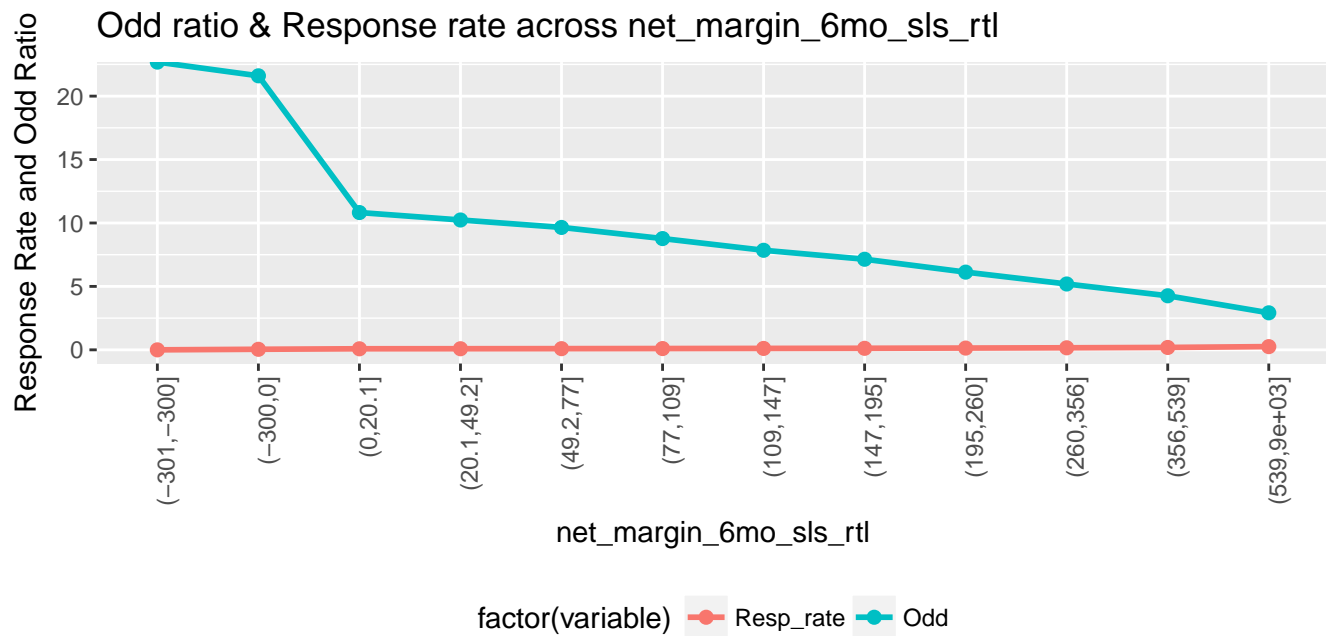
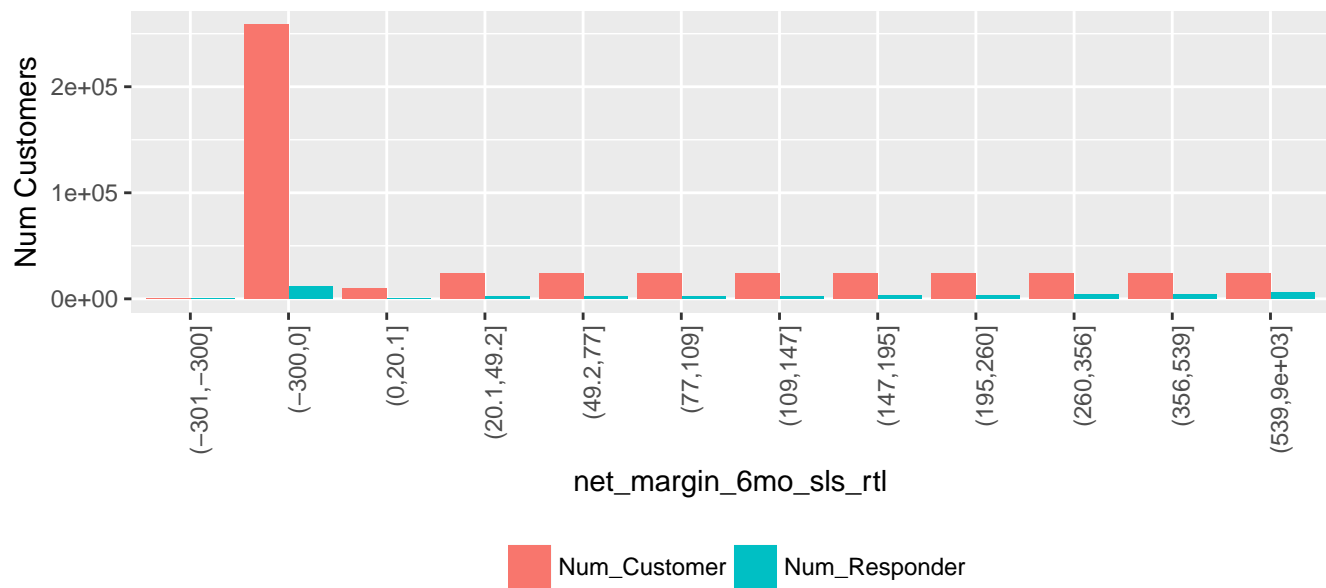
Distribution of response across discount_amt_12mo_sls_rtl



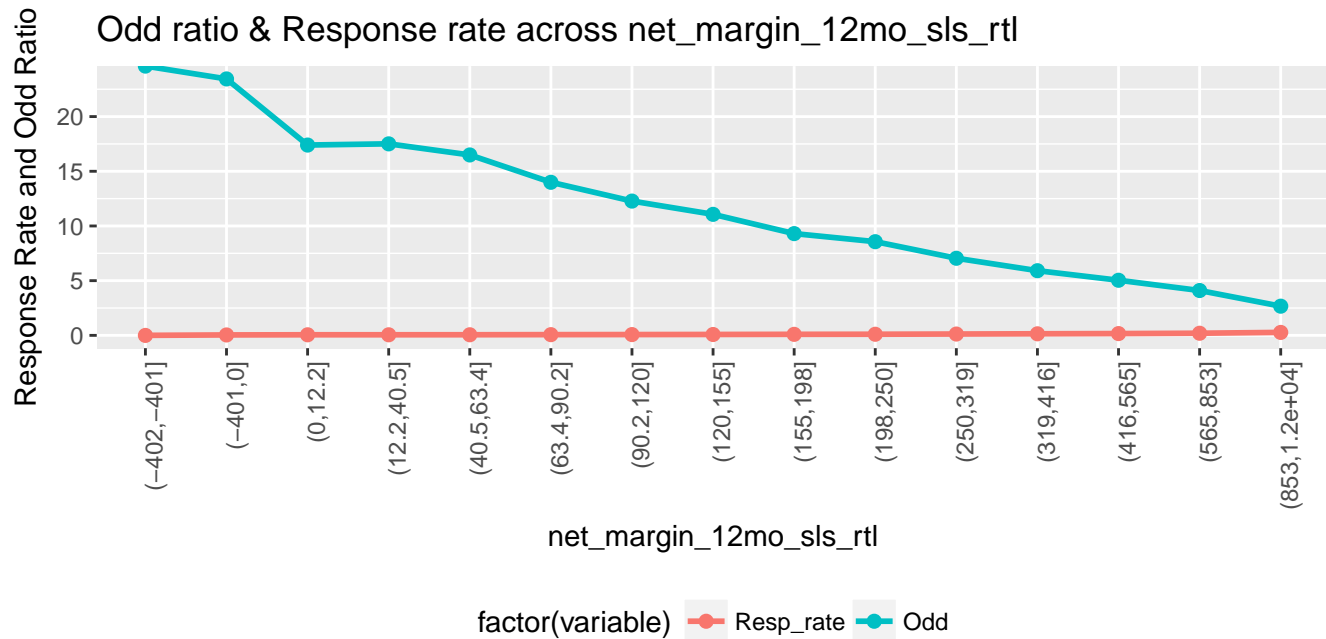
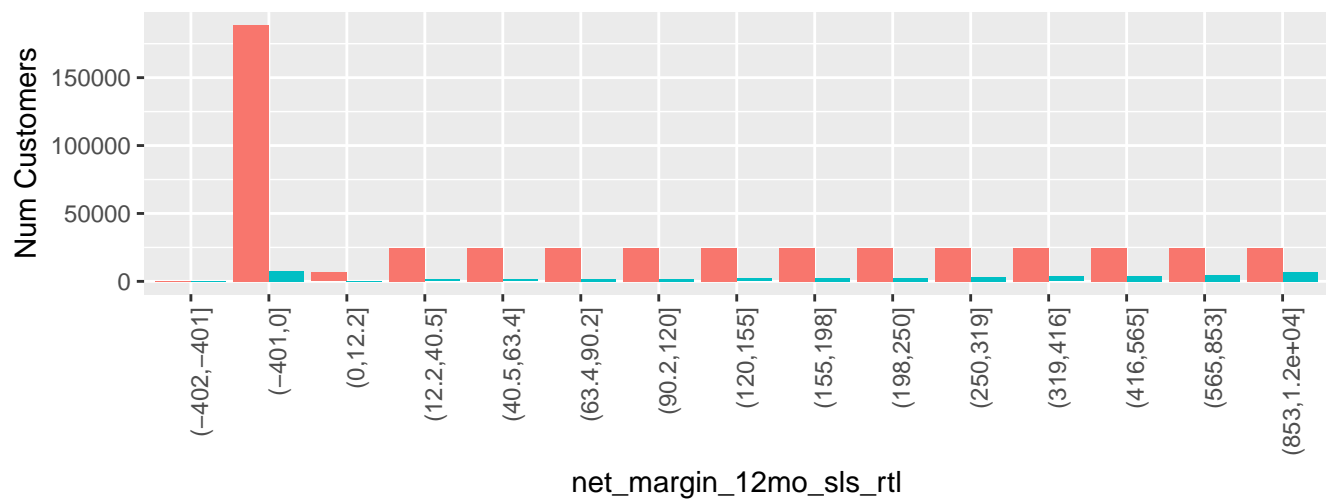
Odd ratio & Response rate across discount_amt_12mo_sls_rtl



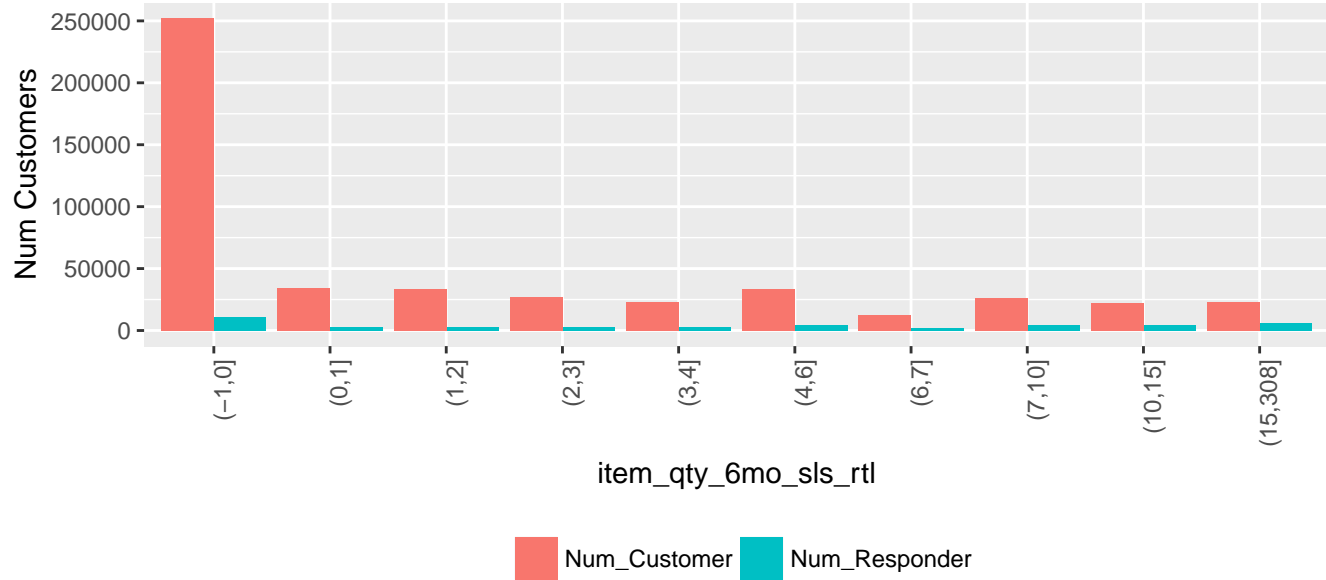
Distribution of response across net_margin_6mo_sls_rtl



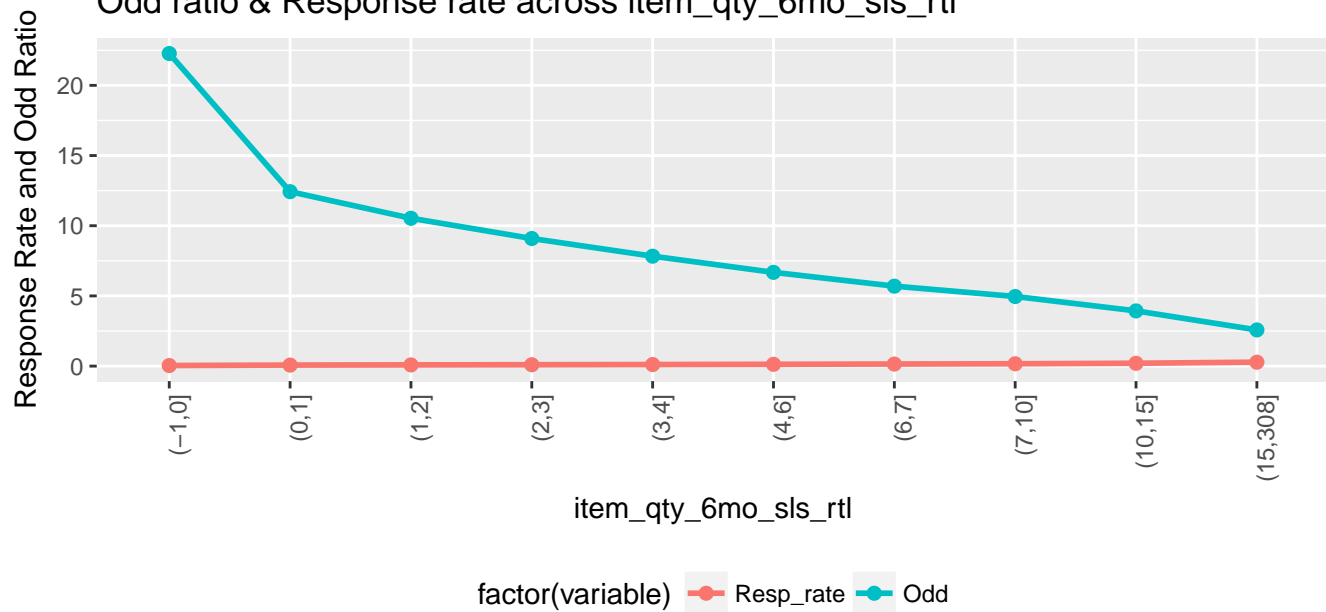
Distribution of response across net_margin_12mo_sls_rtl



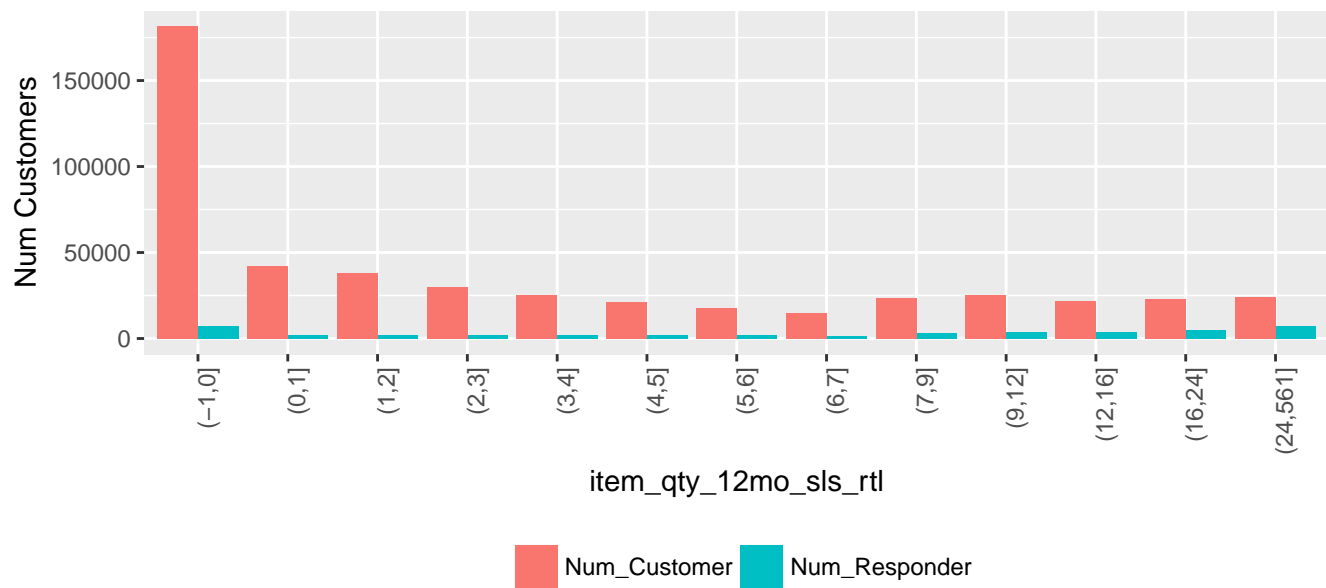
Distribution of response across item_qty_6mo_sls_rtl



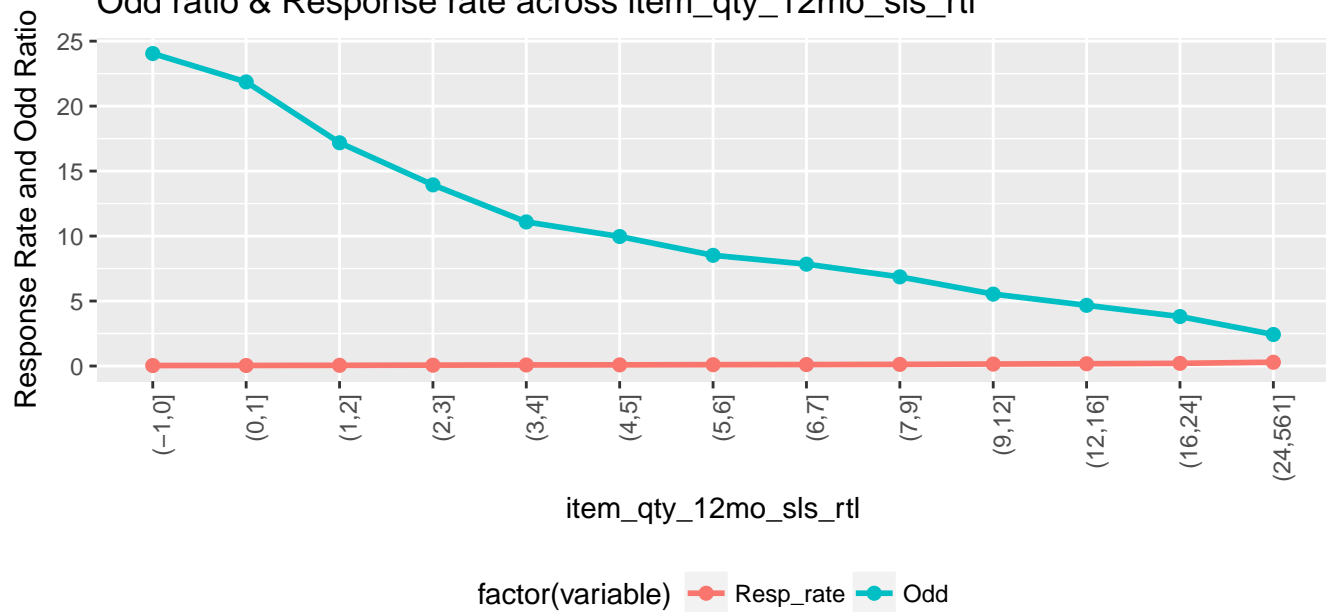
Odd ratio & Response rate across item_qty_6mo_sls_rtl



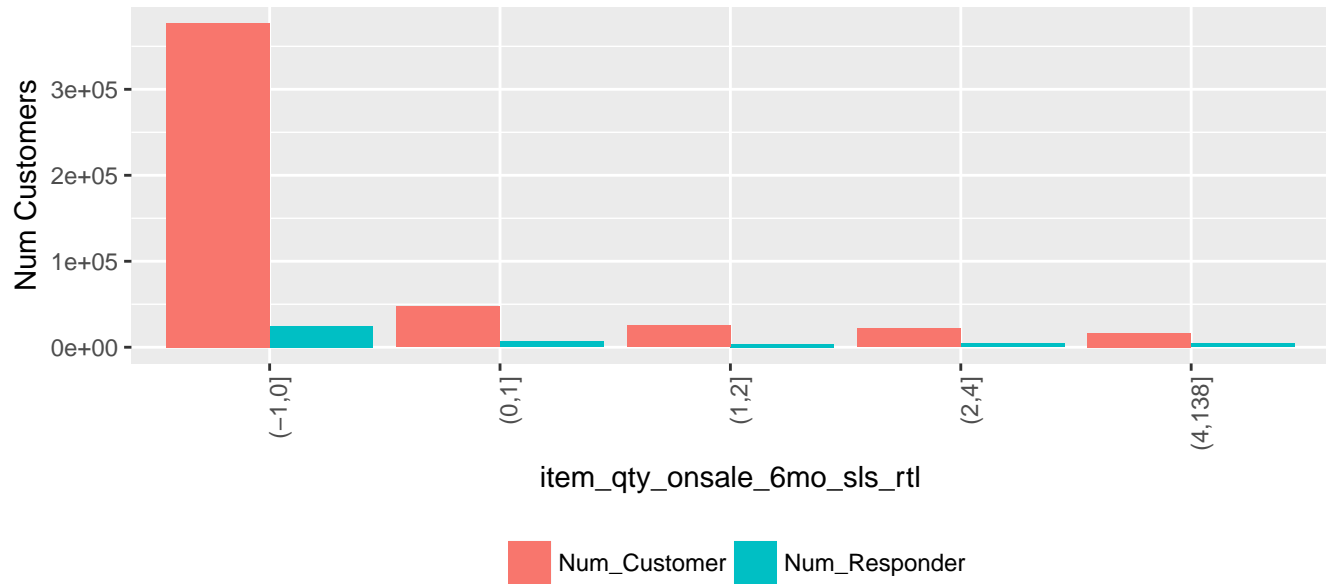
Distribution of response across item_qty_12mo_sls_rtl



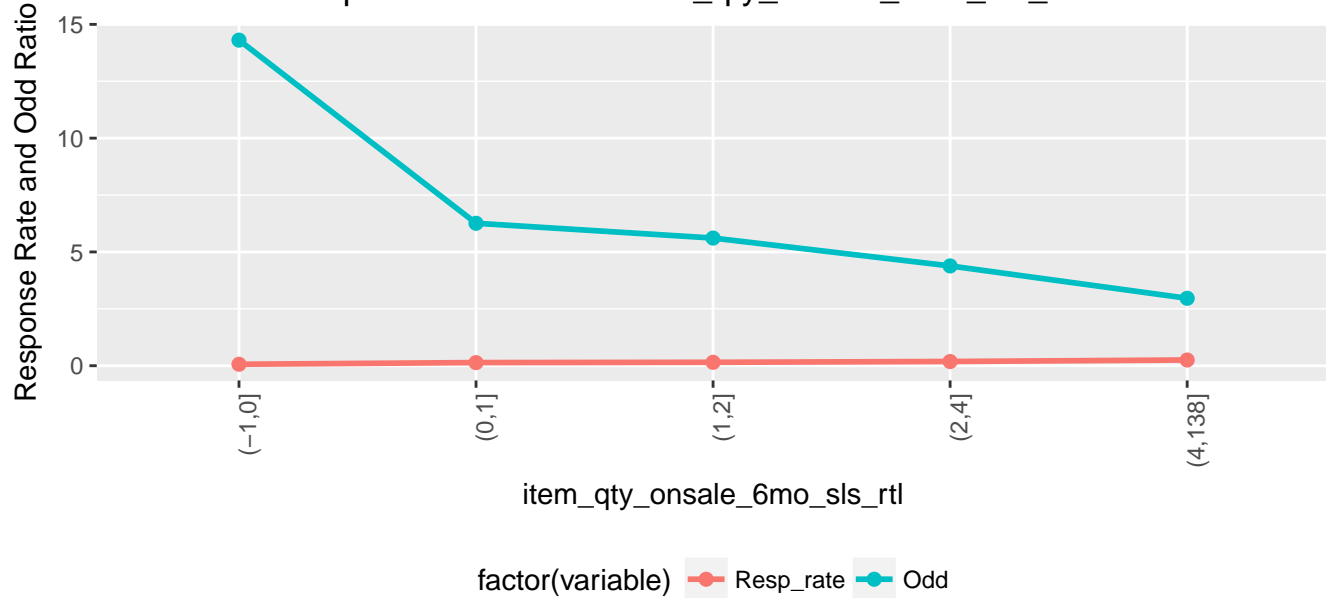
Odd ratio & Response rate across item_qty_12mo_sls_rtl



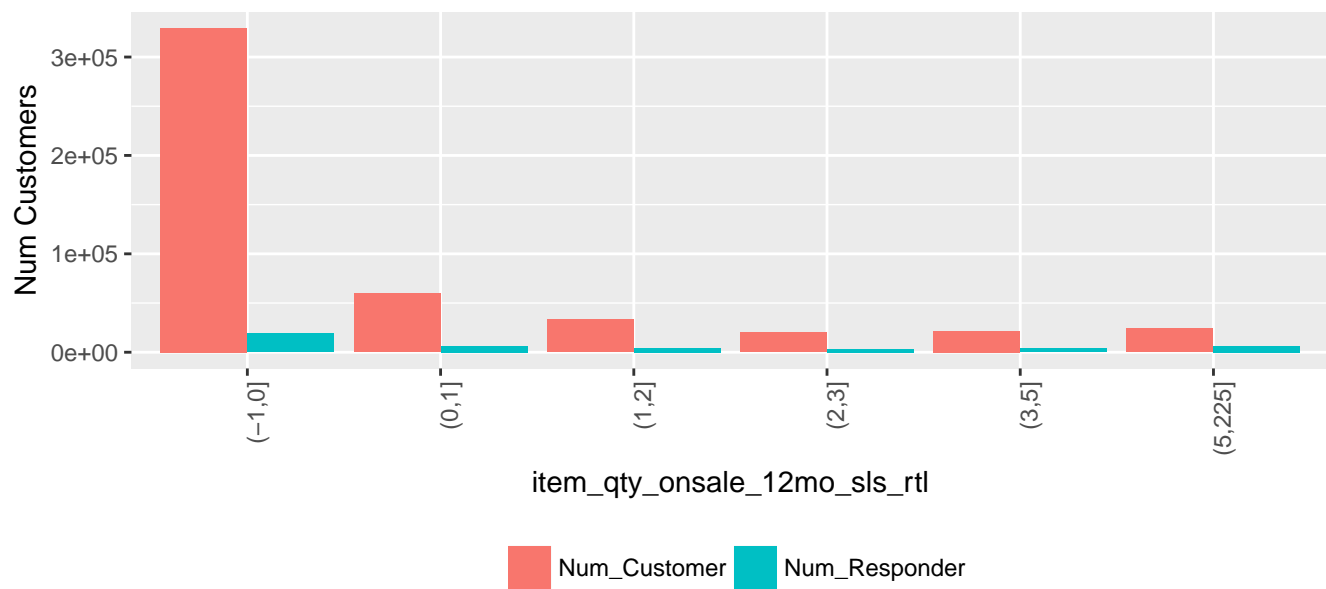
Distribution of response across item_qty_onsale_6mo_sls_rtl



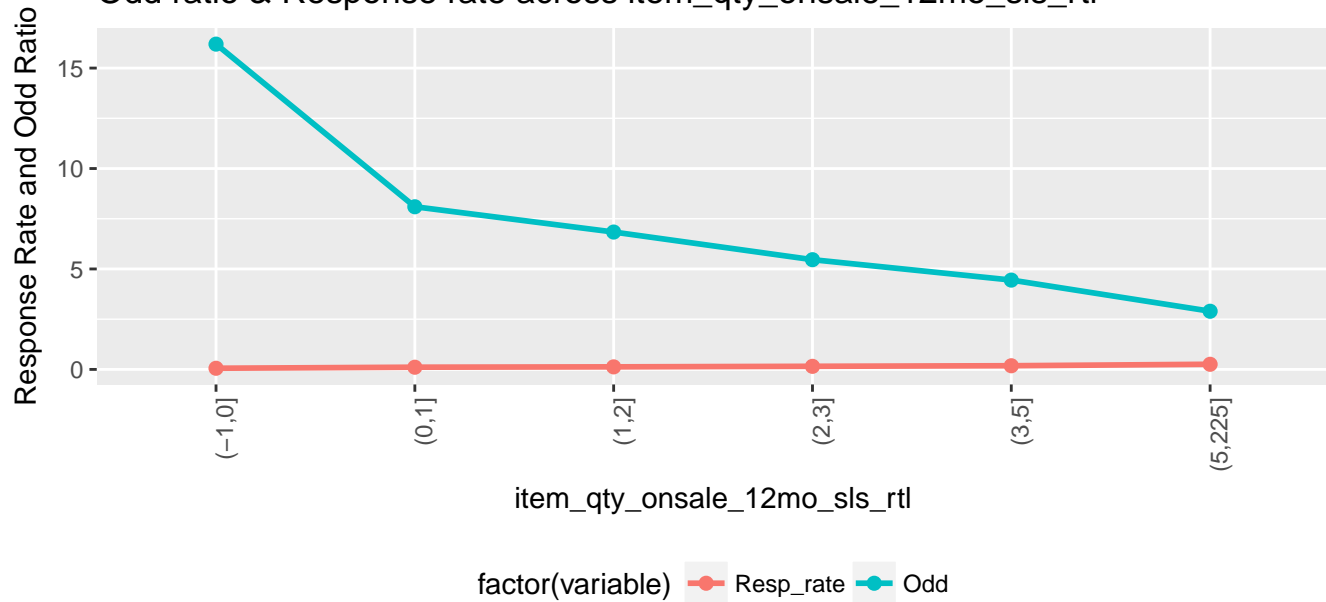
Odd ratio & Response rate across item_qty_onsale_6mo_sls_rtl



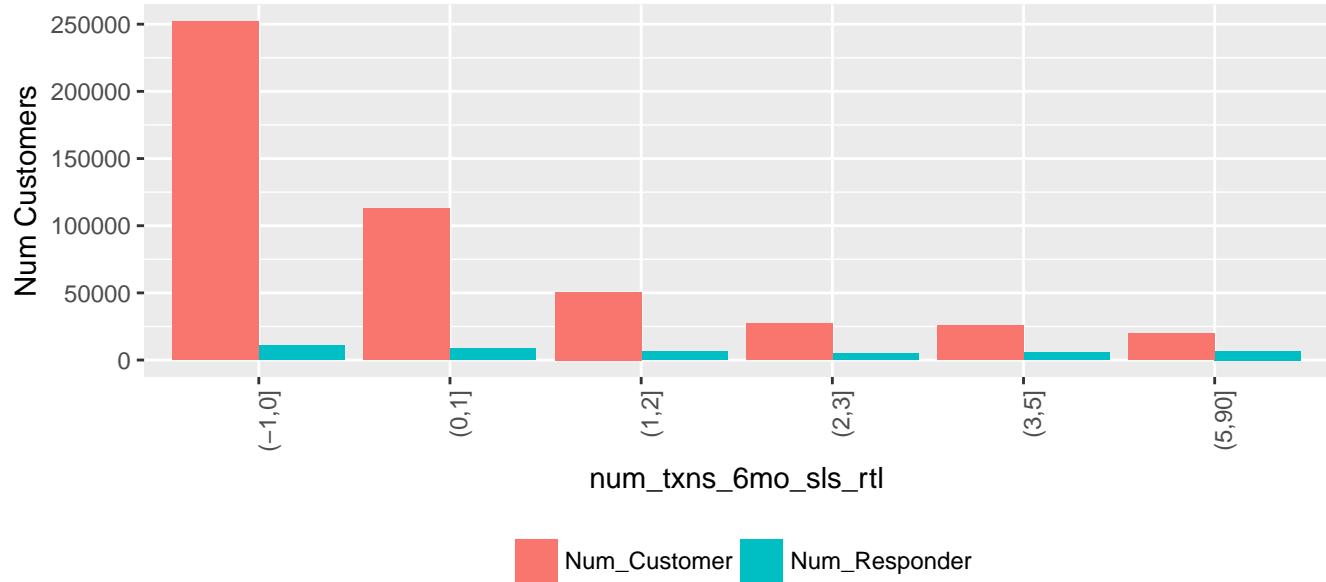
Distribution of response across item_qty_onsale_12mo_sls_rtl



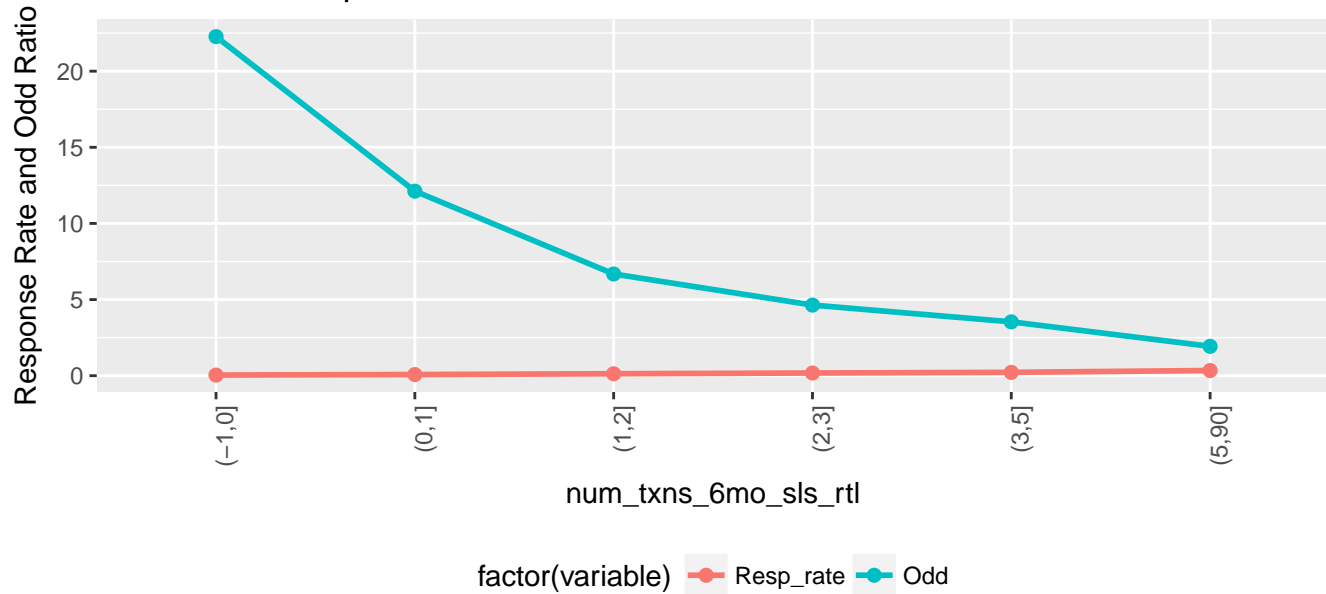
Odd ratio & Response rate across item_qty_onsale_12mo_sls_rtl



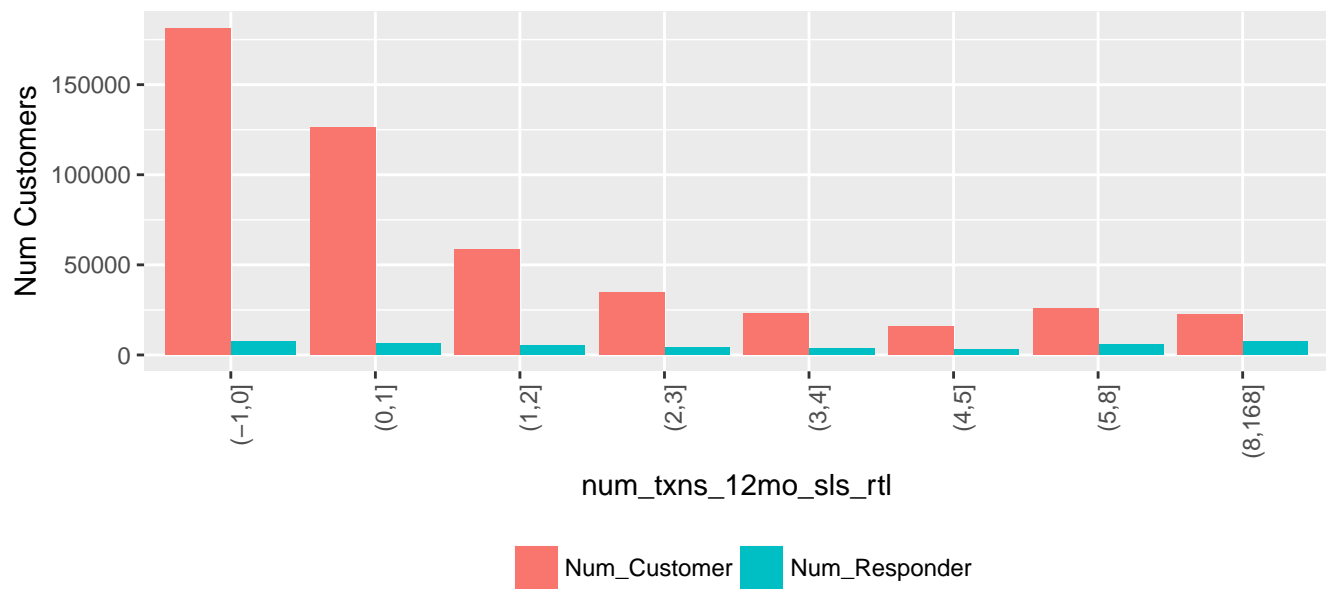
Distribution of response across num_txns_6mo_sls_rtl



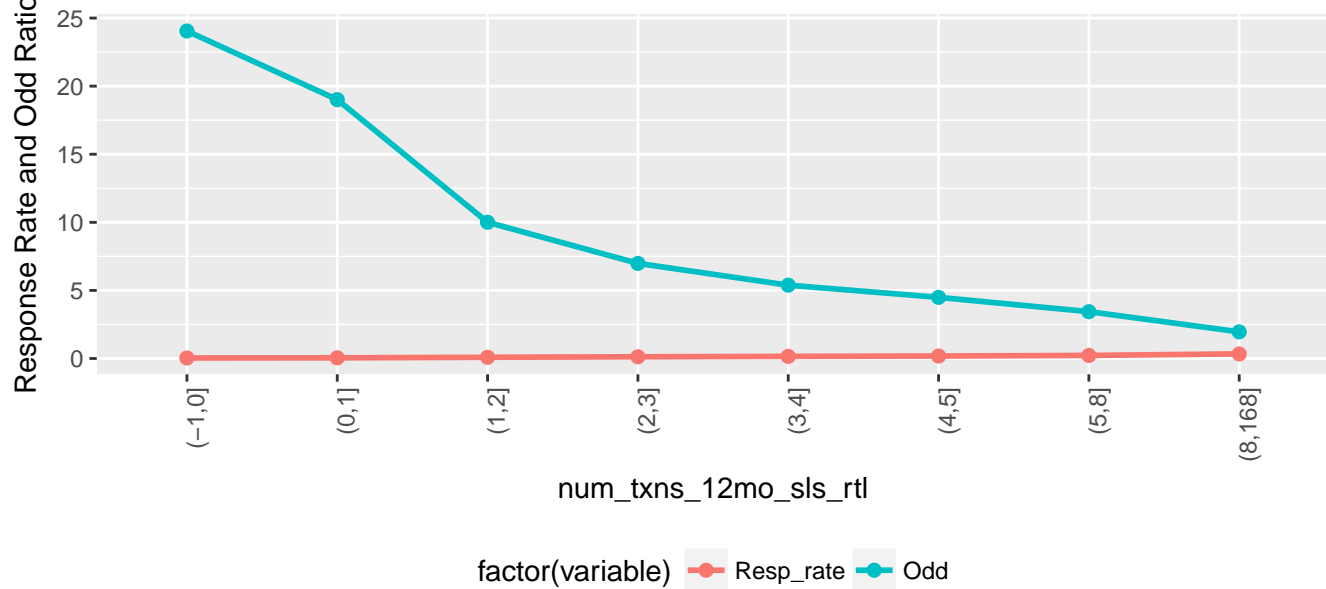
Odd ratio & Response rate across num_txns_6mo_sls_rtl



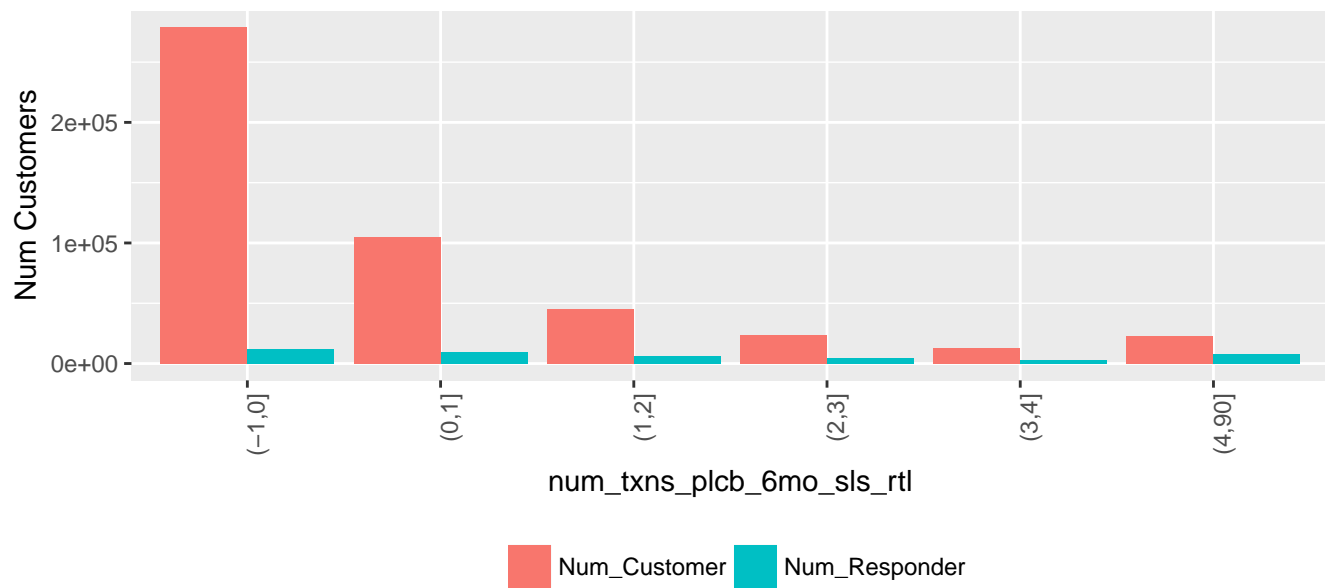
Distribution of response across num_txns_12mo_sls_rtl



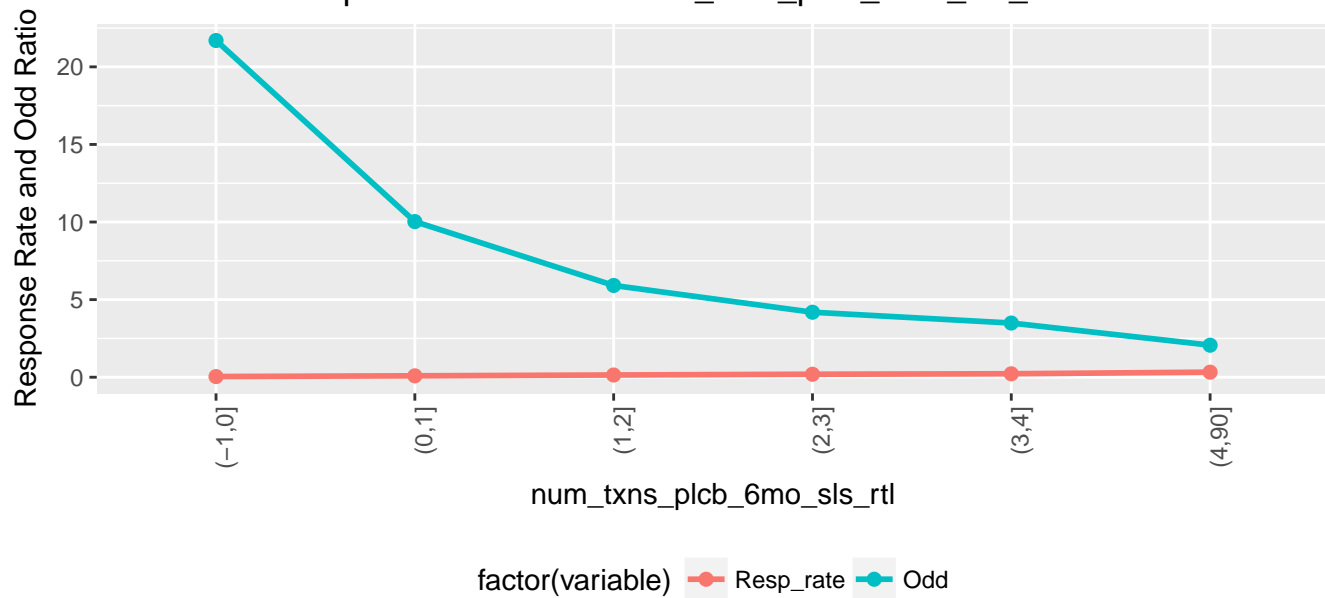
Odd ratio & Response rate across num_txns_12mo_sls_rtl



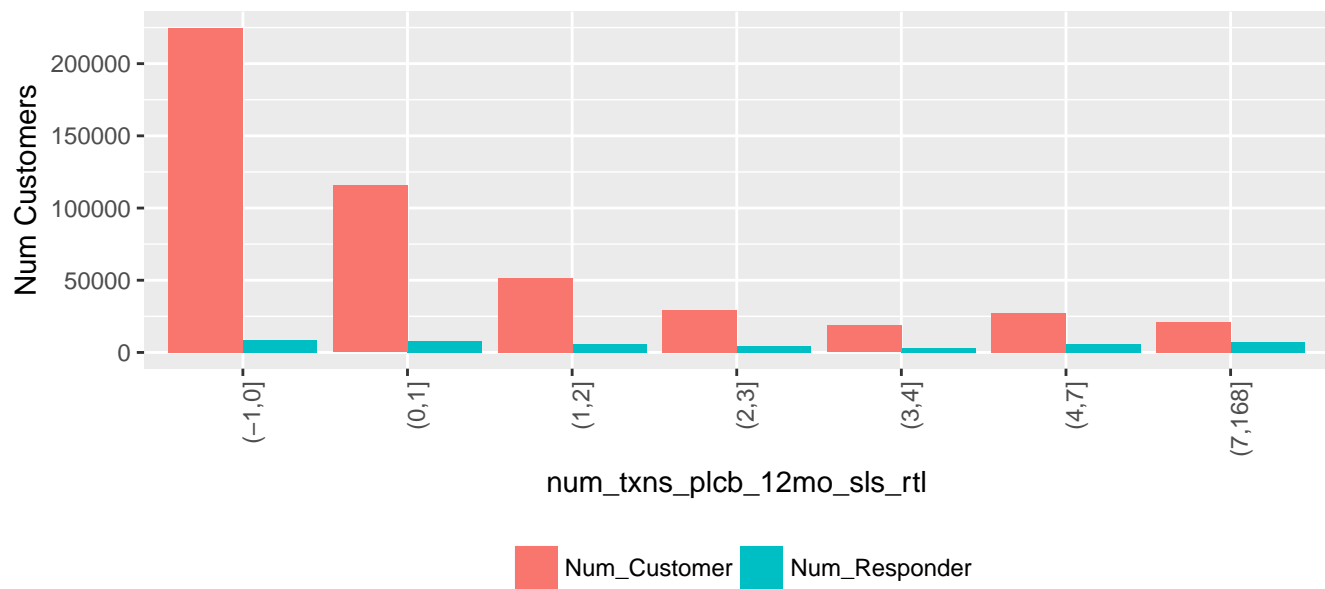
Distribution of response across num_txns_plcb_6mo_sls_rtl



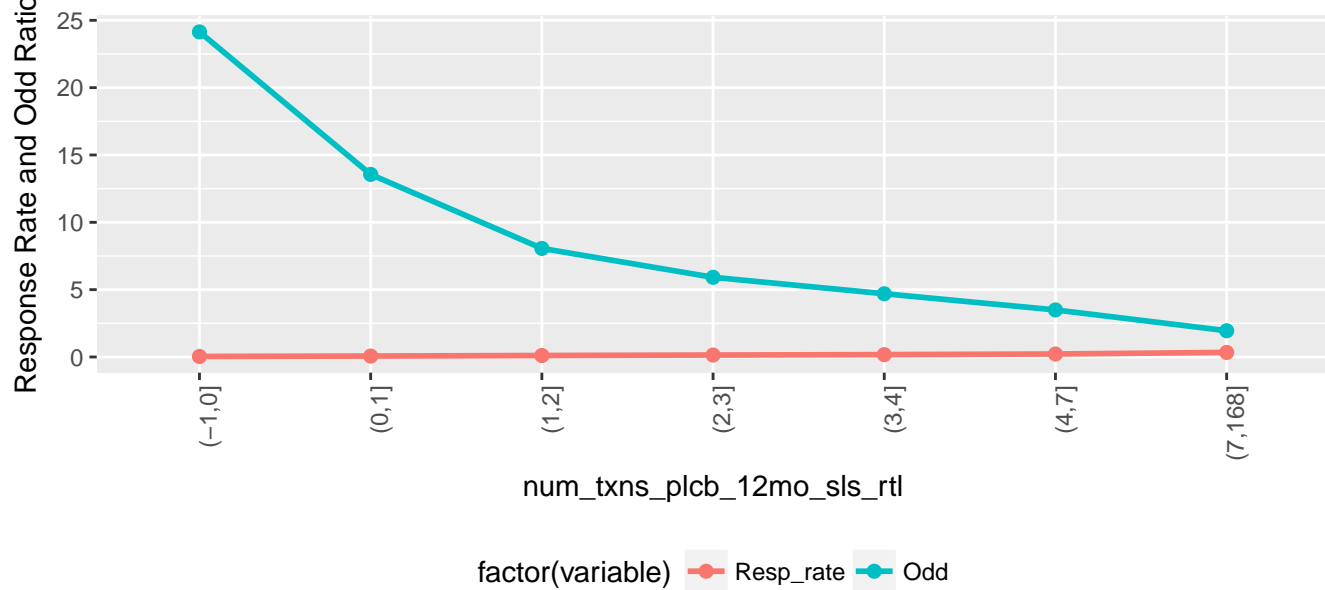
Odd ratio & Response rate across num_txns_plcb_6mo_sls_rtl



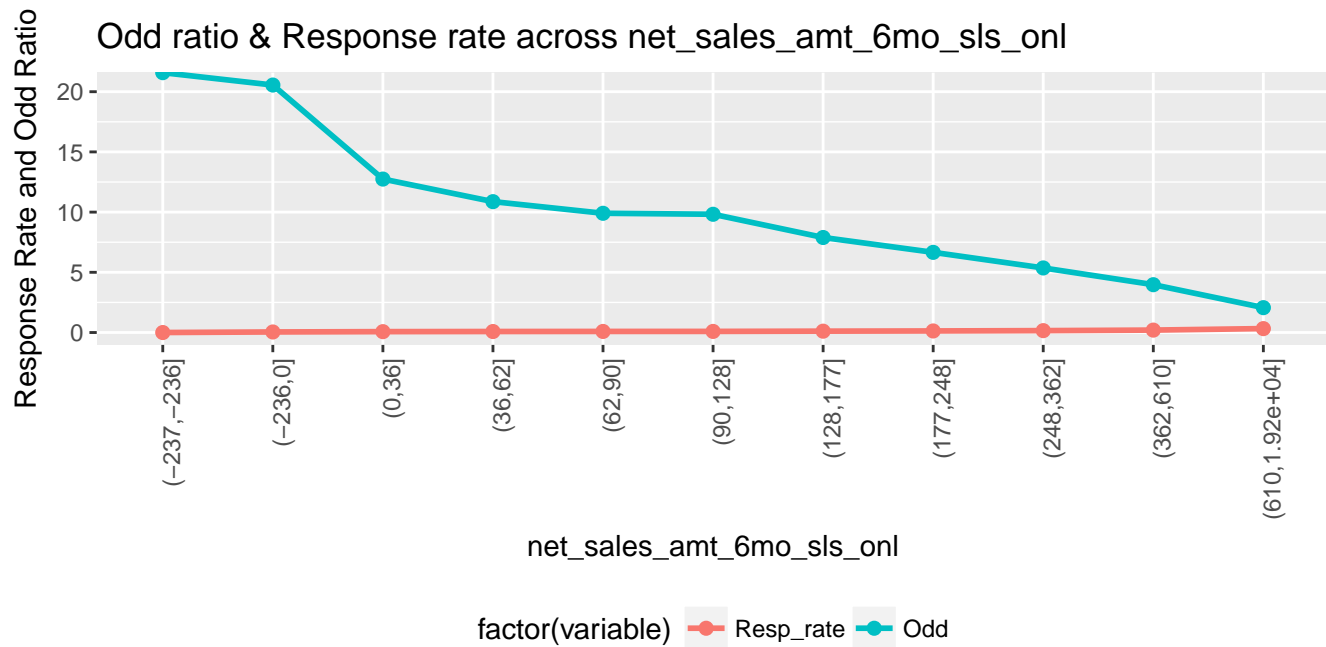
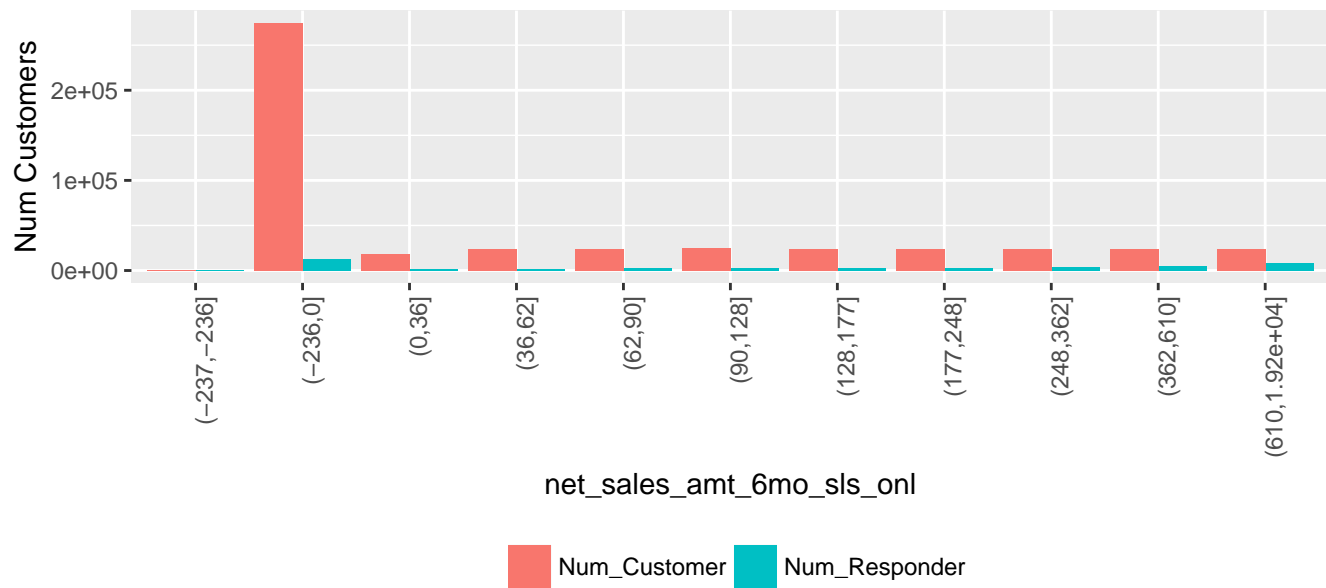
Distribution of response across num_txns_plcb_12mo_sls_rtl



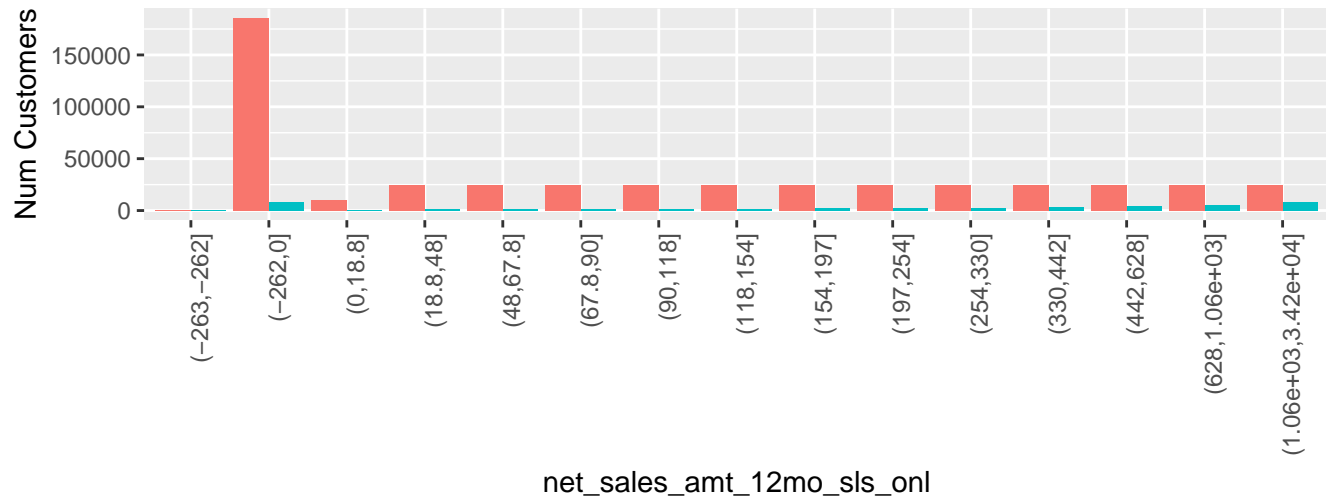
Odd ratio & Response rate across num_txns_plcb_12mo_sls_rtl



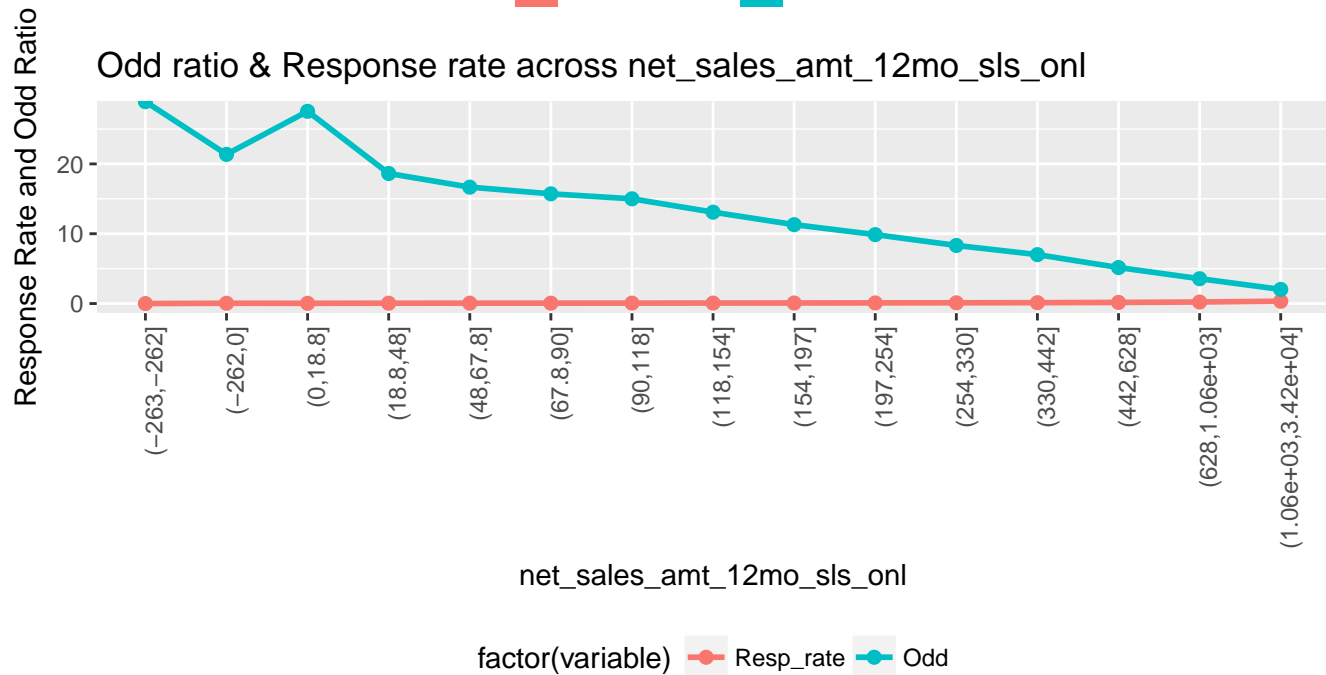
Distribution of response across net_sales_amt_6mo_sls_onl



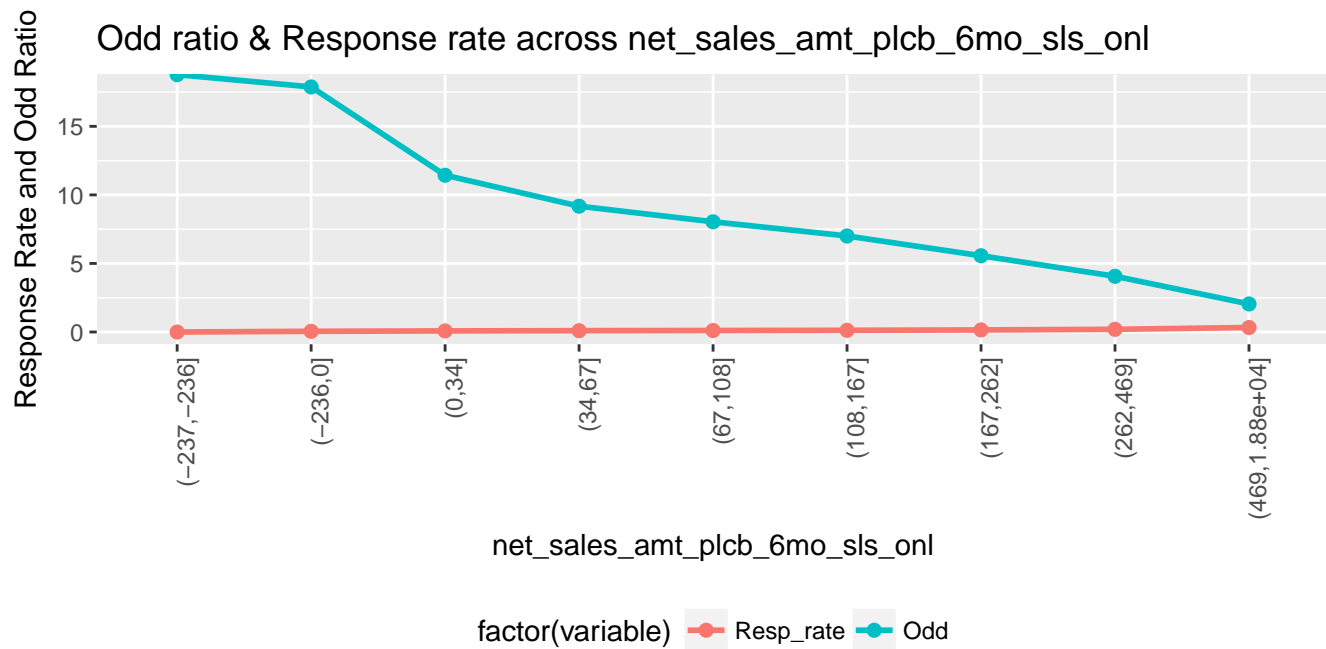
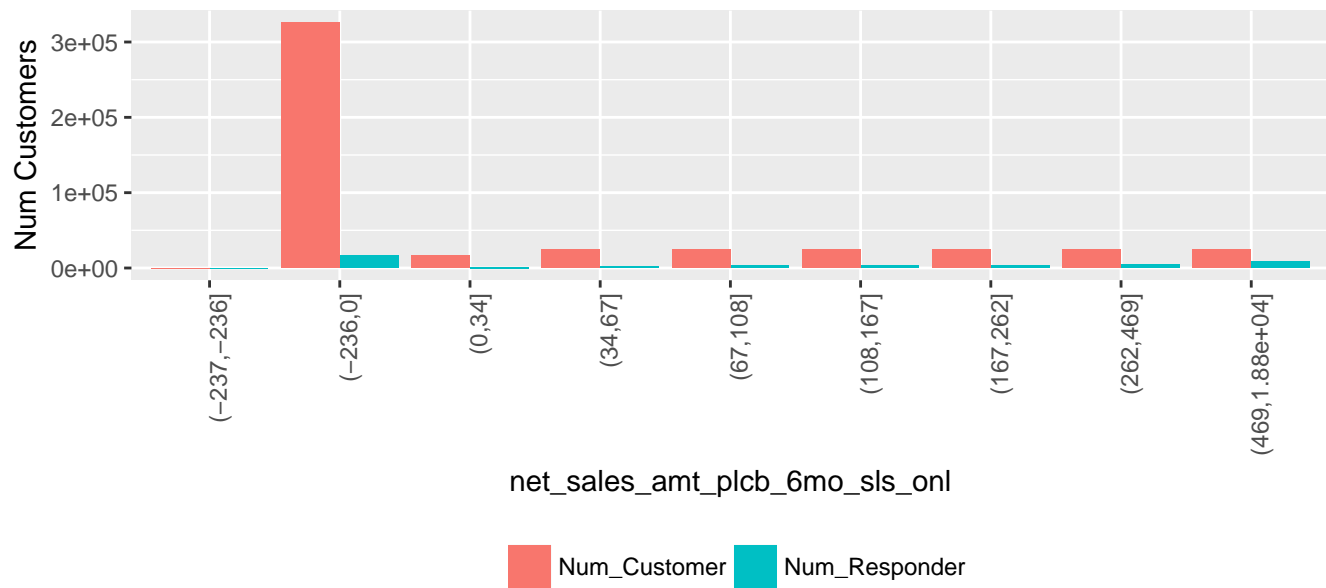
Distribution of response across net_sales_amt_12mo_sls_onl



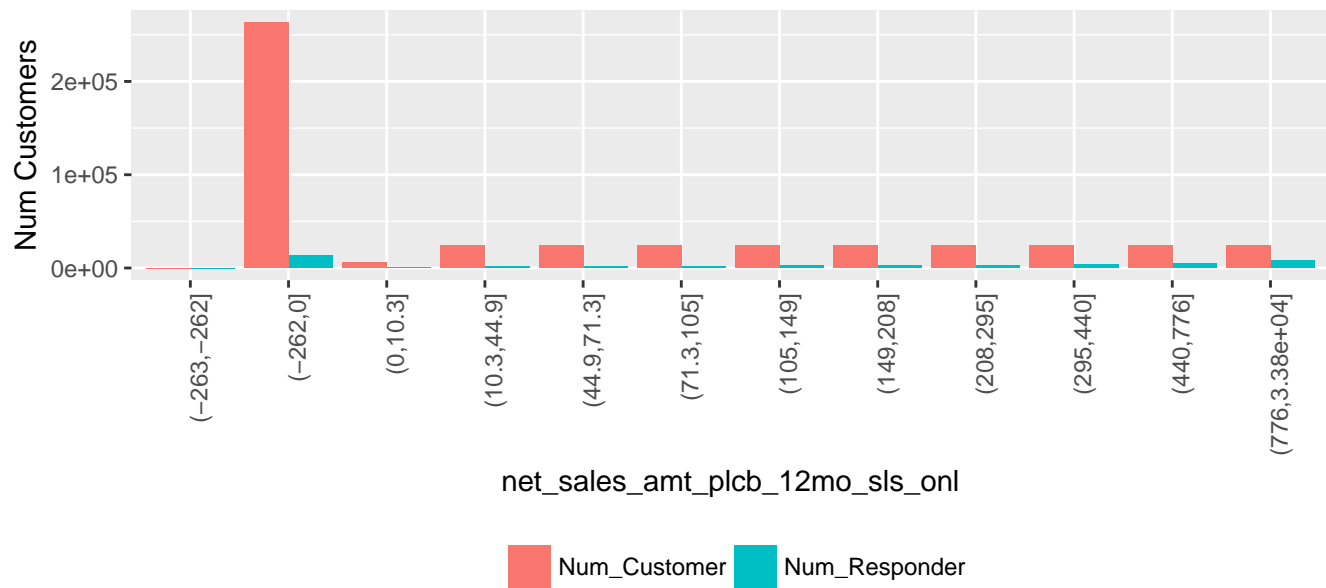
Odd ratio & Response rate across net_sales_amt_12mo_sls_onl



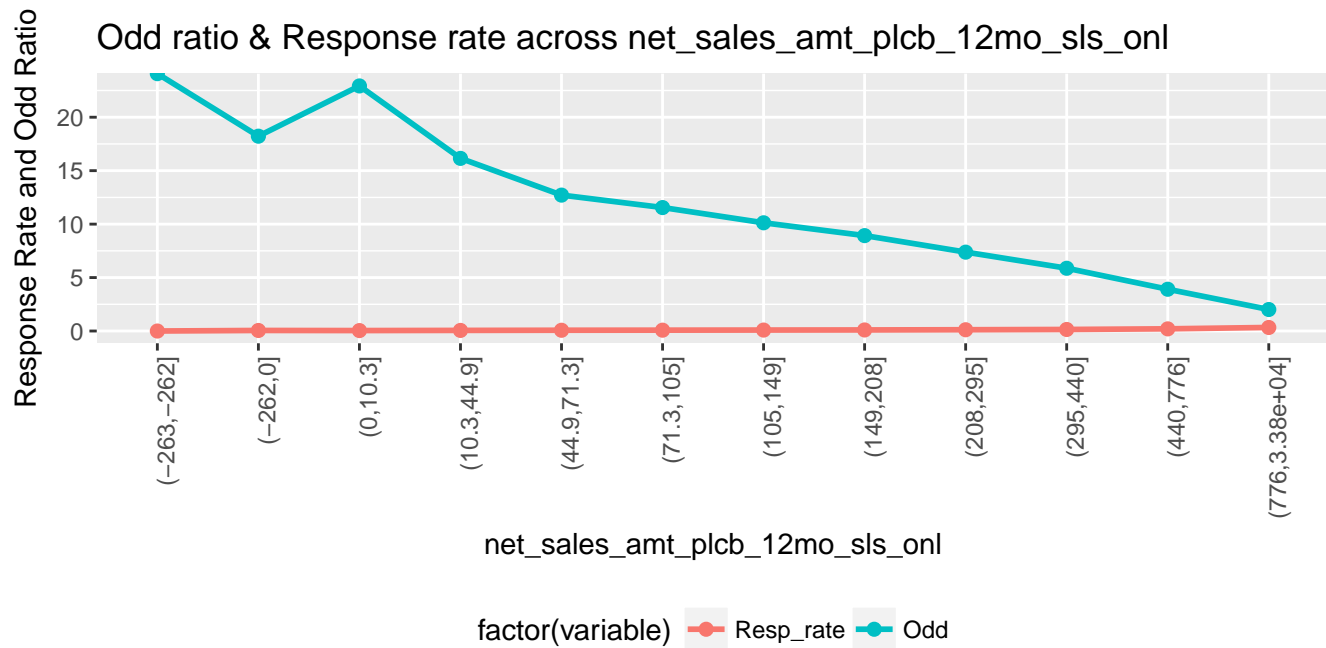
Distribution of response across net_sales_amt_plcb_6mo_sls_onl



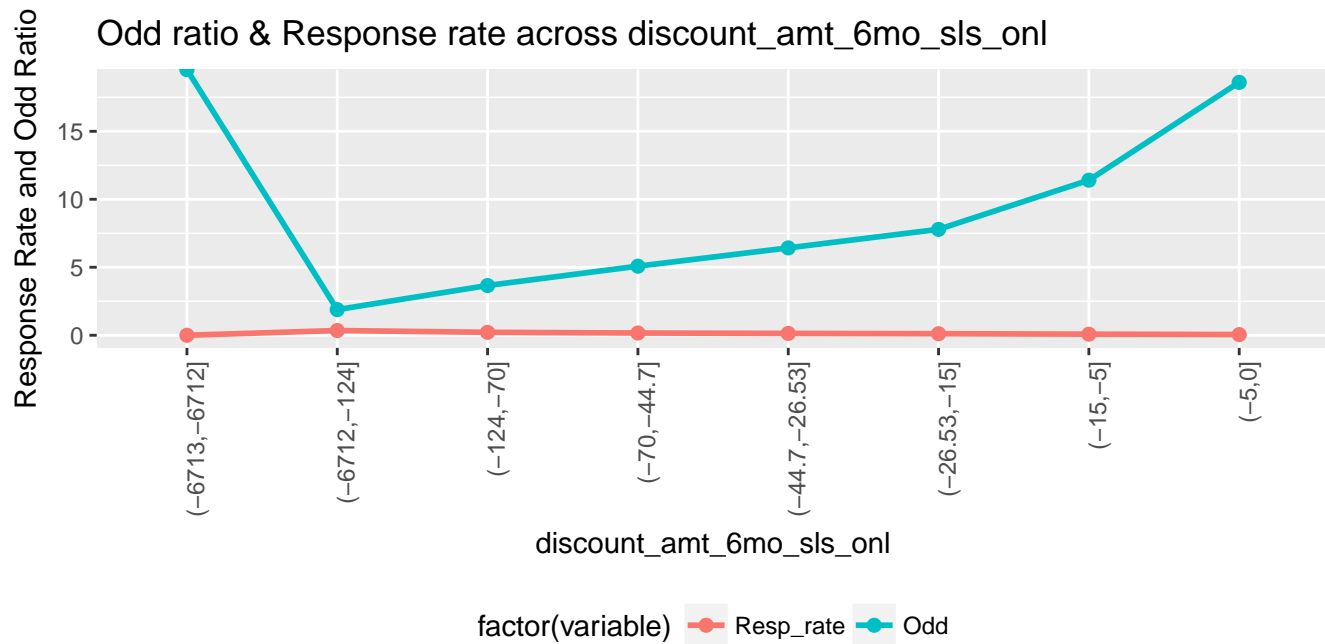
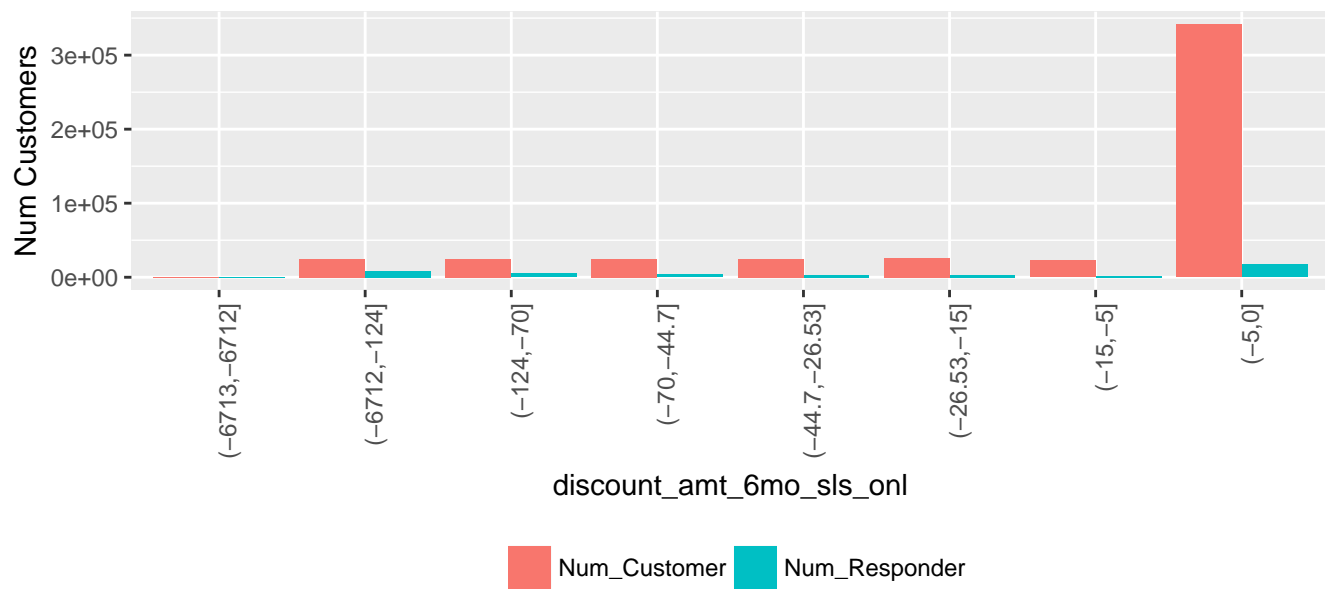
Distribution of response across net_sales_amt_plcb_12mo_sls_onl



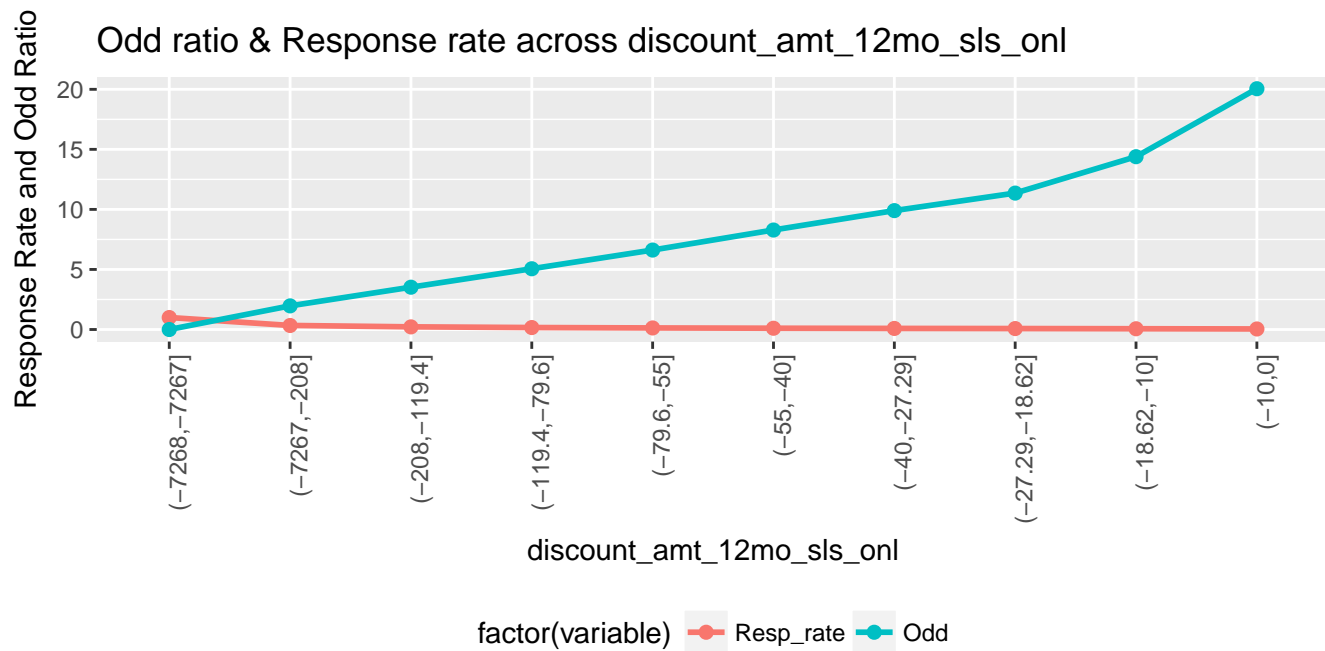
Odd ratio & Response rate across net_sales_amt_plcb_12mo_sls_onl



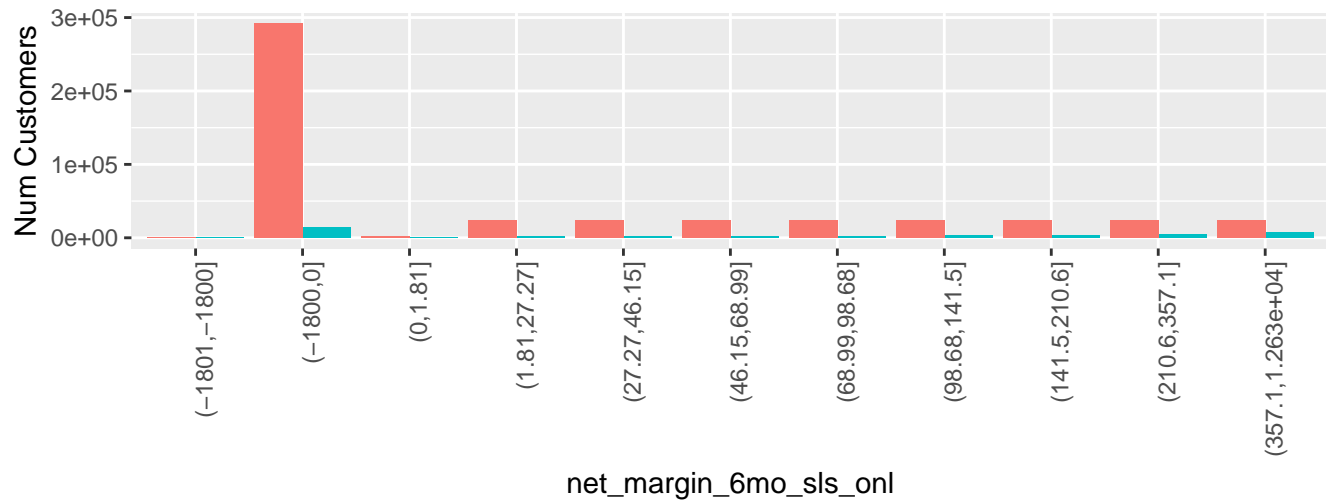
Distribution of response across discount_amt_6mo_sls_onl



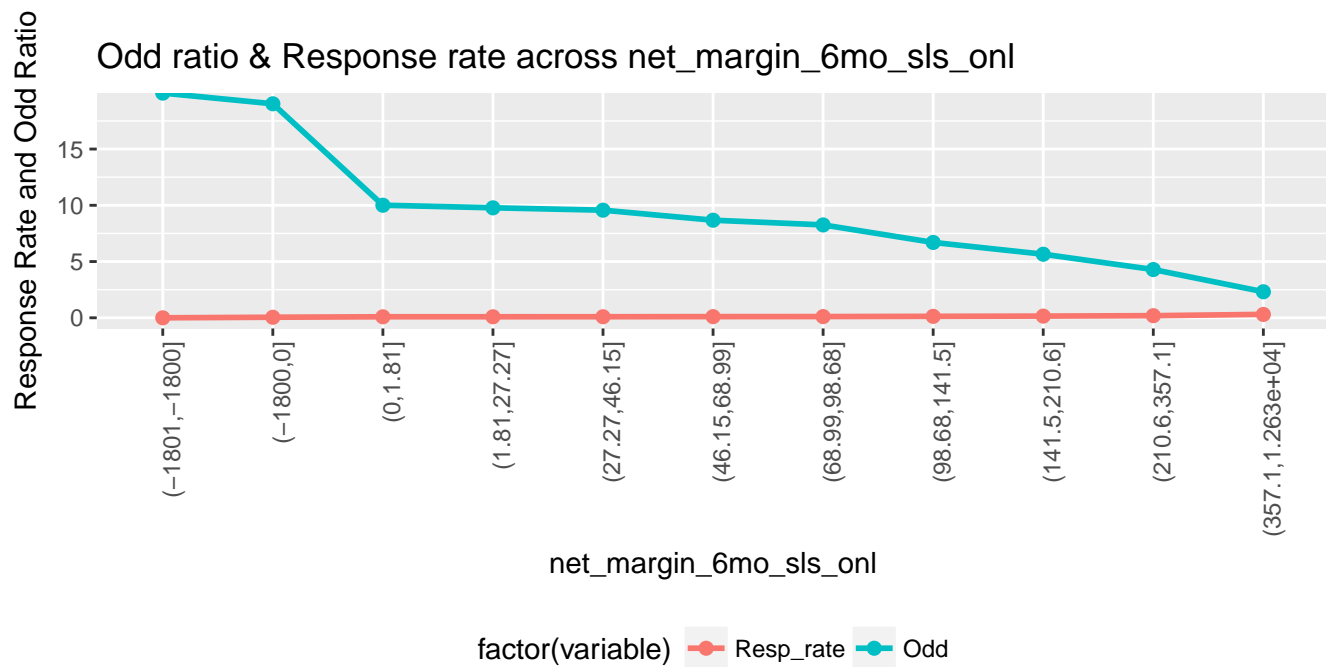
Distribution of response across discount_amt_12mo_sls_onl



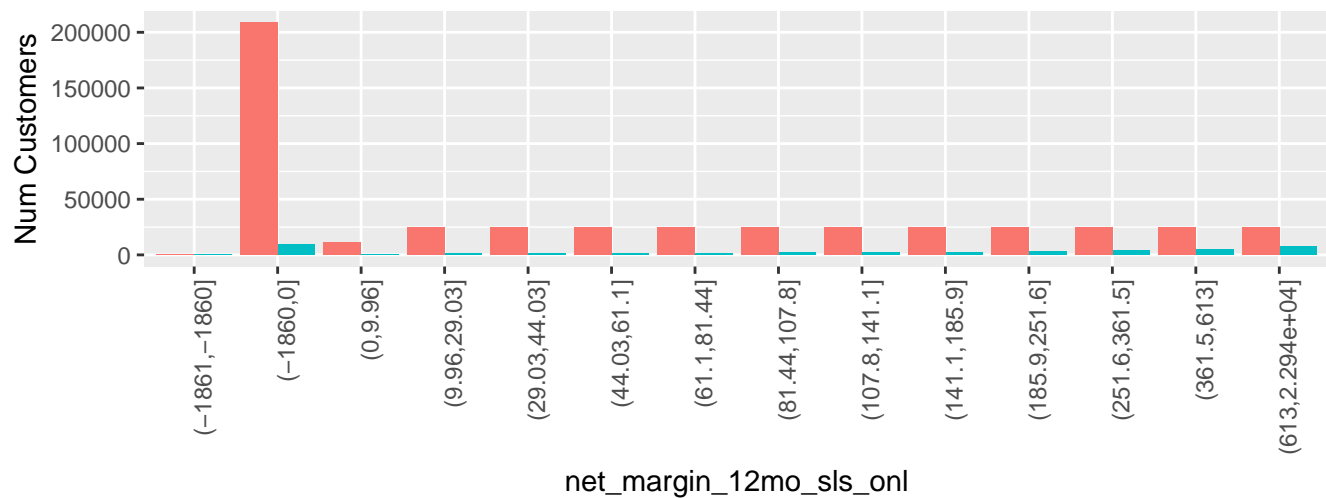
Distribution of response across net_margin_6mo_sls_onl



Odd ratio & Response rate across net_margin_6mo_sls_onl

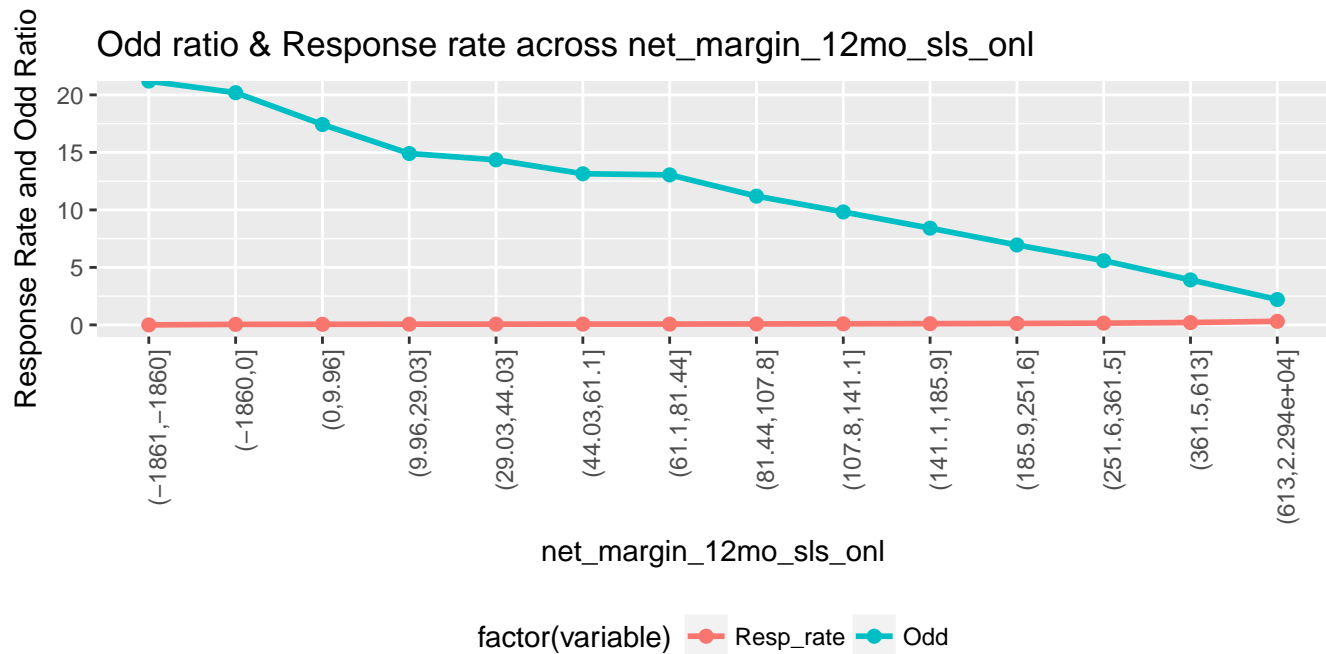


Distribution of response across net_margin_12mo_sls_onl



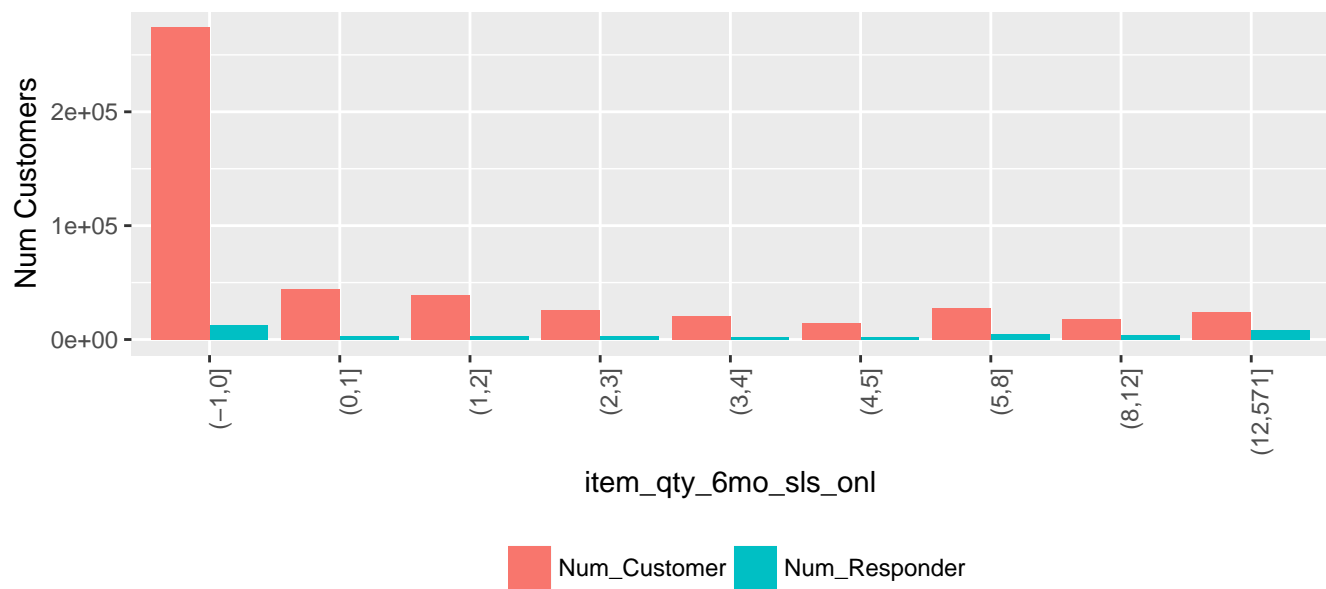
Num_Customer Num_Responder

Odd ratio & Response rate across net_margin_12mo_sls_onl

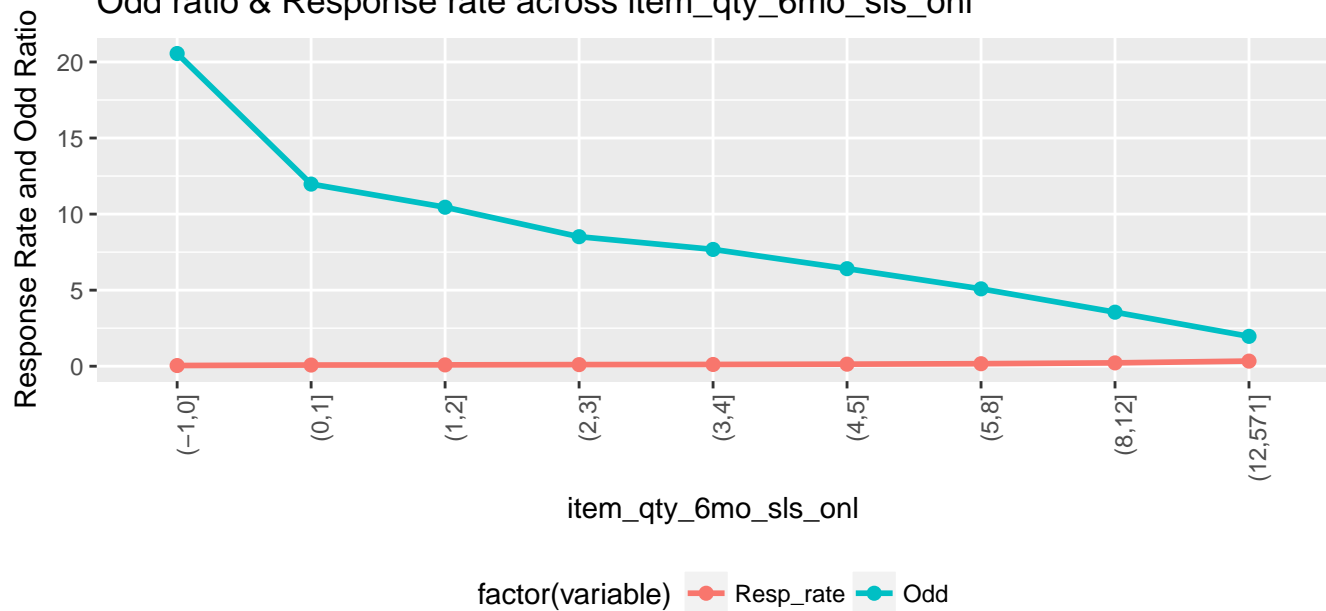


factor(variable) Resp_rate Odd

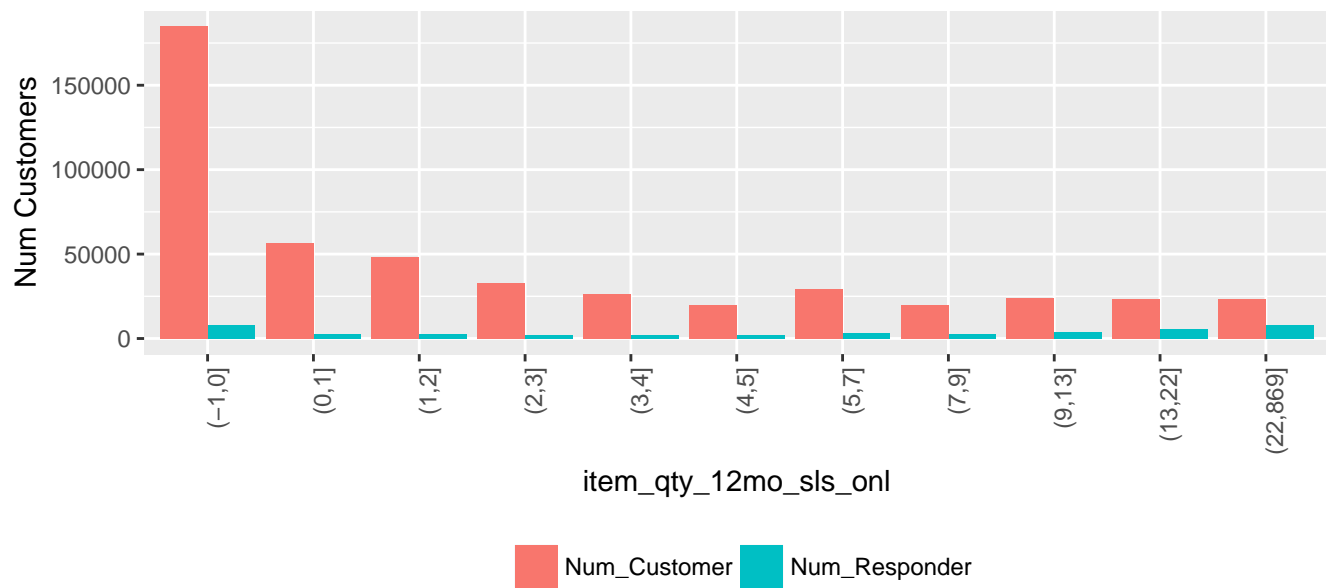
Distribution of response across item_qty_6mo_sls_onl



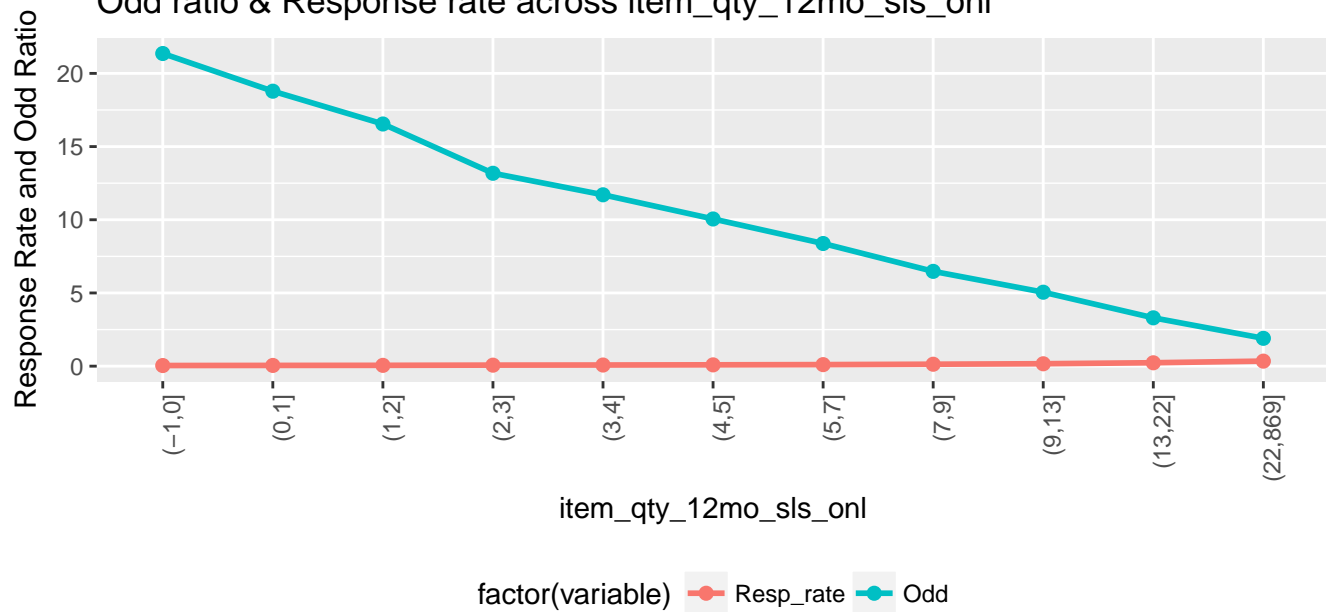
Odd ratio & Response rate across item_qty_6mo_sls_onl



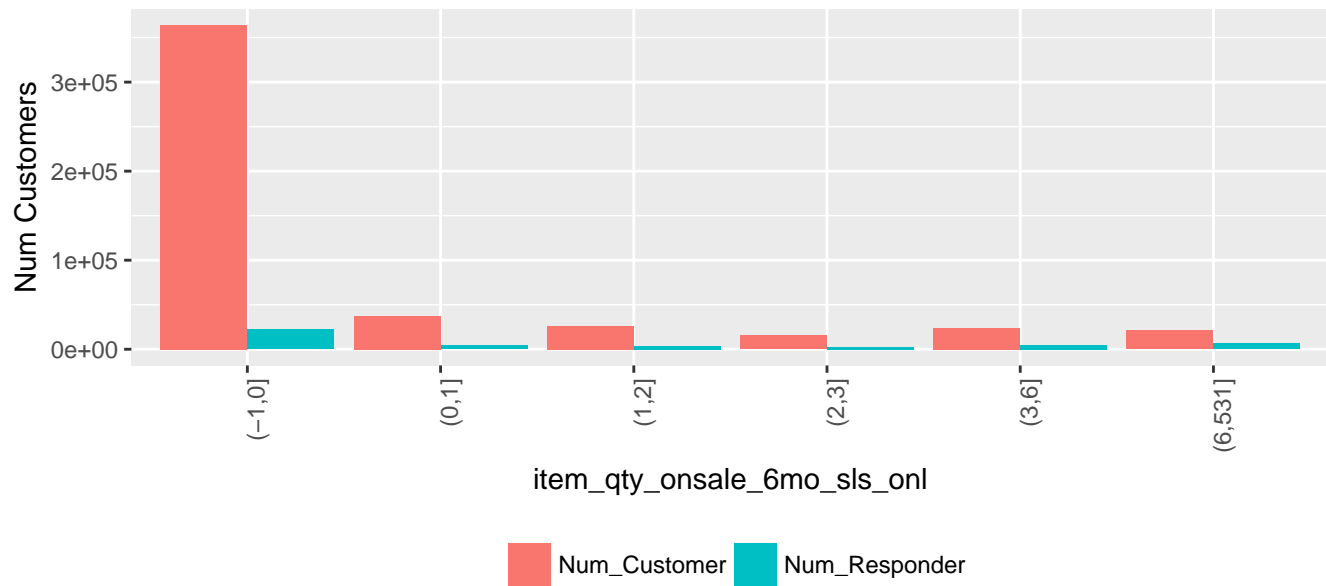
Distribution of response across item_qty_12mo_sls_onl



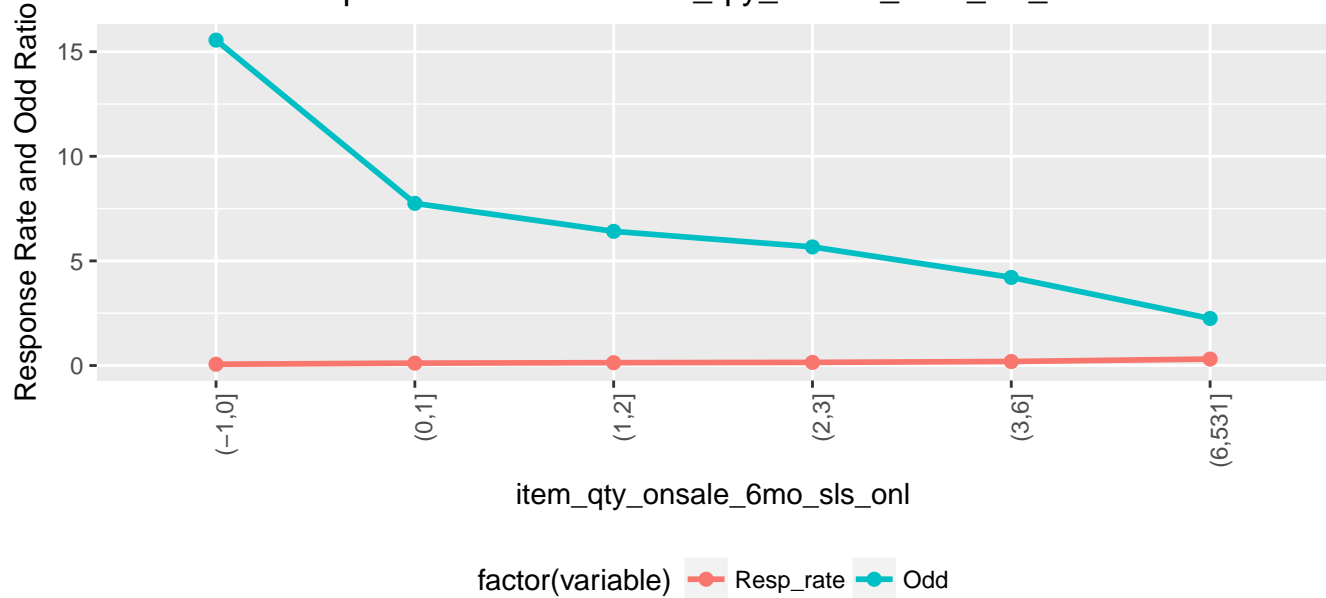
Odd ratio & Response rate across item_qty_12mo_sls_onl



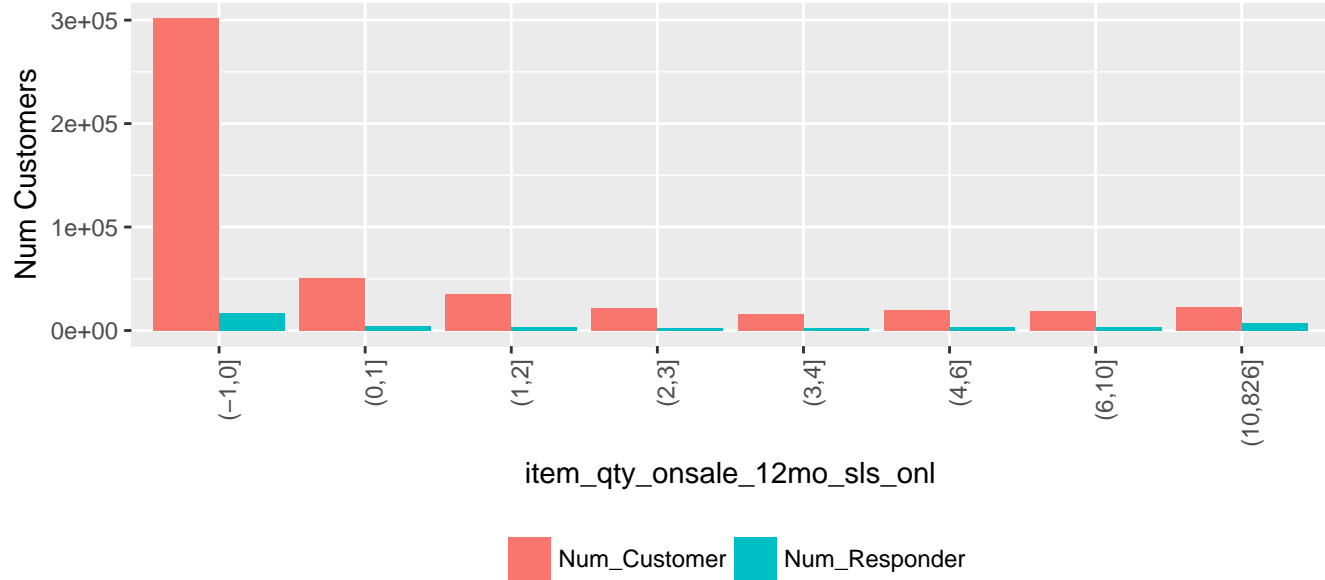
Distribution of response across item_qty_onsale_6mo_sls_onl



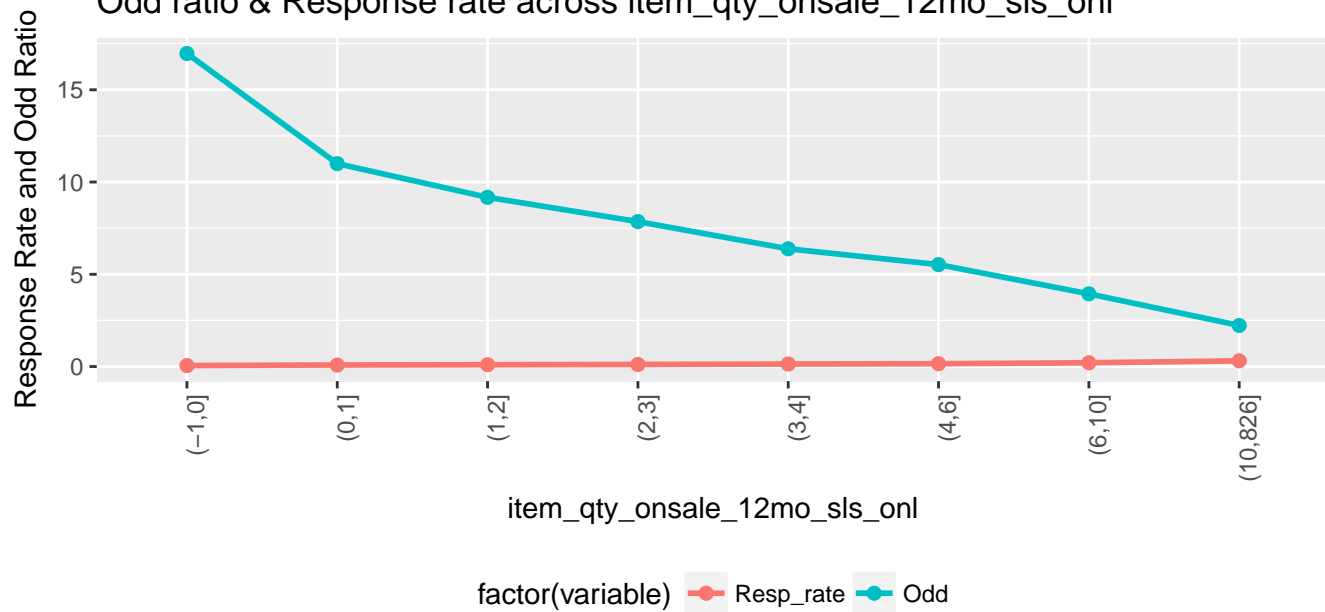
Odd ratio & Response rate across item_qty_onsale_6mo_sls_onl



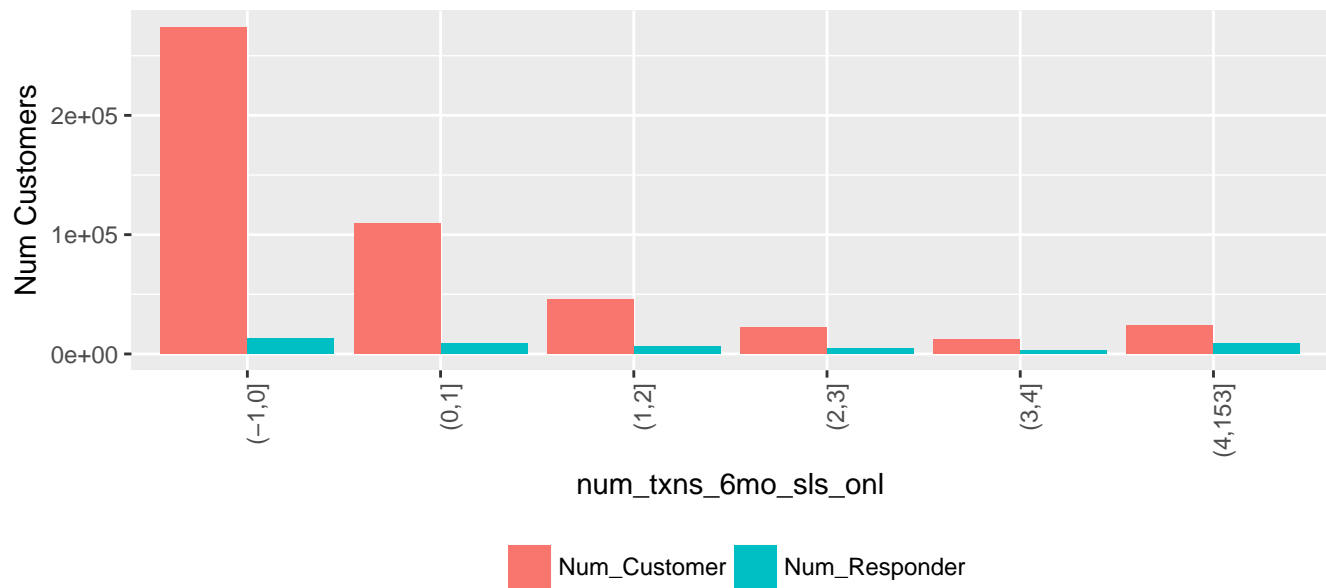
Distribution of response across item_qty_onsale_12mo_sls_onl



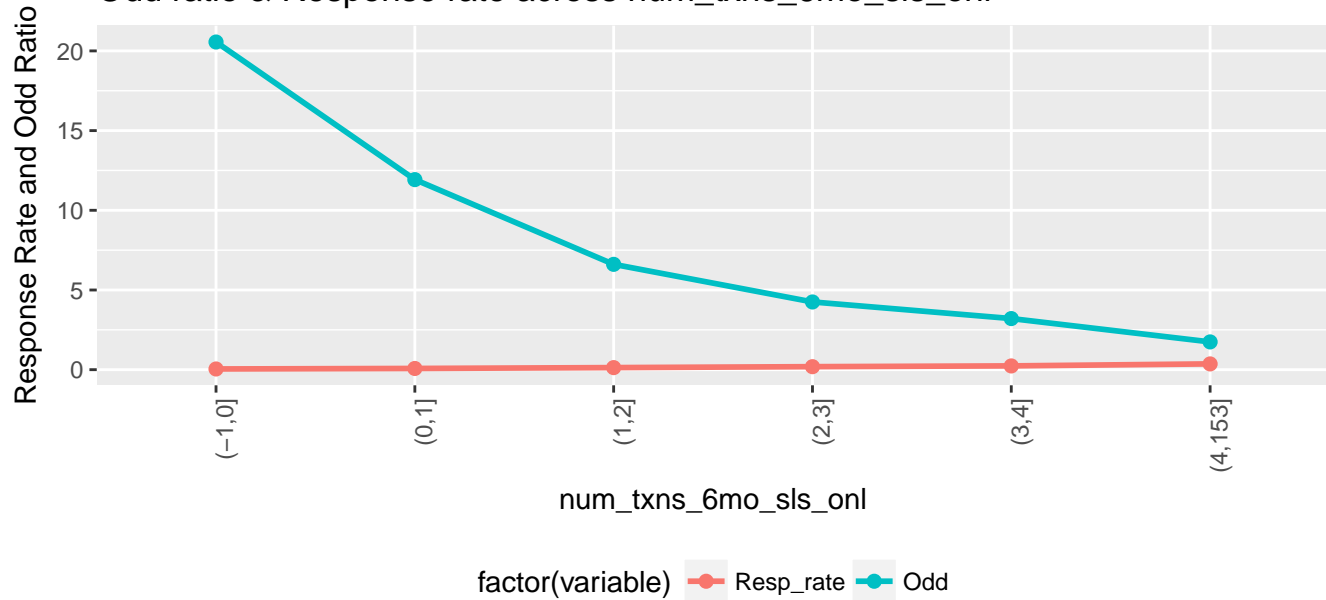
Odd ratio & Response rate across item_qty_onsale_12mo_sls_onl



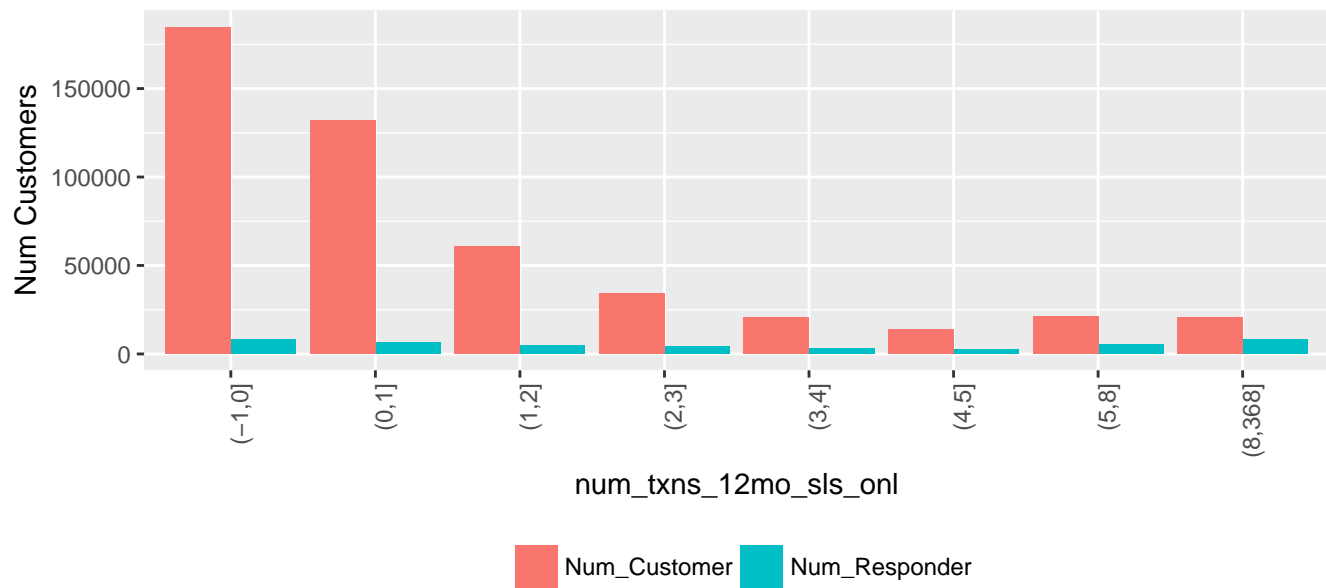
Distribution of response across num_txns_6mo_sls_onl



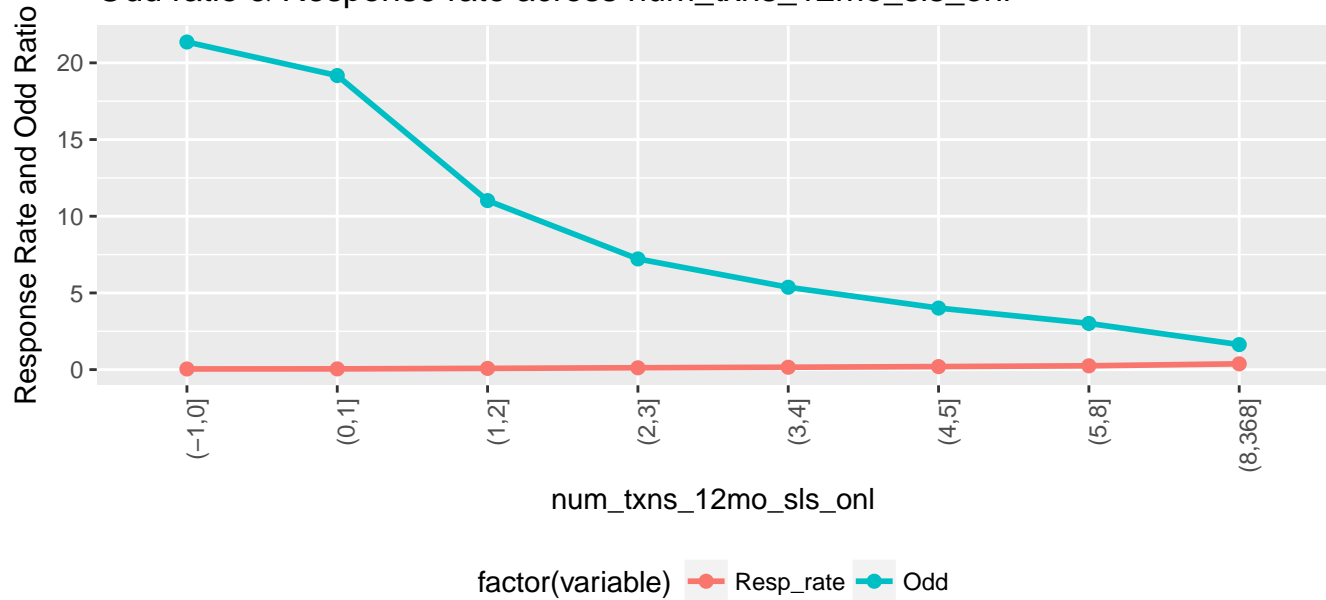
Odd ratio & Response rate across num_txns_6mo_sls_onl



Distribution of response across num_txns_12mo_sls_onl



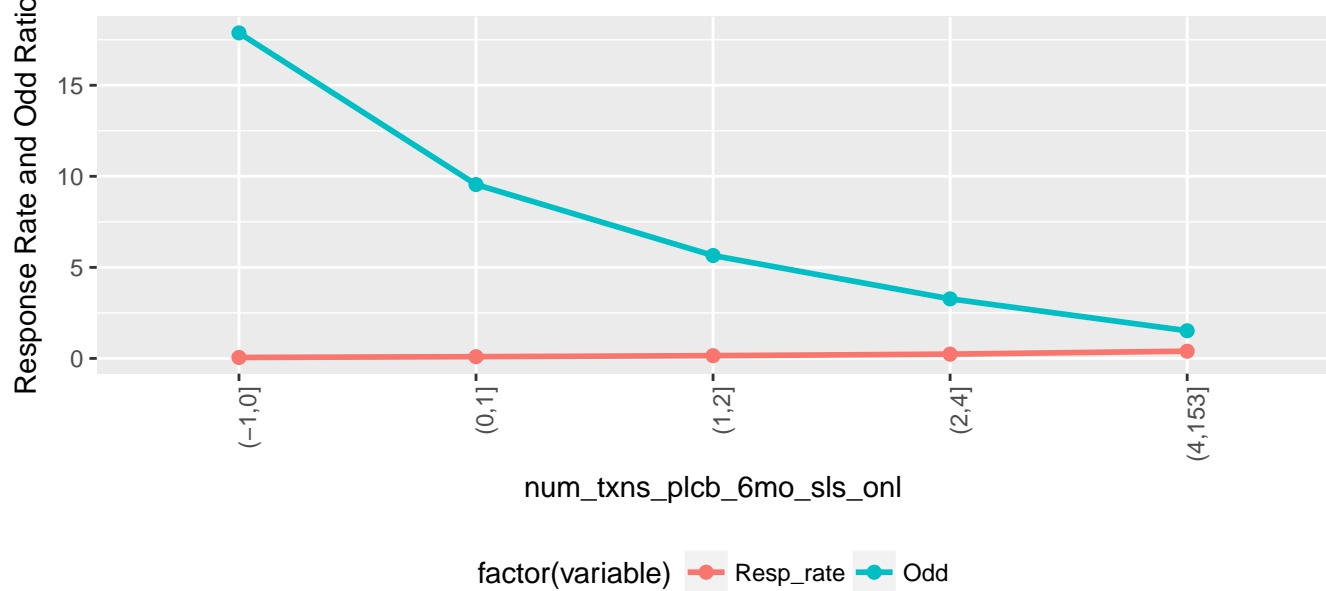
Odd ratio & Response rate across num_txns_12mo_sls_onl



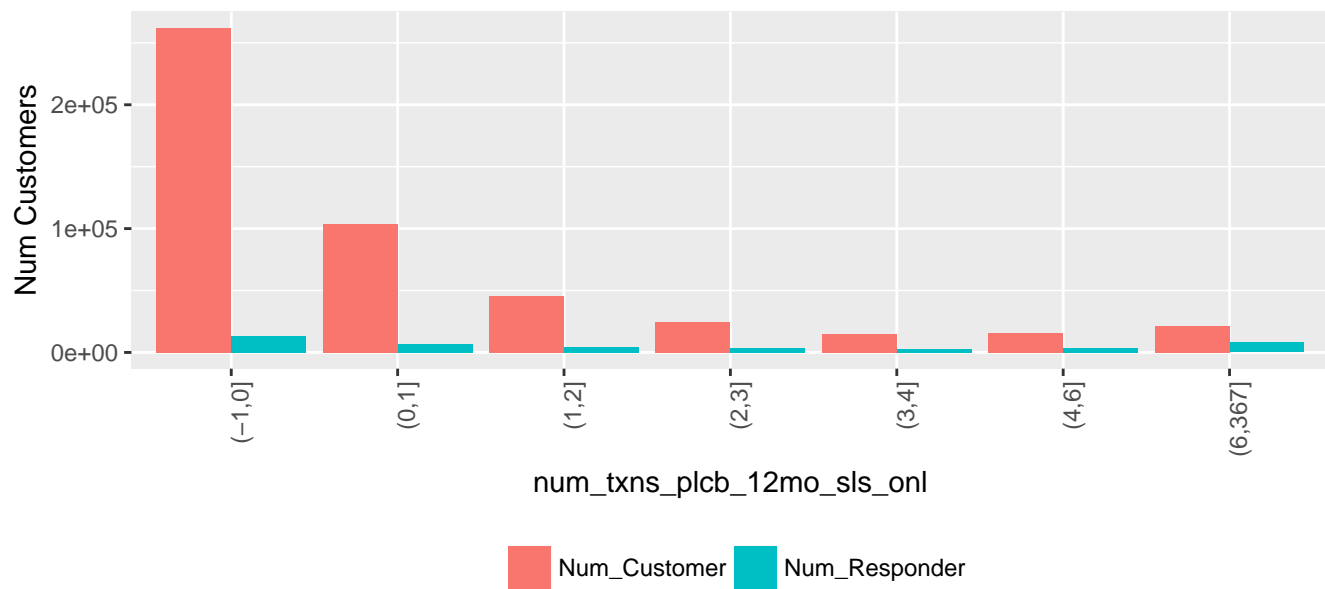
Distribution of response across num_txns_plcb_6mo_sls_onl



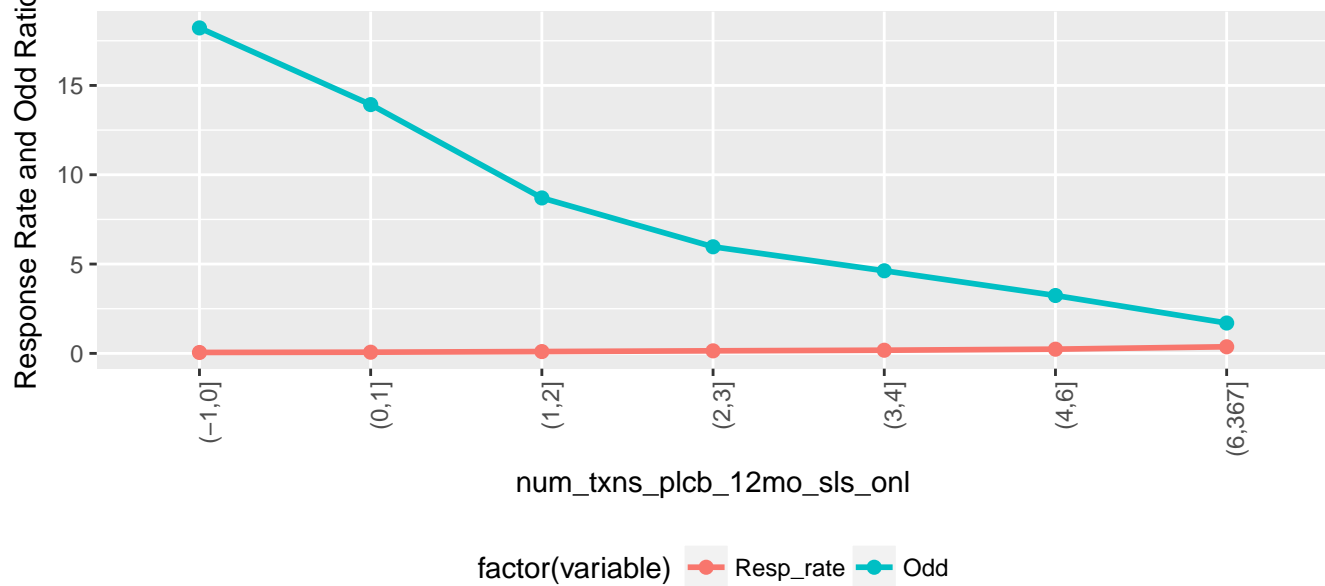
Odd ratio & Response rate across num_txns_plcb_6mo_sls_onl



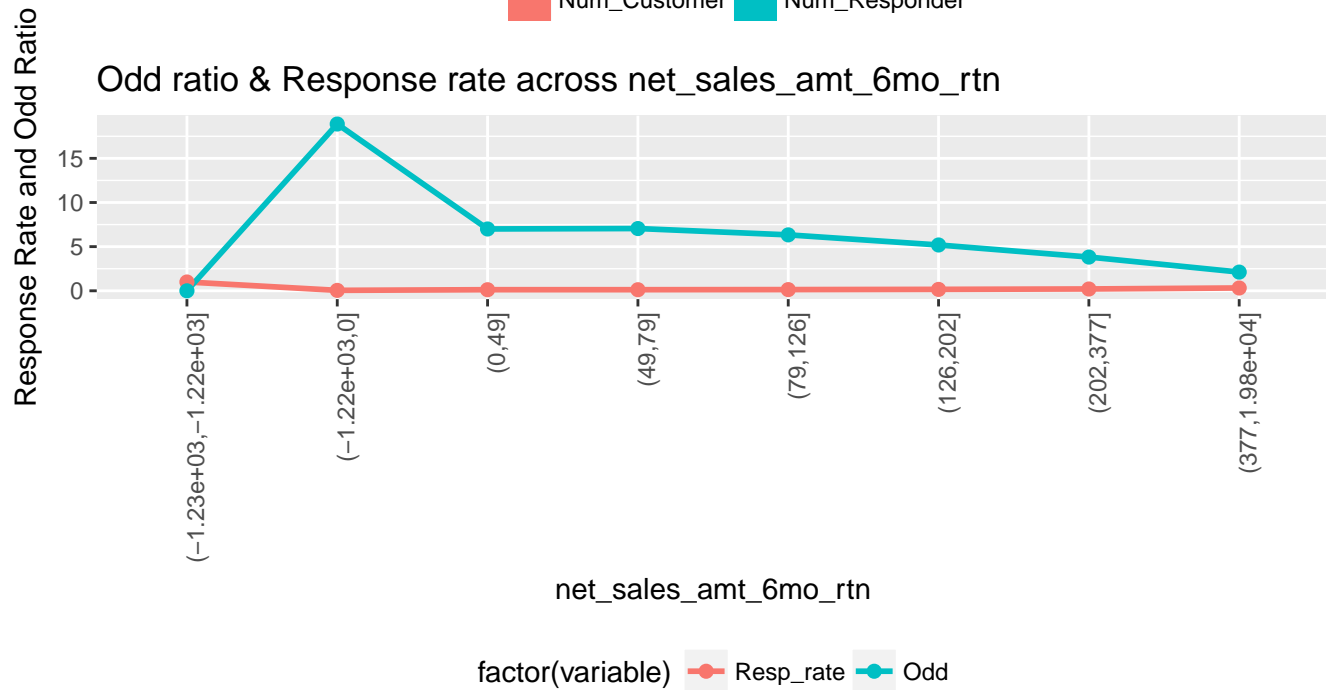
Distribution of response across num_txns_plcb_12mo_sls_onl



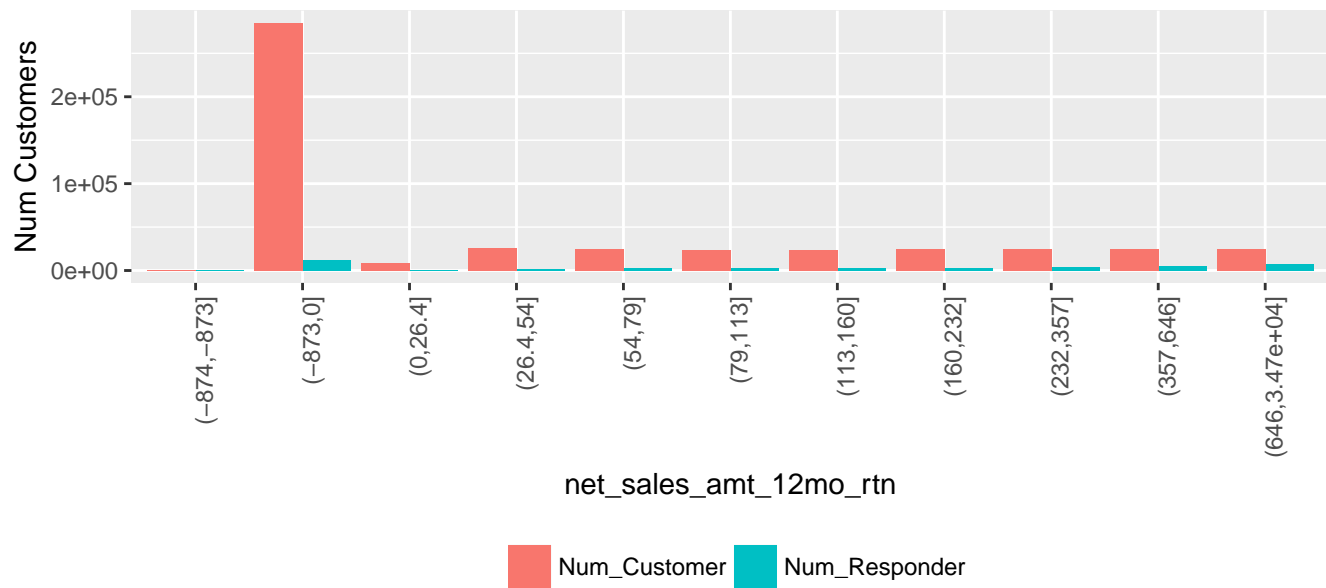
Odd ratio & Response rate across num_txns_plcb_12mo_sls_onl



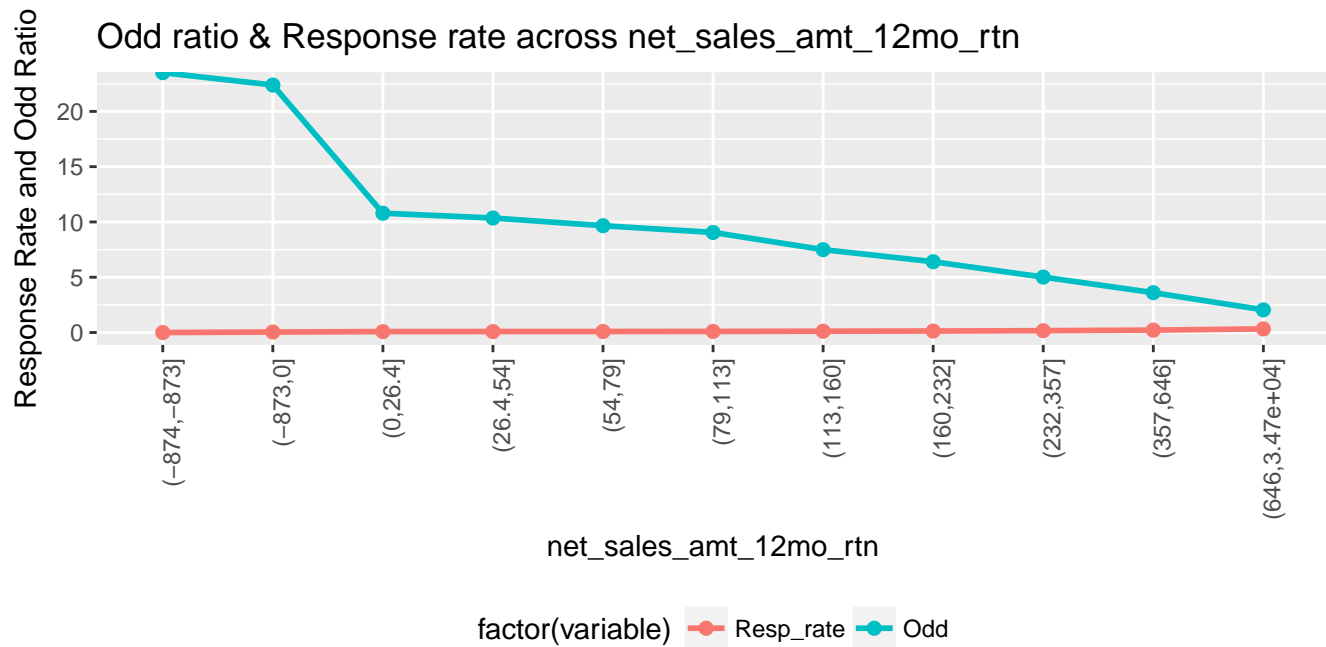
Distribution of response across net_sales_amt_6mo_rtn



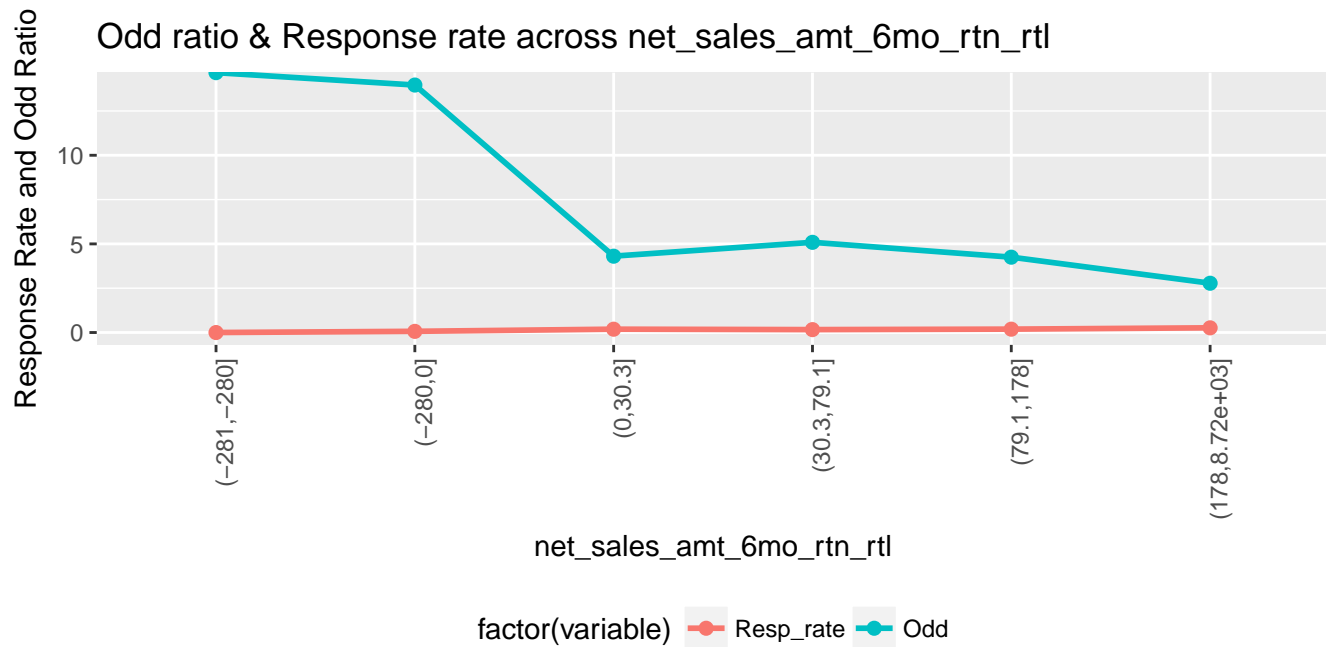
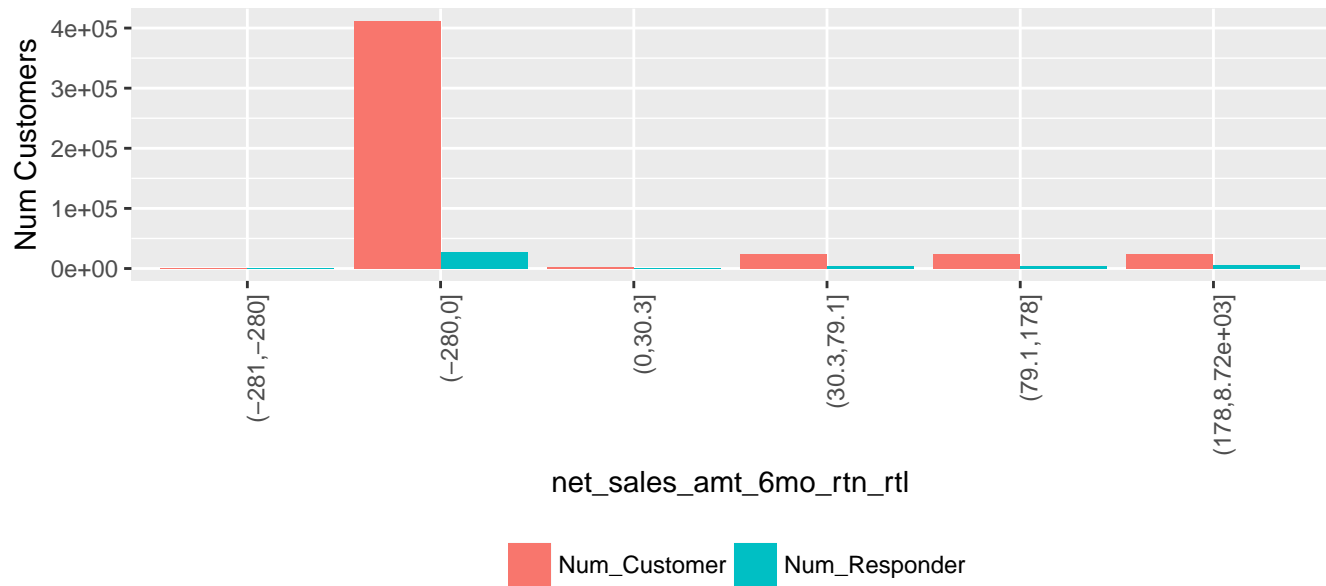
Distribution of response across net_sales_amt_12mo_rtn



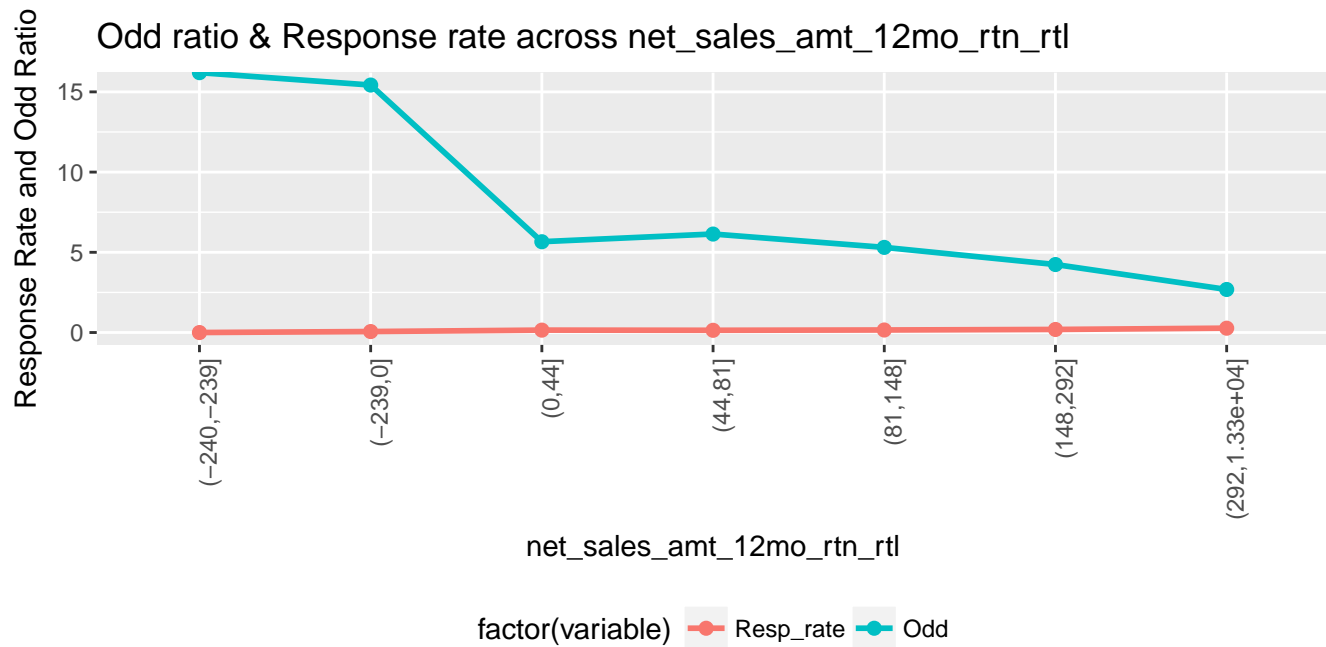
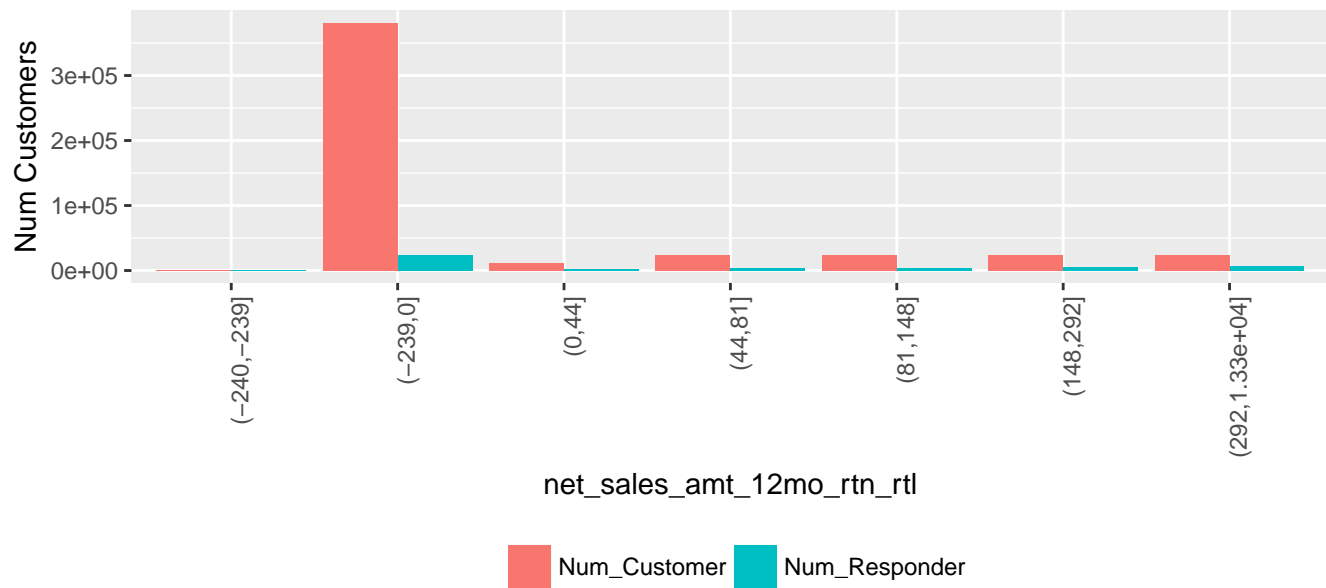
Odd ratio & Response rate across net_sales_amt_12mo_rtn



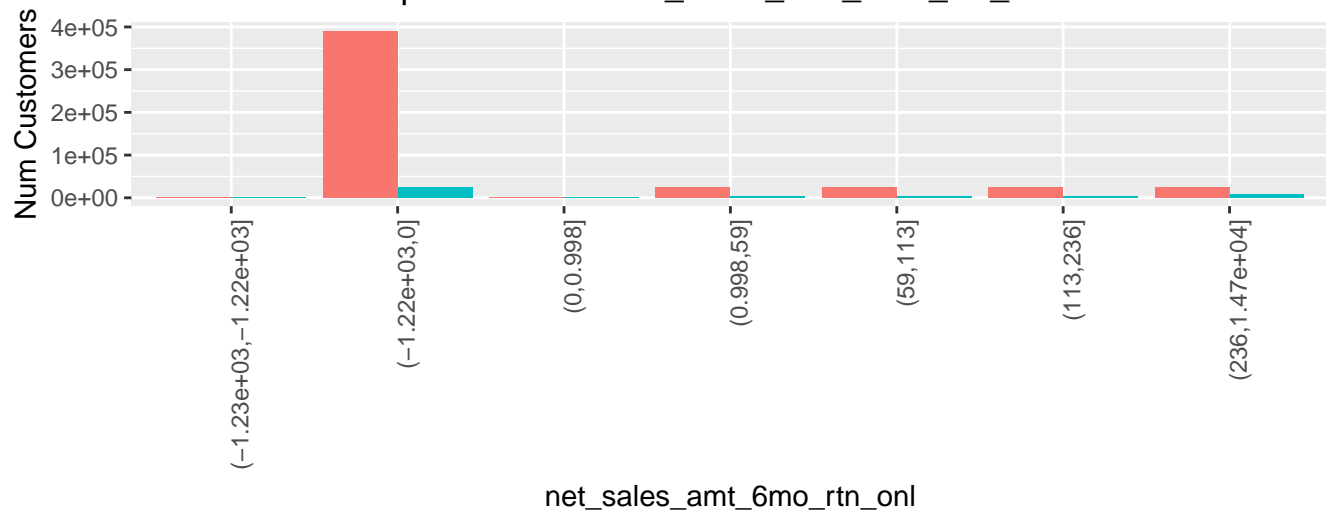
Distribution of response across net_sales_amt_6mo_rtn_rtl



Distribution of response across net_sales_amt_12mo_rtn_rtl

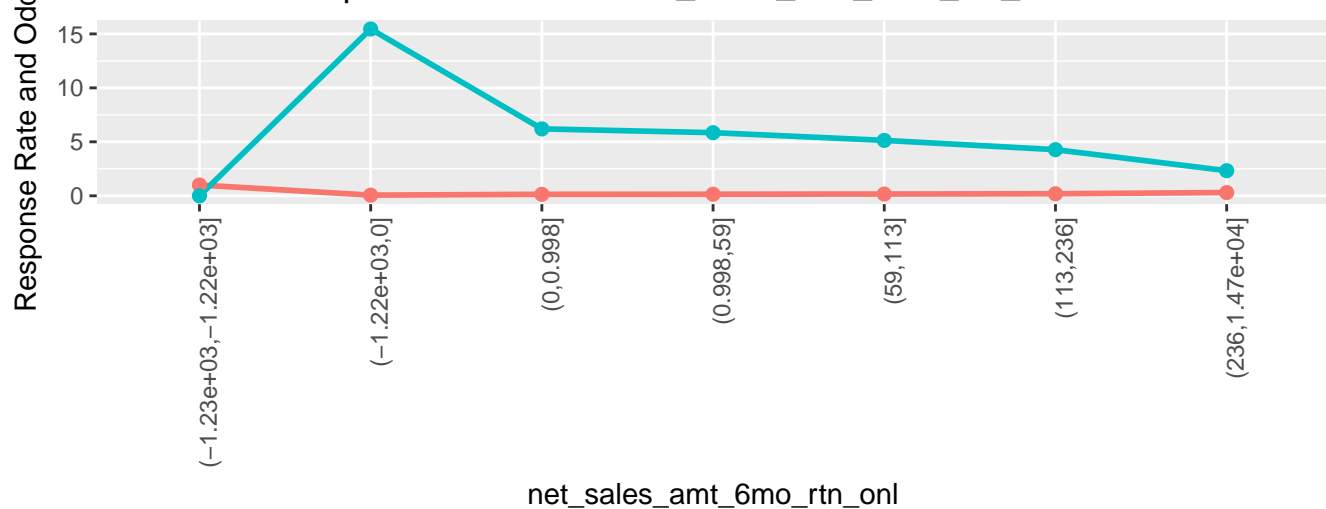


Distribution of response across net_sales_amt_6mo_rtn_onl



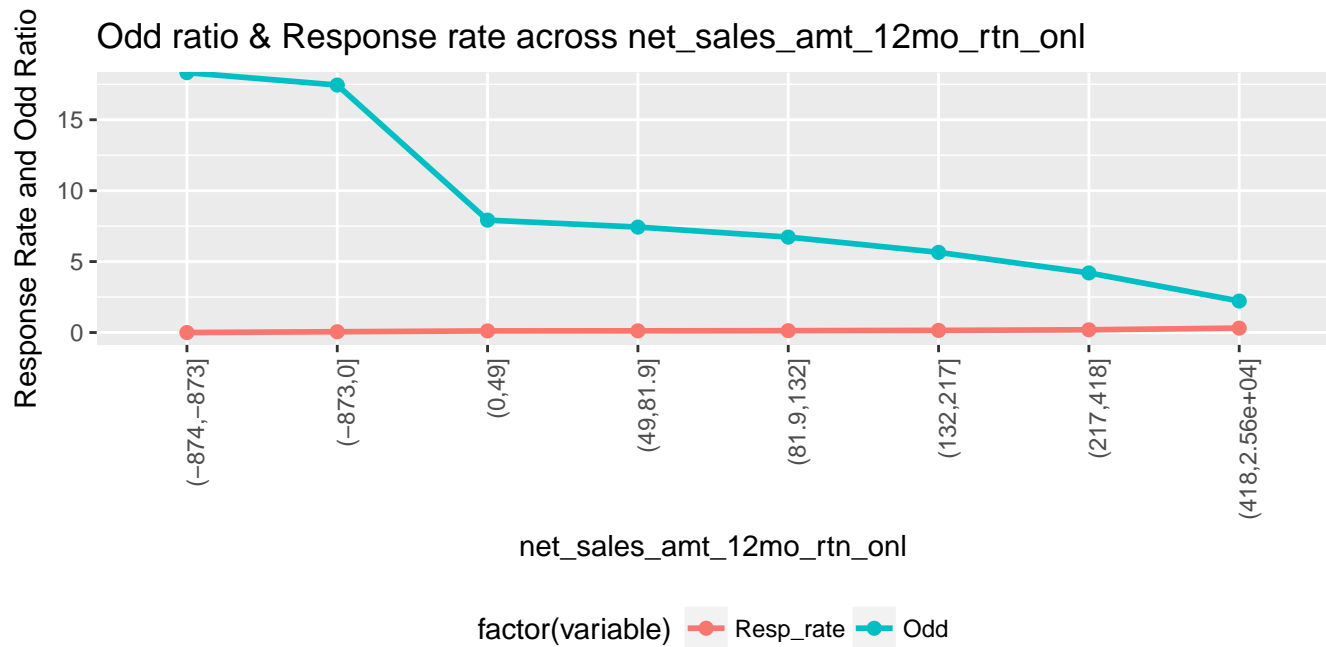
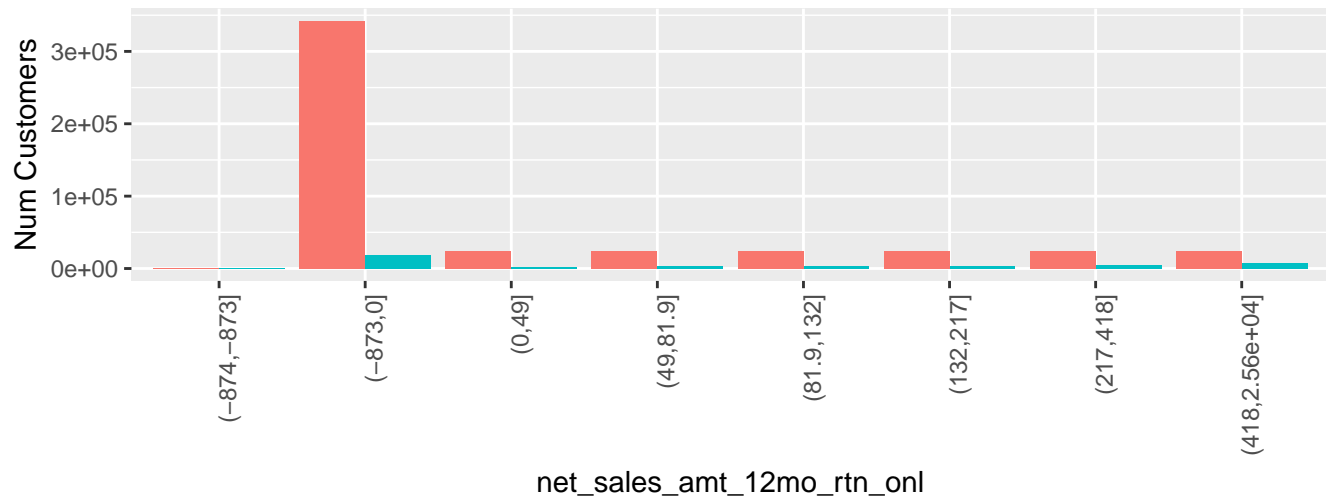
Num_Customer Num_Responder

Odd ratio & Response rate across net_sales_amt_6mo_rtn_onl

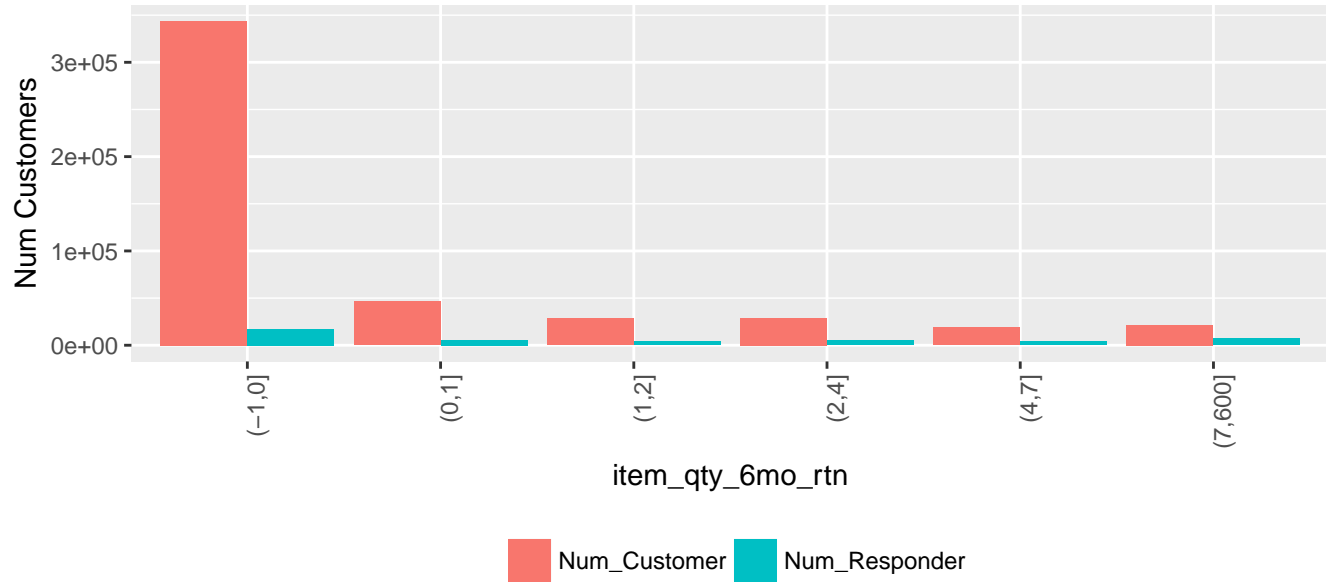


factor(variable) Resp_rate Odd

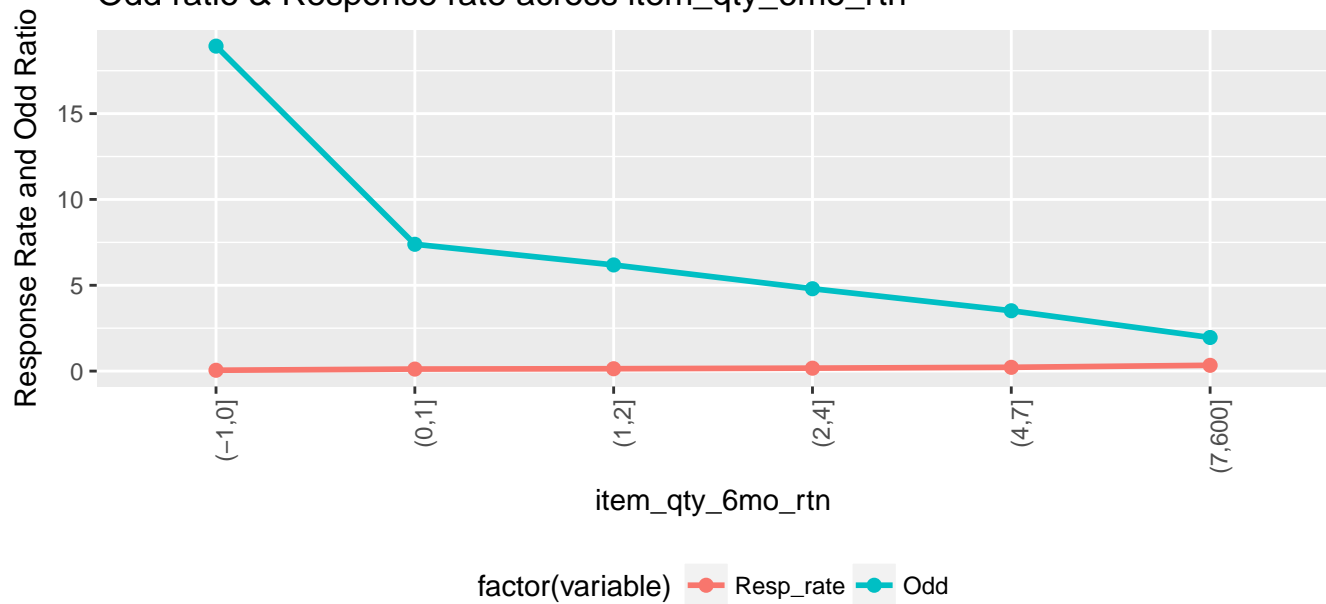
Distribution of response across net_sales_amt_12mo_rtn_onl



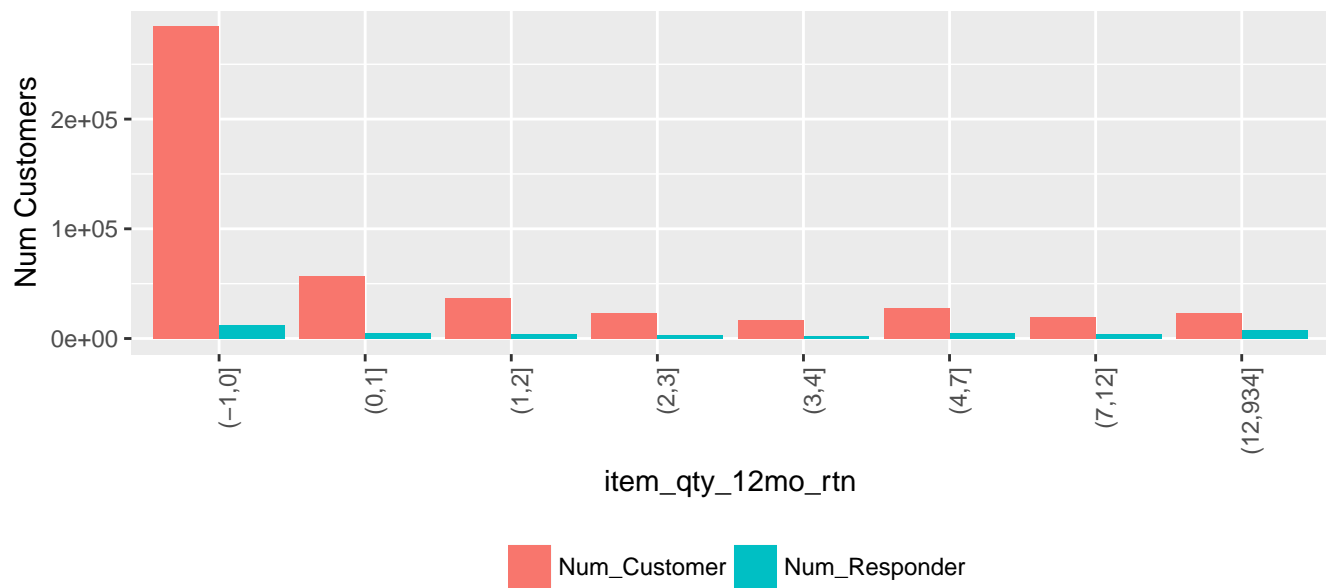
Distribution of response across item_qty_6mo_rtn



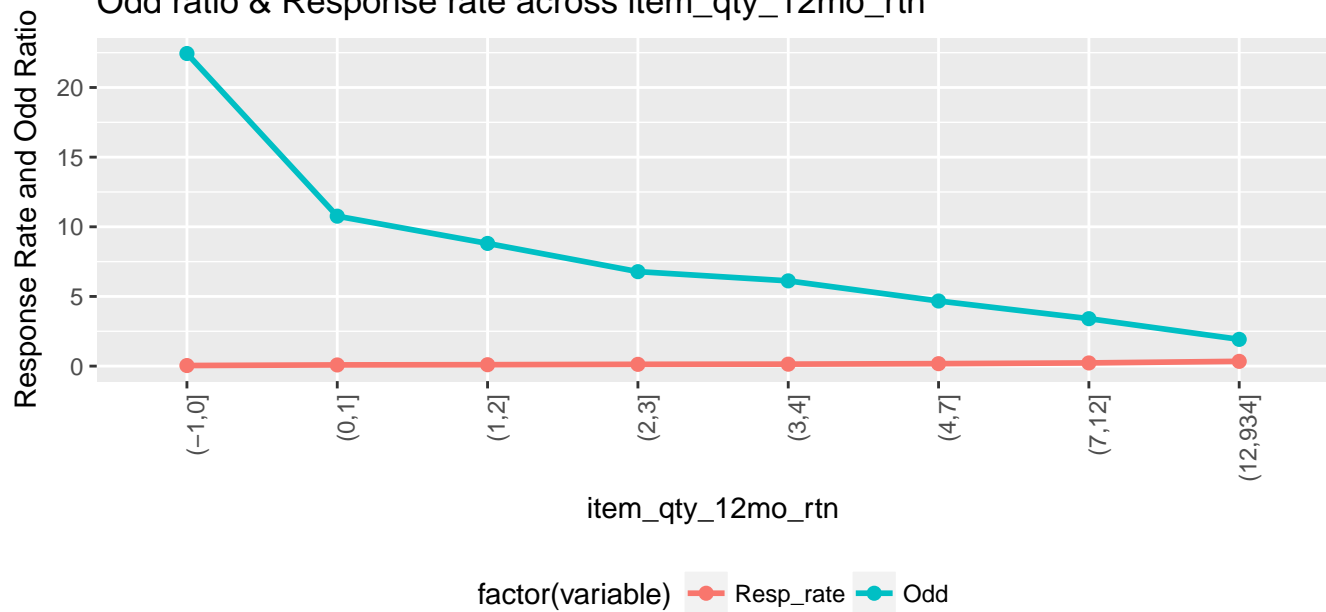
Odd ratio & Response rate across item_qty_6mo_rtn



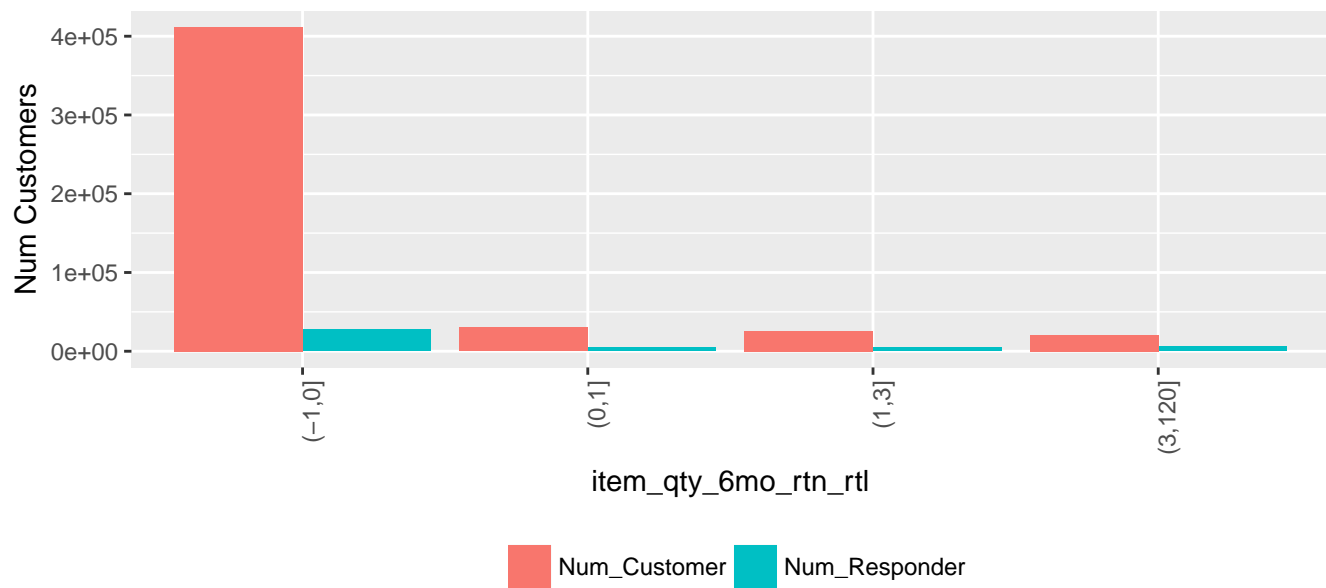
Distribution of response across item_qty_12mo_rtn



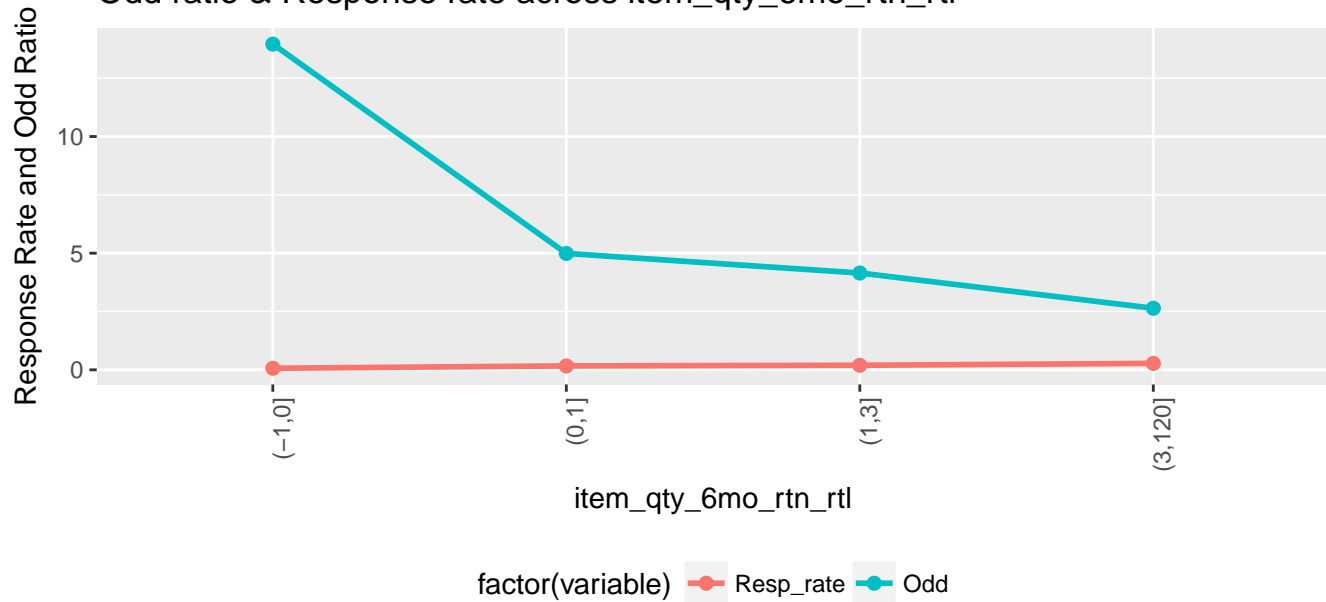
Odd ratio & Response rate across item_qty_12mo_rtn



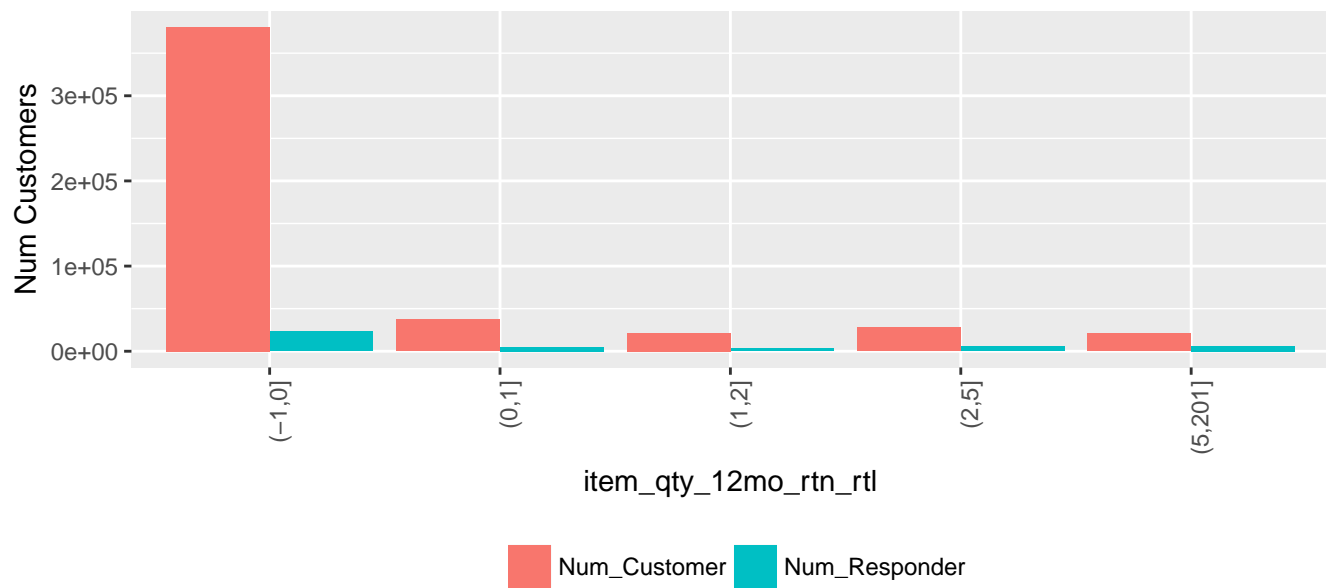
Distribution of response across item_qty_6mo_rtn_rtl



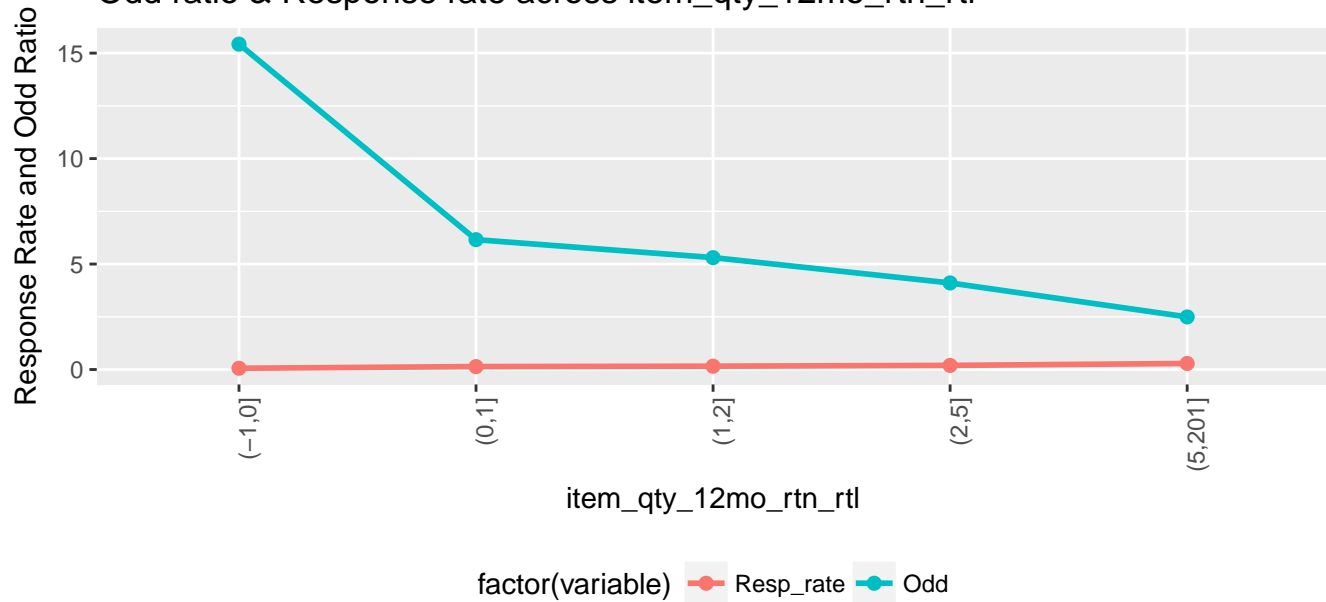
Odd ratio & Response rate across item_qty_6mo_rtn_rtl



Distribution of response across item_qty_12mo_rtn_rtl



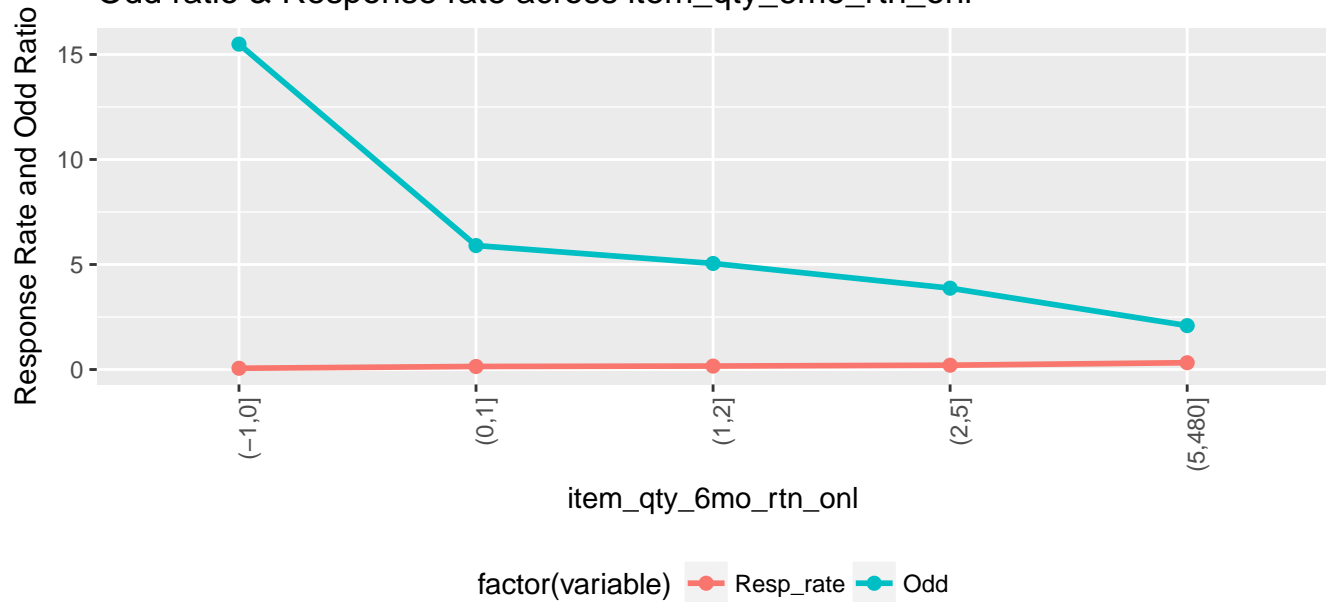
Odd ratio & Response rate across item_qty_12mo_rtn_rtl



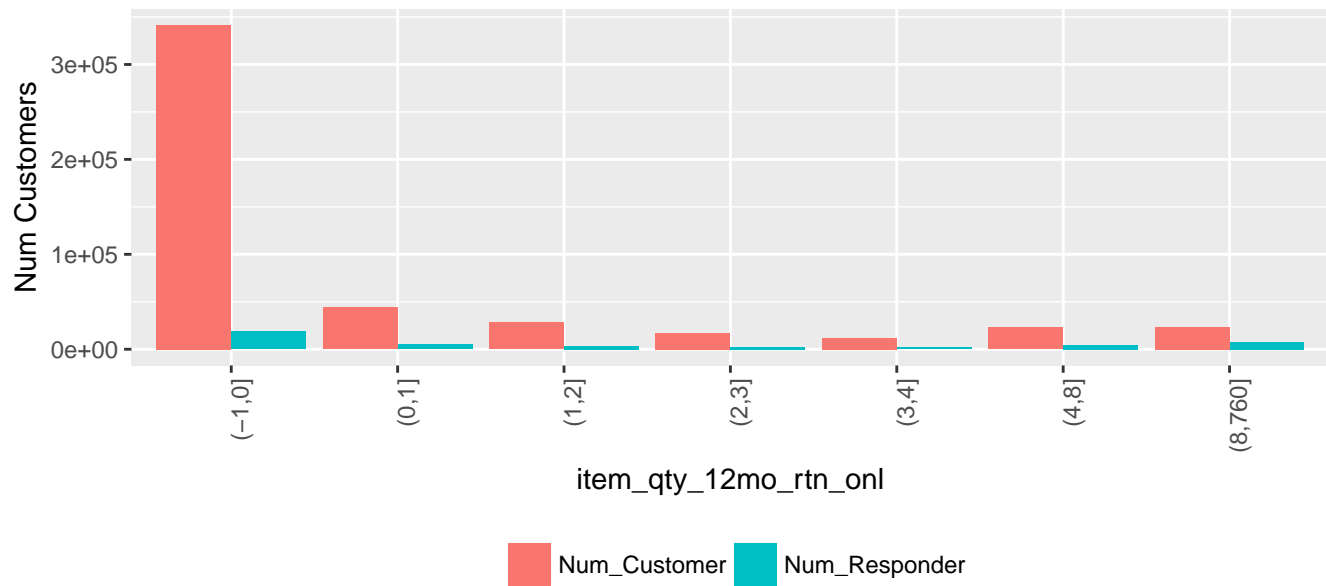
Distribution of response across item_qty_6mo_rtn_onl



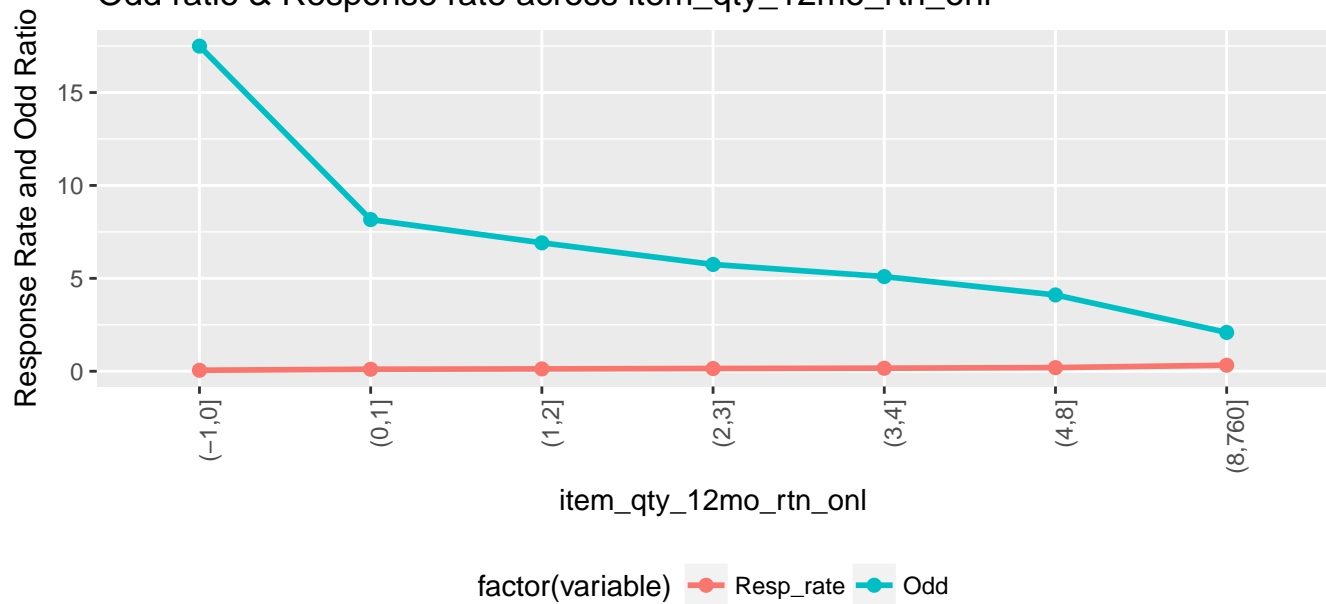
Odd ratio & Response rate across item_qty_6mo_rtn_onl



Distribution of response across item_qty_12mo_rtn_onl



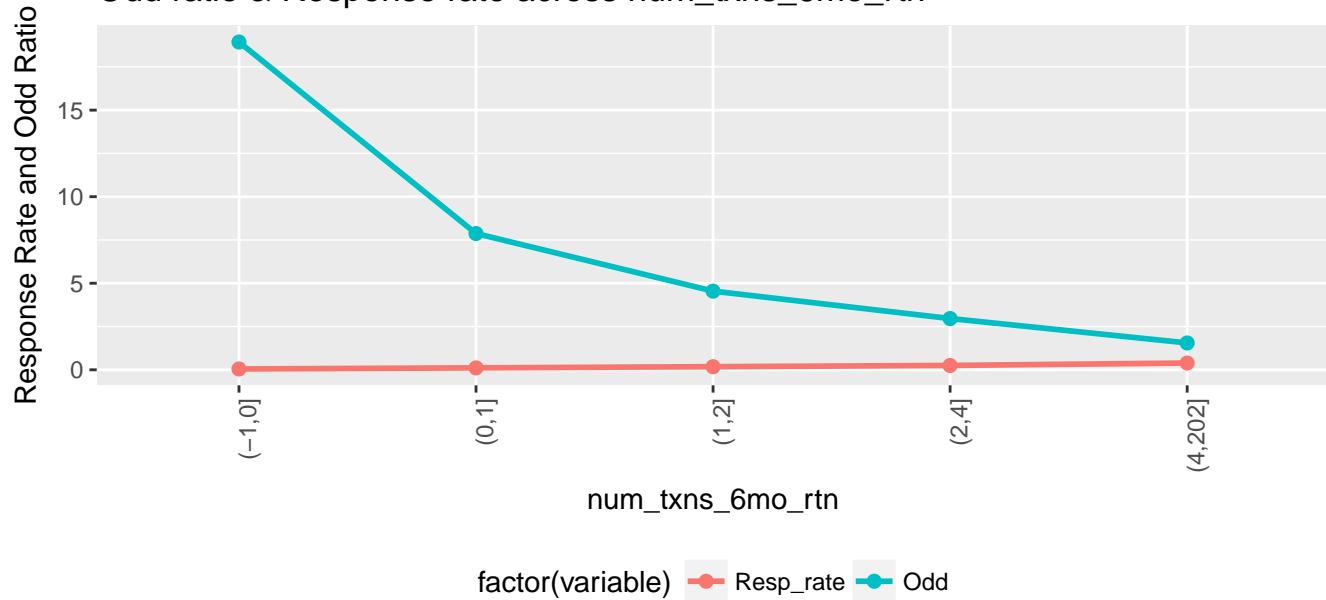
Odd ratio & Response rate across item_qty_12mo_rtn_onl



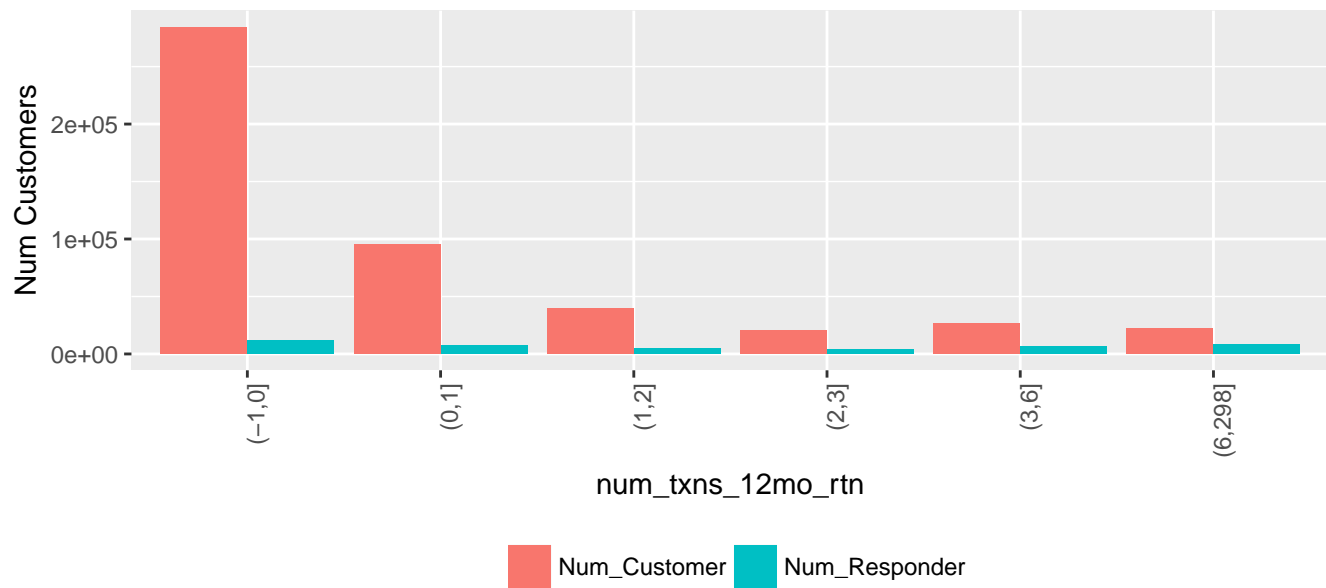
Distribution of response across num_txns_6mo_rtn



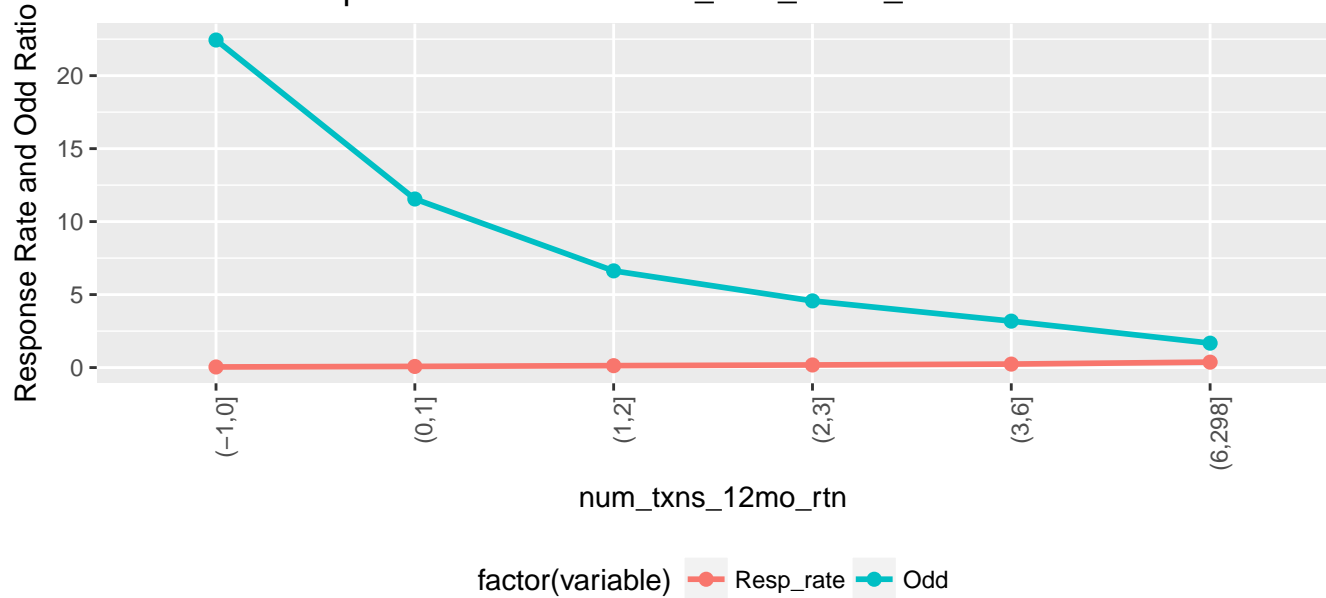
Odd ratio & Response rate across num_txns_6mo_rtn



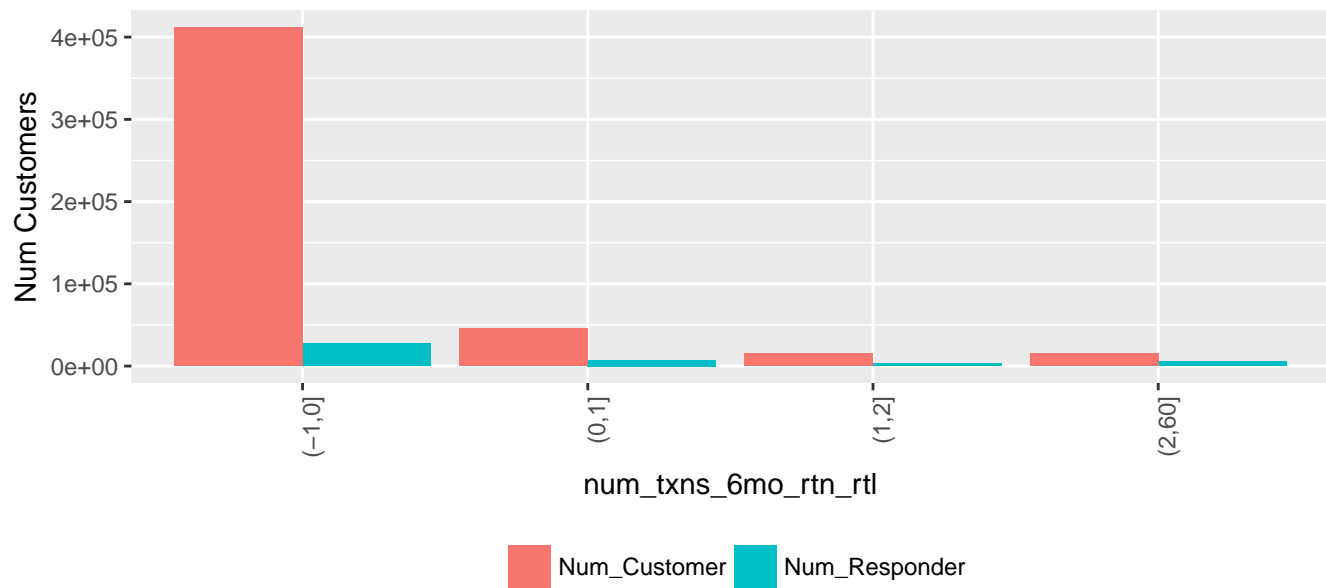
Distribution of response across num_txns_12mo_rtn



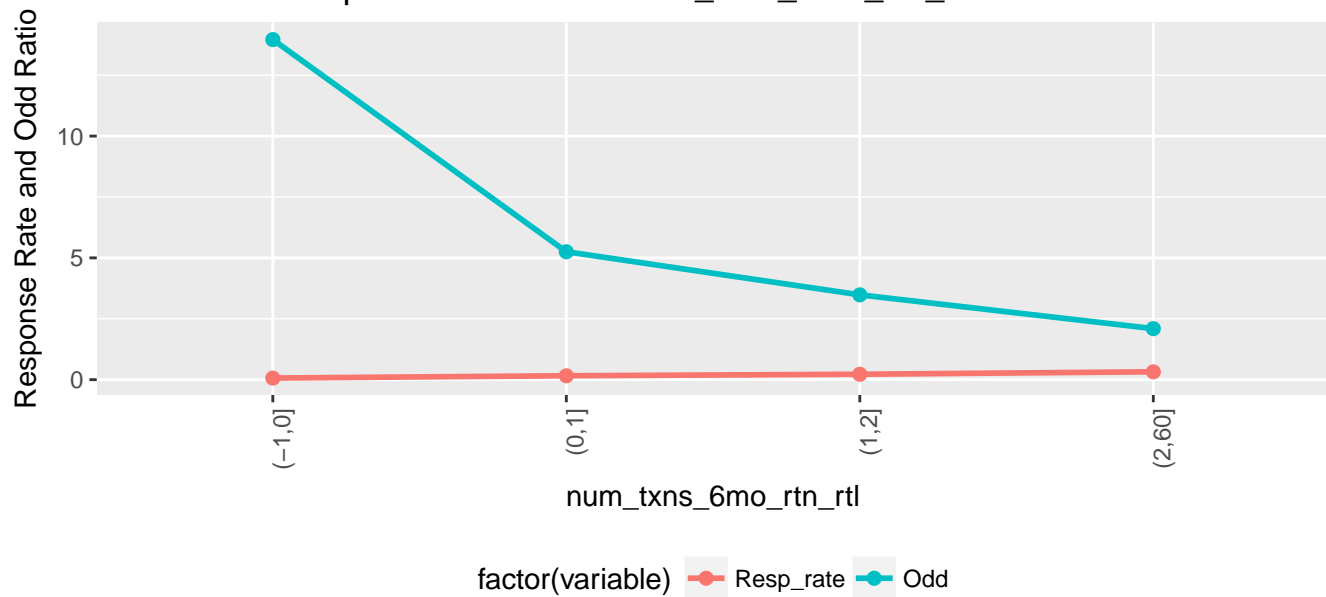
Odd ratio & Response rate across num_txns_12mo_rtn



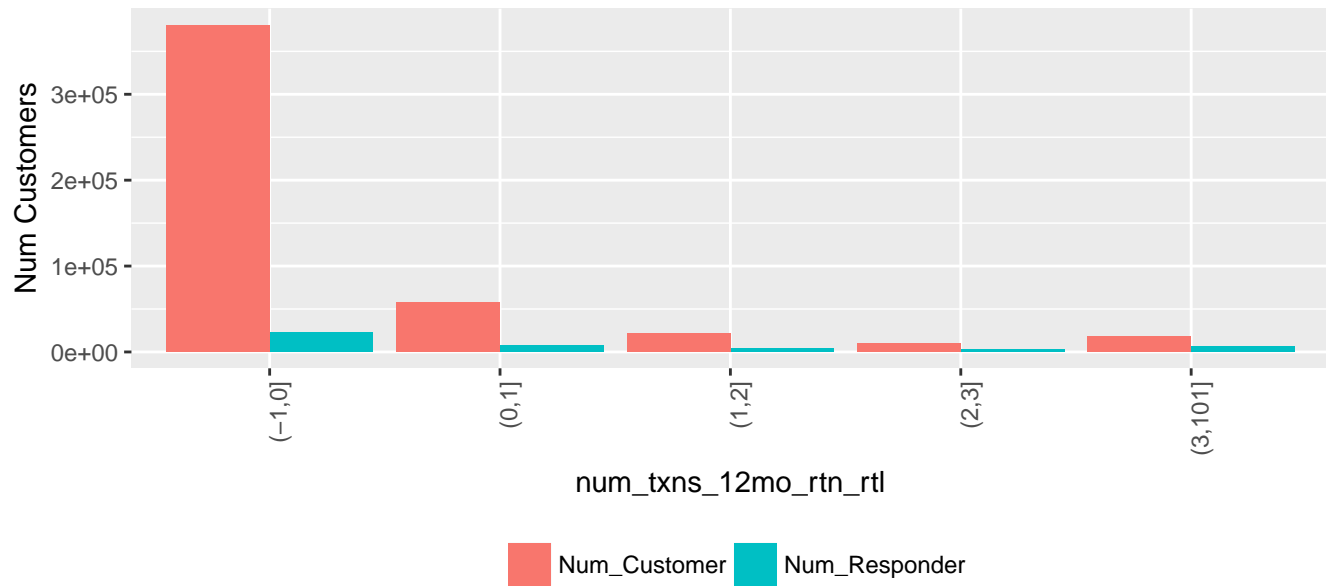
Distribution of response across num_txns_6mo_rtn_rtl



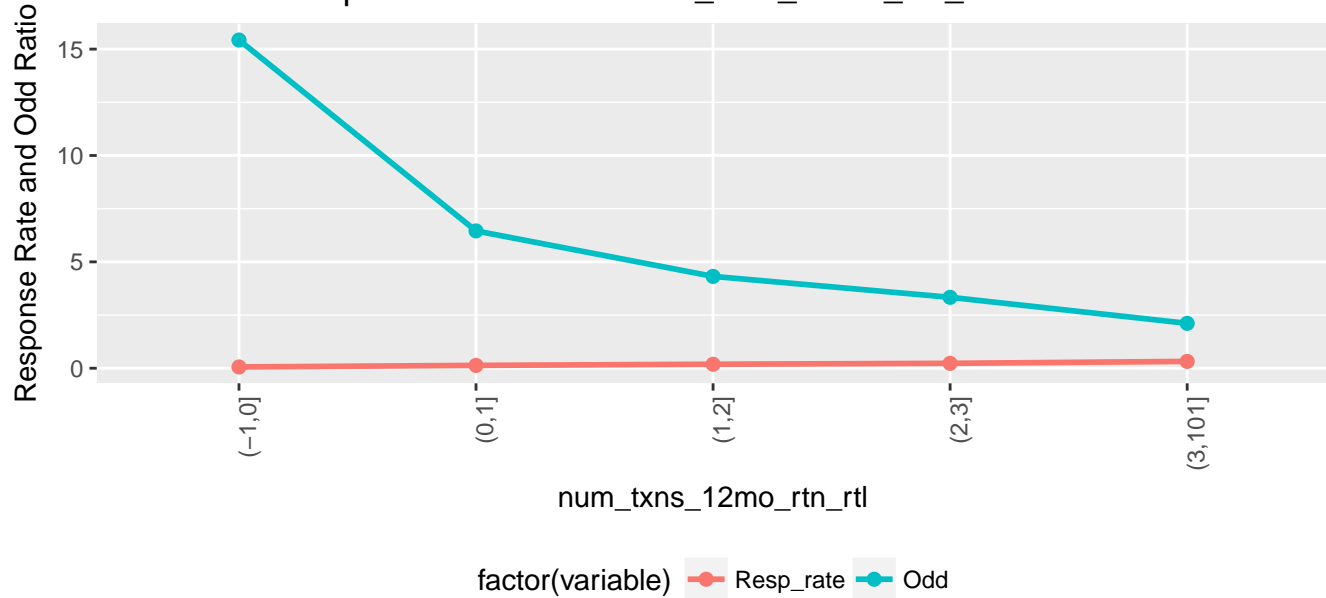
Odd ratio & Response rate across num_txns_6mo_rtn_rtl



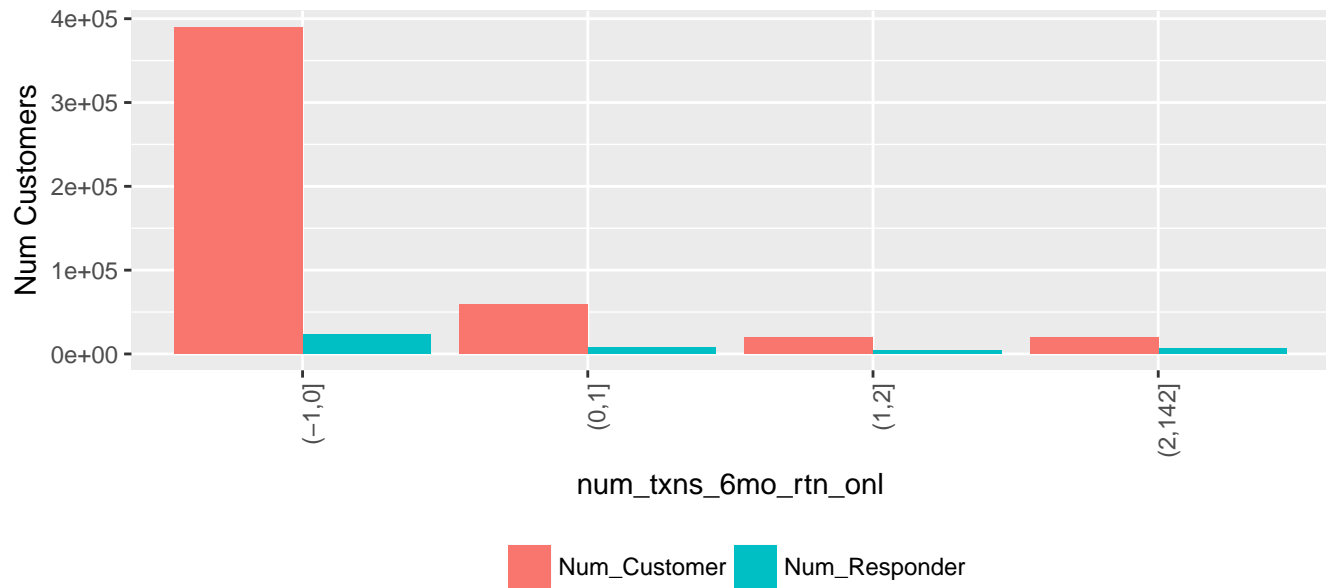
Distribution of response across num_txns_12mo_rtn_rtl



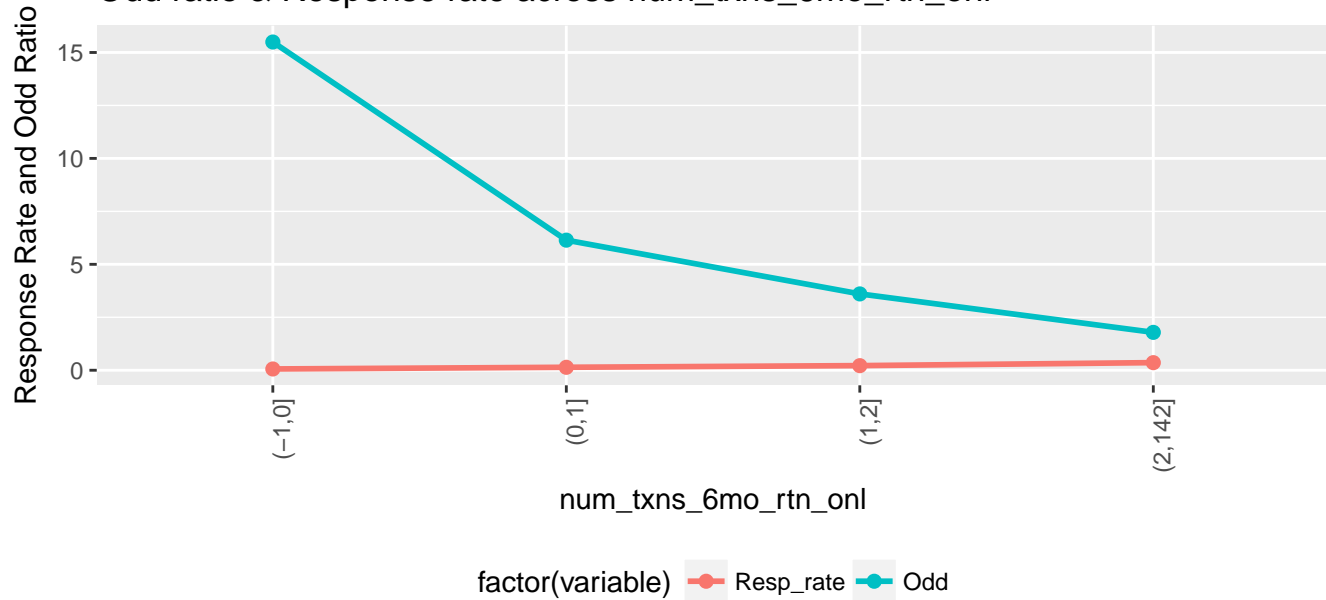
Odd ratio & Response rate across num_txns_12mo_rtn_rtl



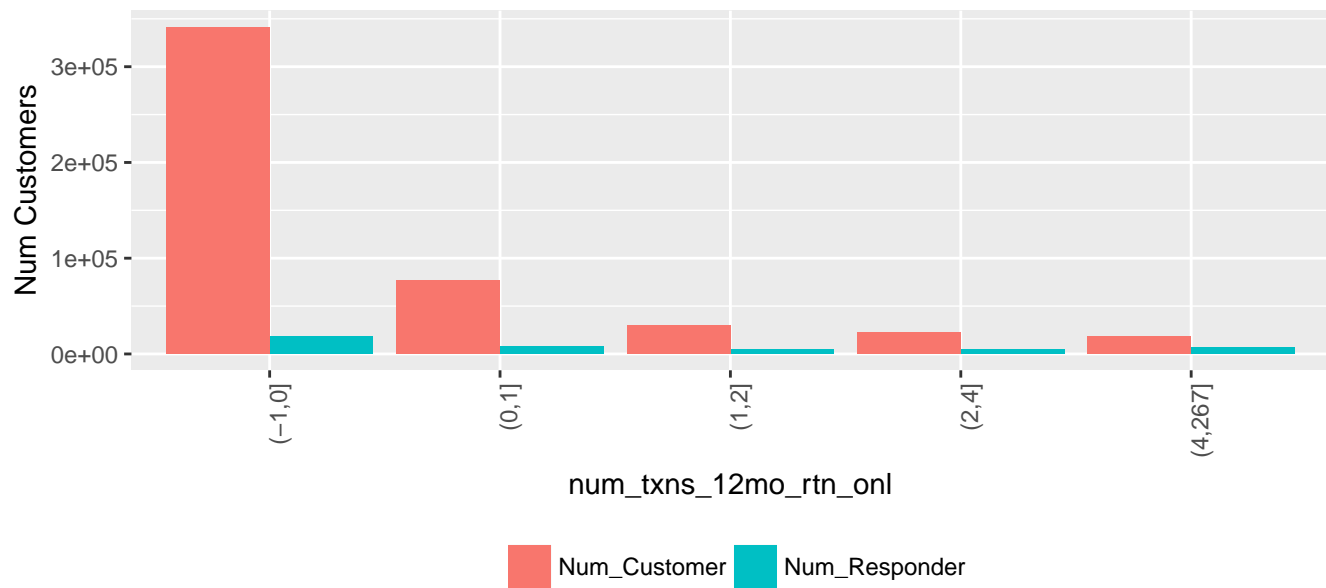
Distribution of response across num_txns_6mo_rtn_onl



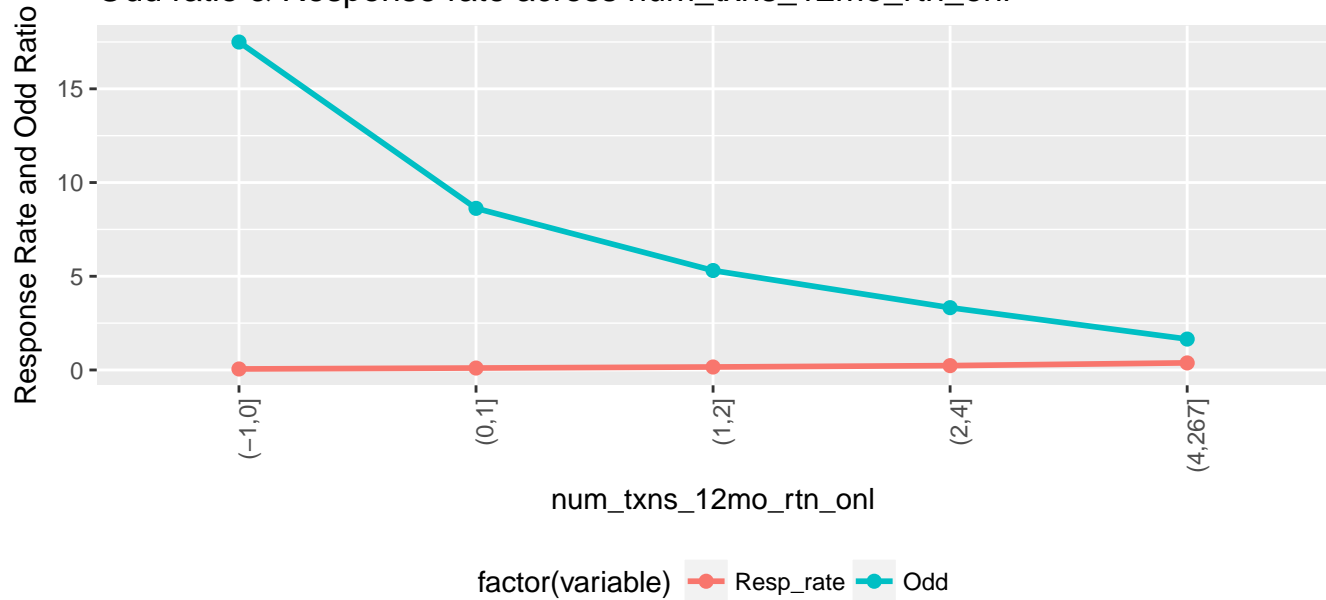
Odd ratio & Response rate across num_txns_6mo_rtn_onl



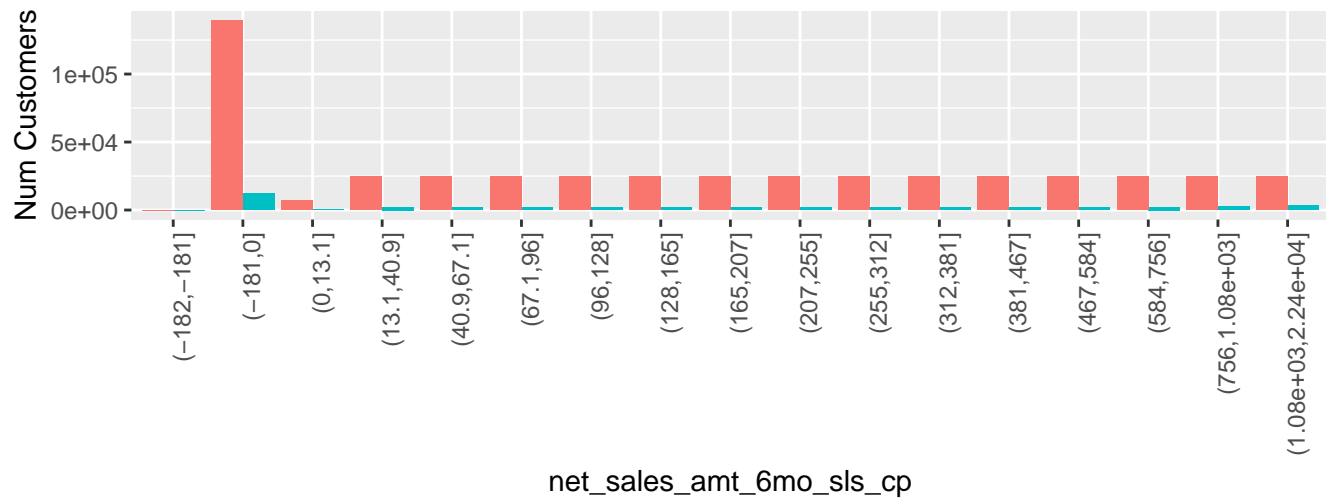
Distribution of response across num_txns_12mo_rtn_onl



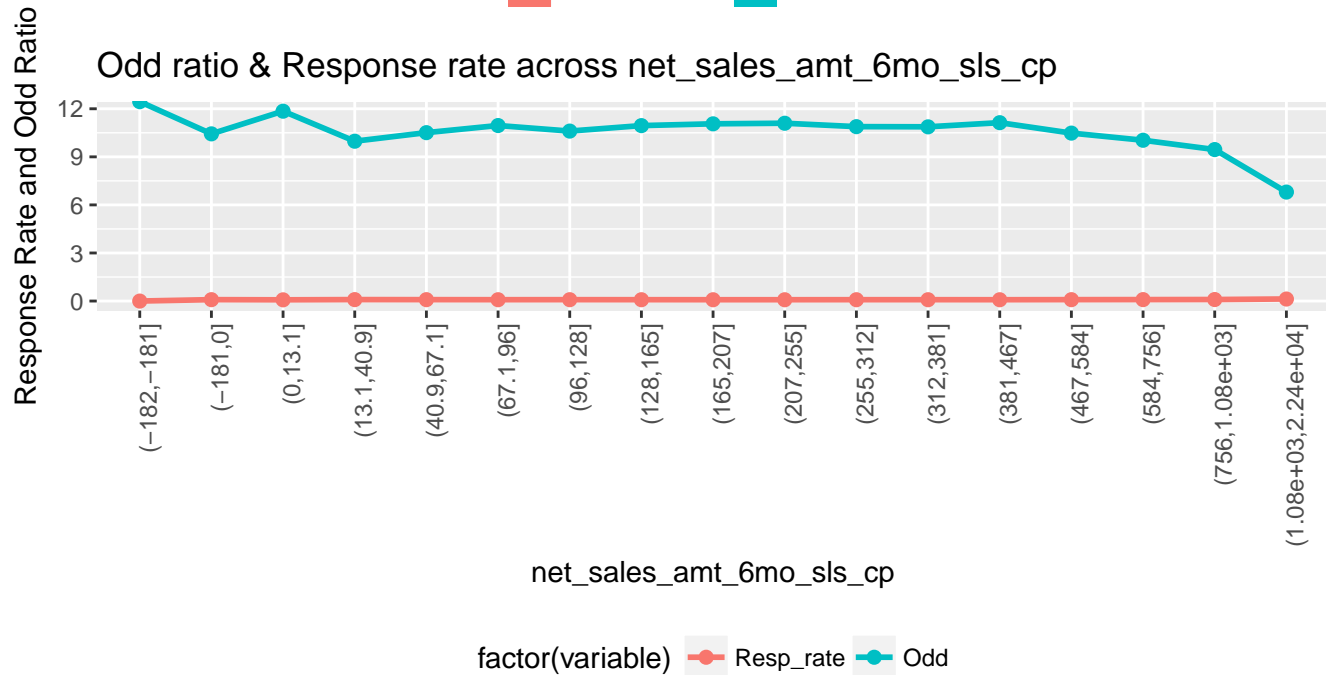
Odd ratio & Response rate across num_txns_12mo_rtn_onl



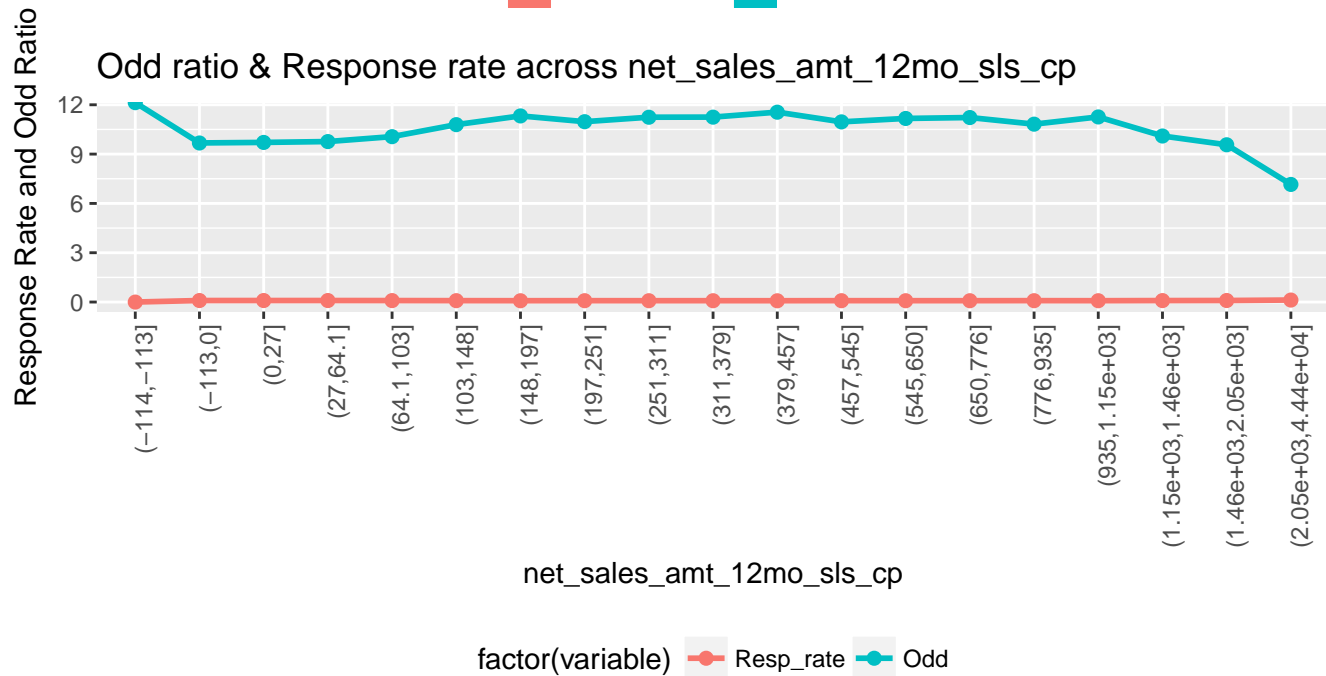
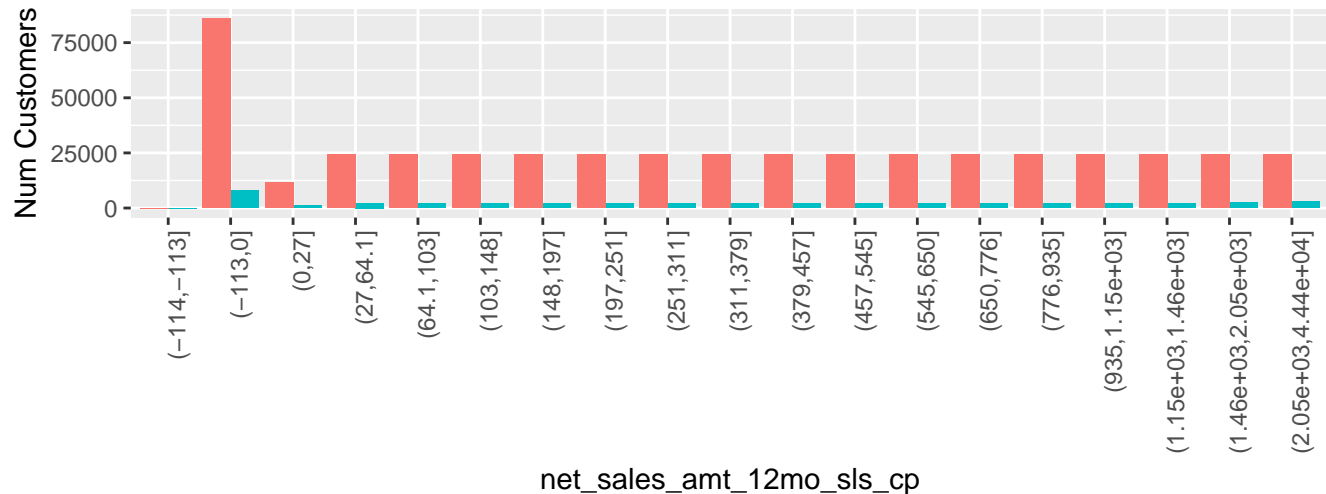
Distribution of response across net_sales_amt_6mo_sls_cp



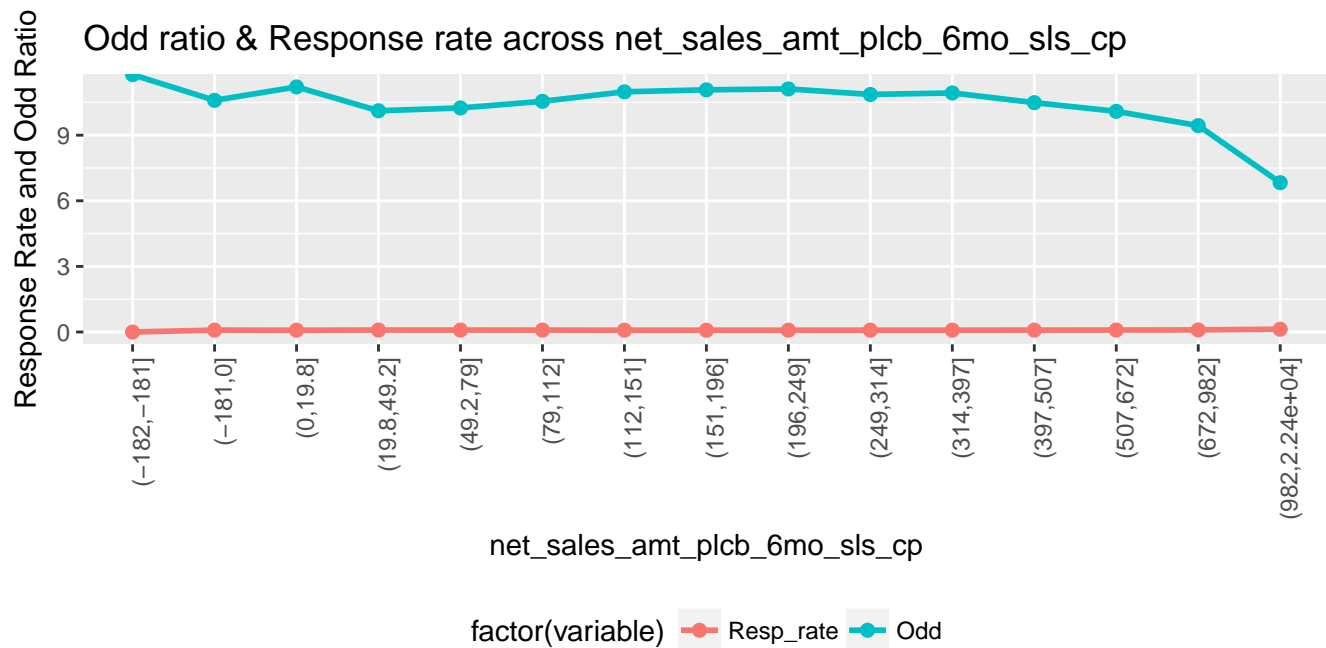
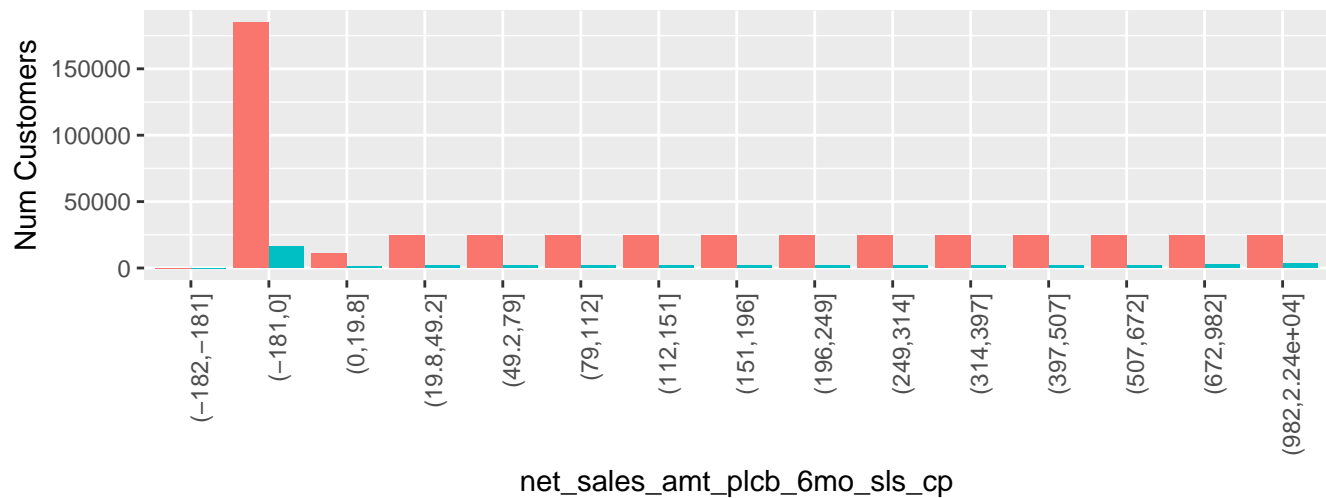
Odd ratio & Response rate across net_sales_amt_6mo_sls_cp



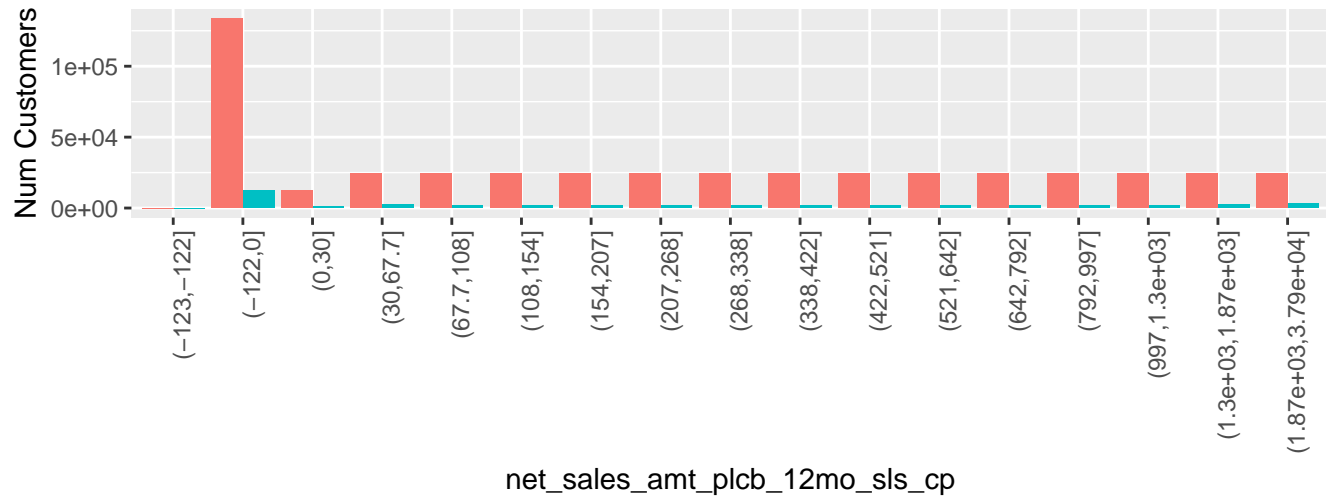
Distribution of response across net_sales_amt_12mo_sls_cp



Distribution of response across net_sales_amt_plcb_6mo_sls_cp

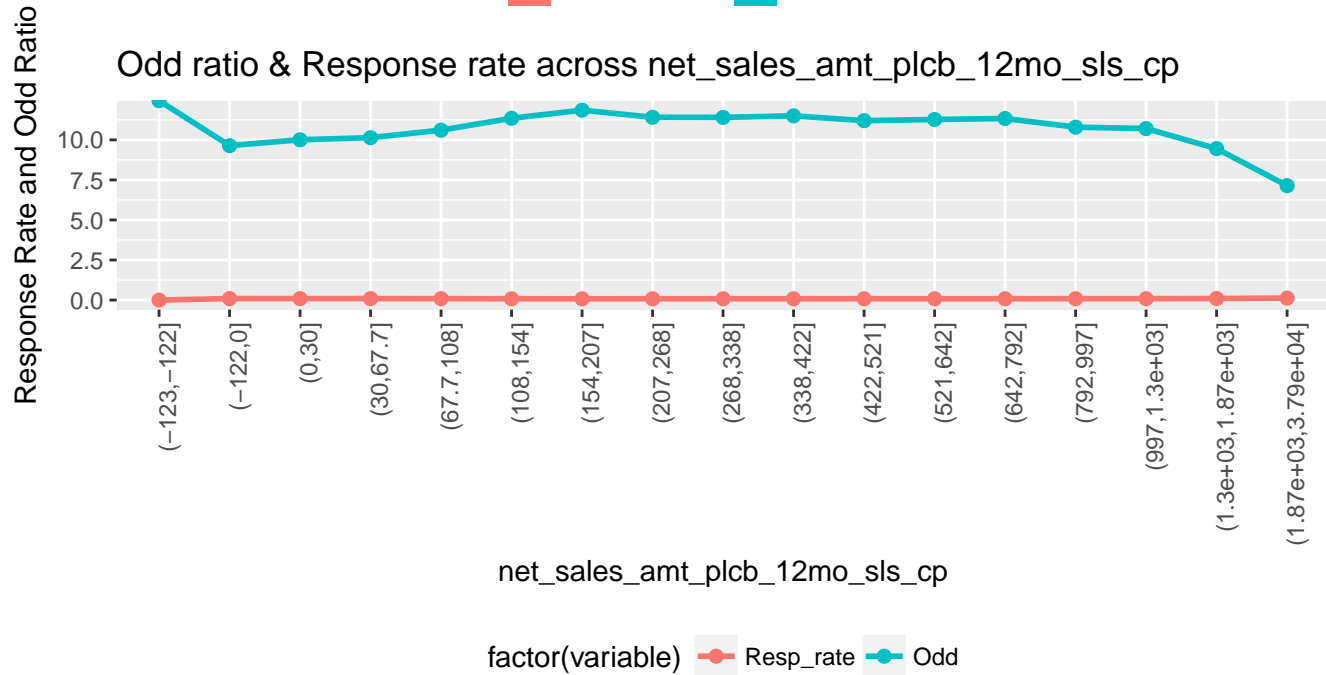


Distribution of response across net_sales_amt_plcb_12mo_sls_cp

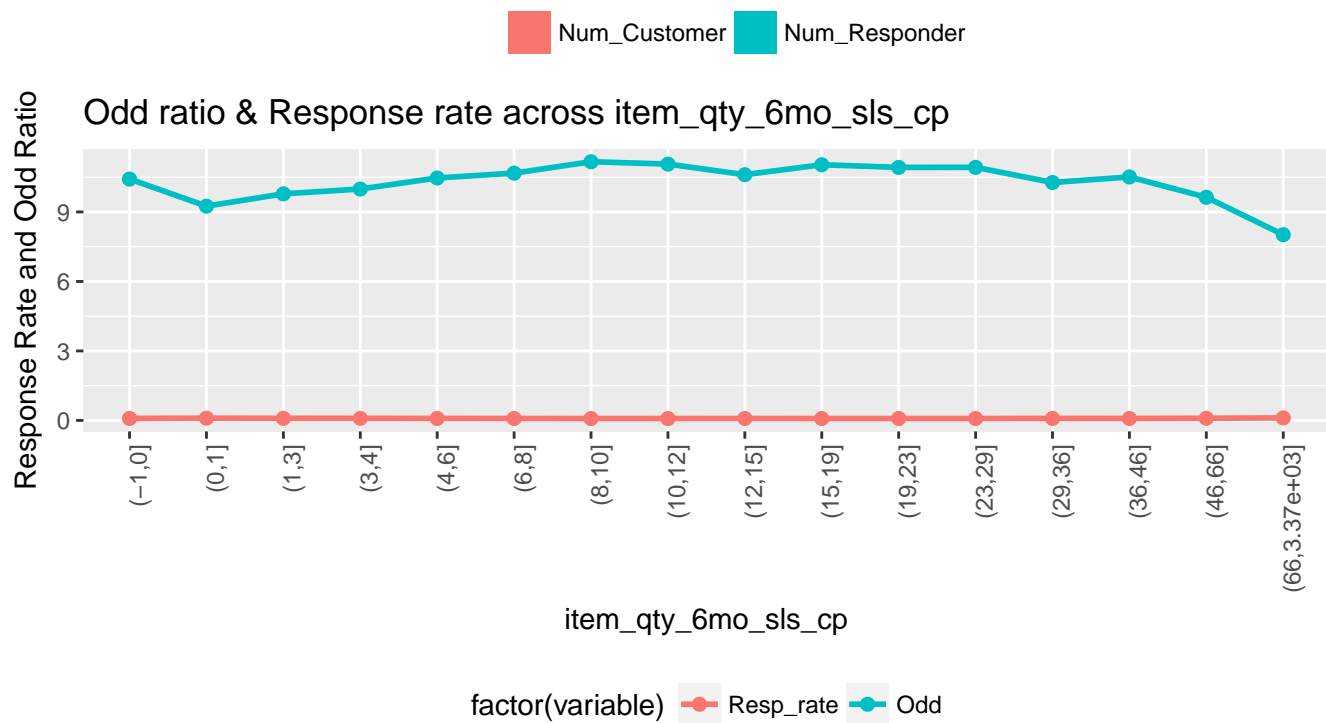
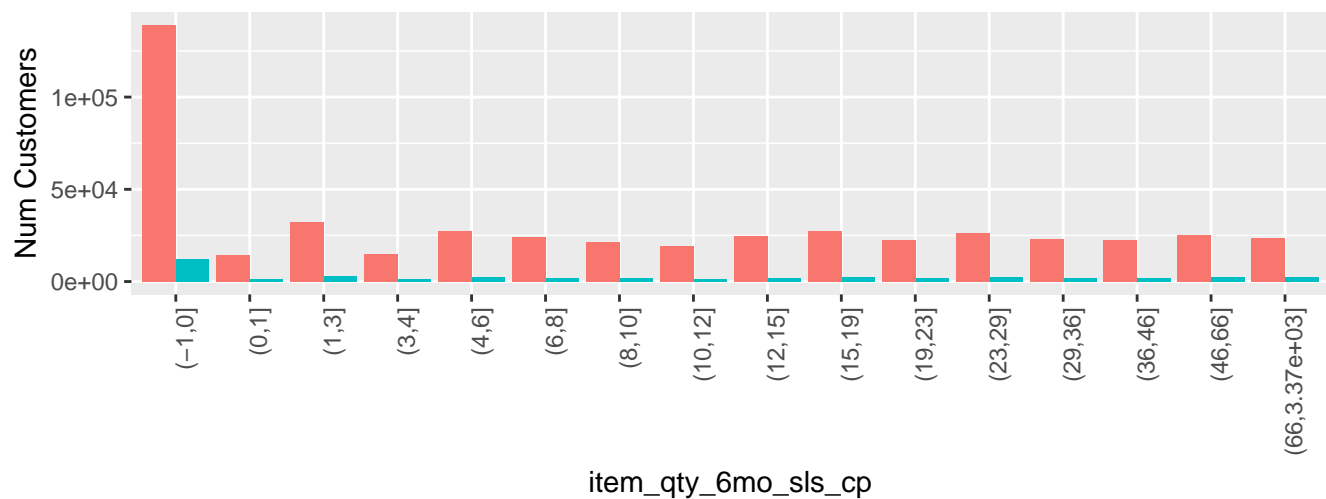


Num_Customer Num_Responder

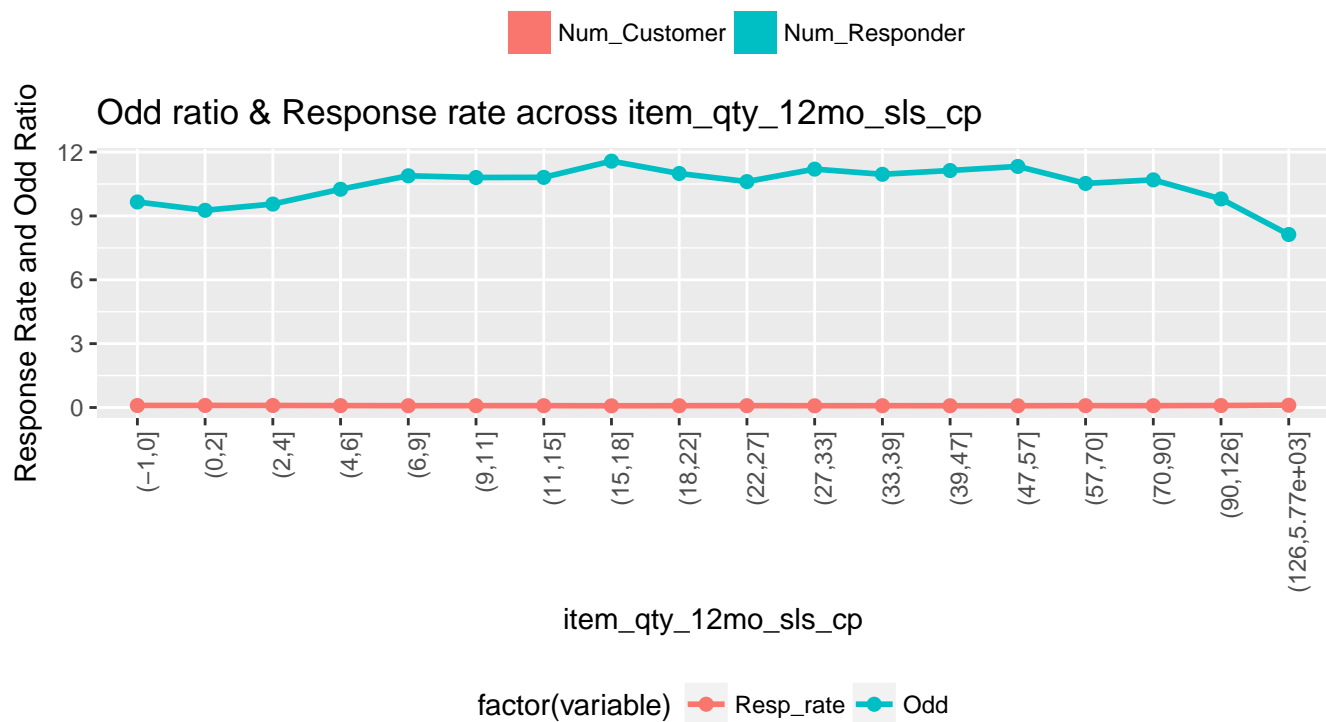
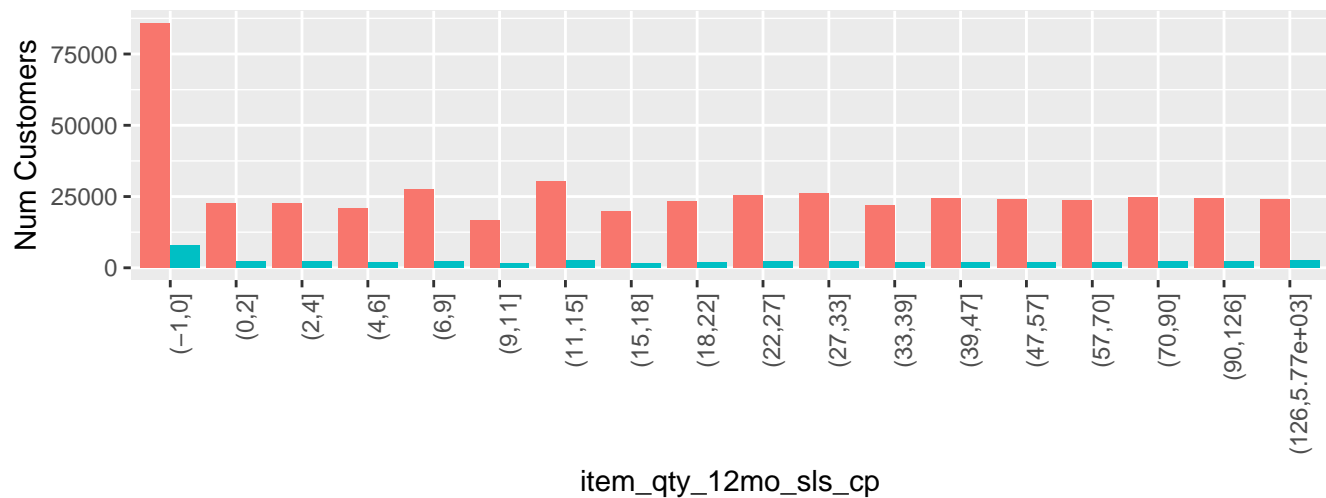
Odd ratio & Response rate across net_sales_amt_plcb_12mo_sls_cp



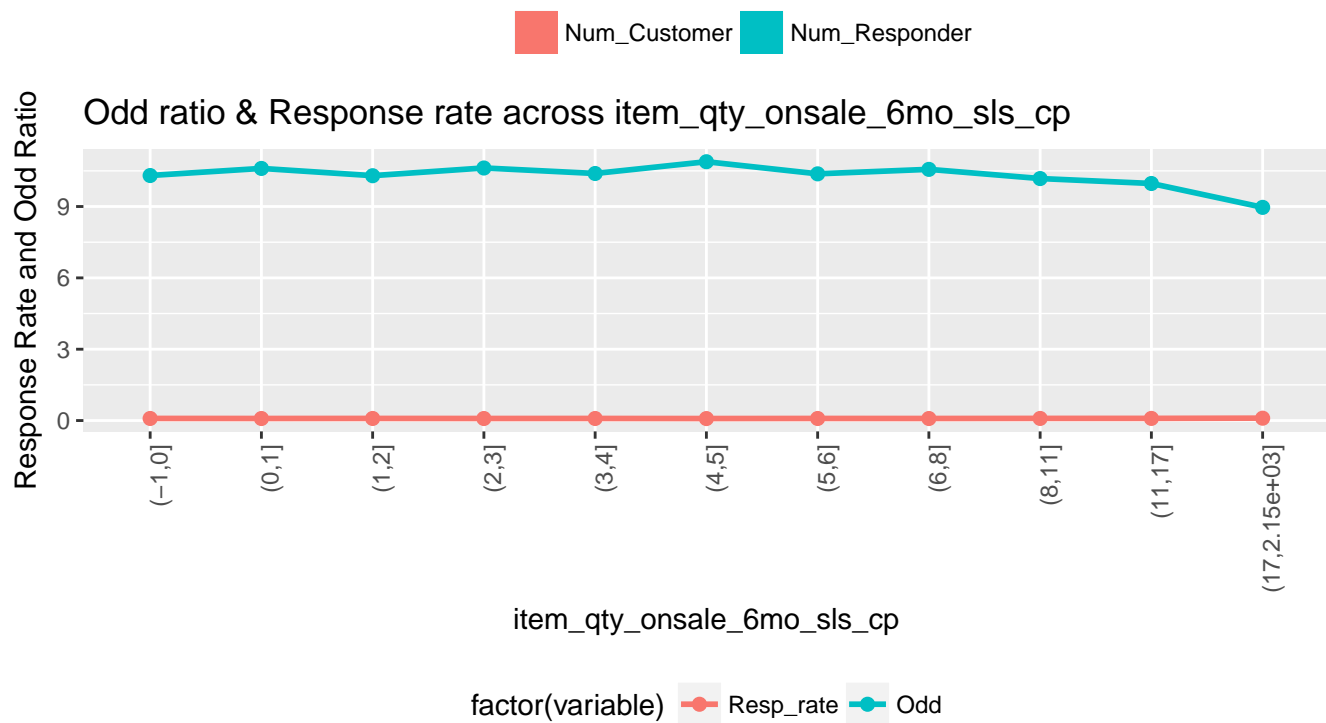
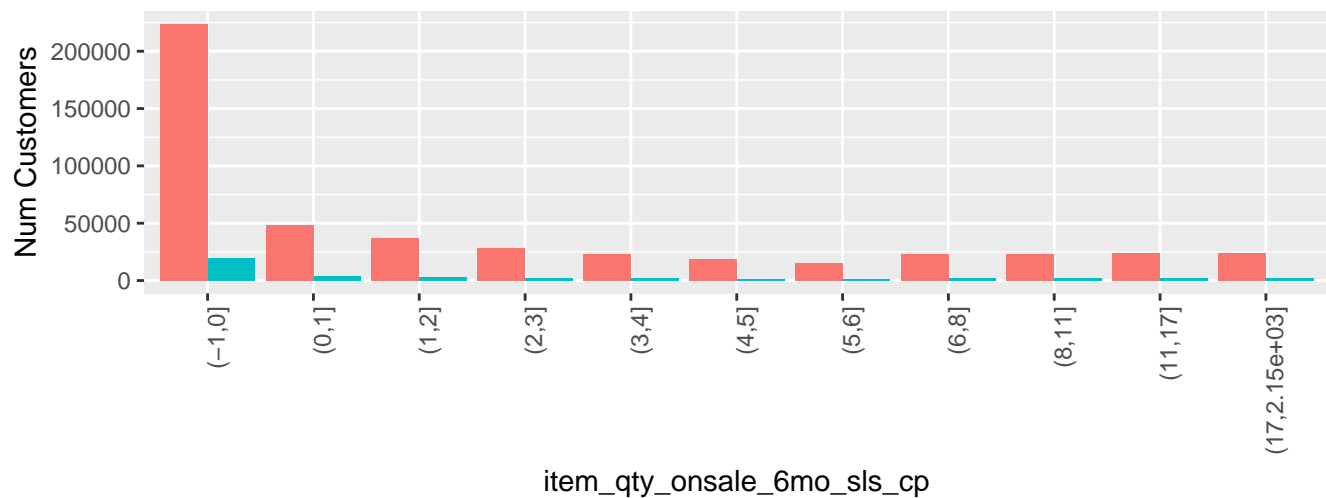
Distribution of response across item_qty_6mo_sls_cp



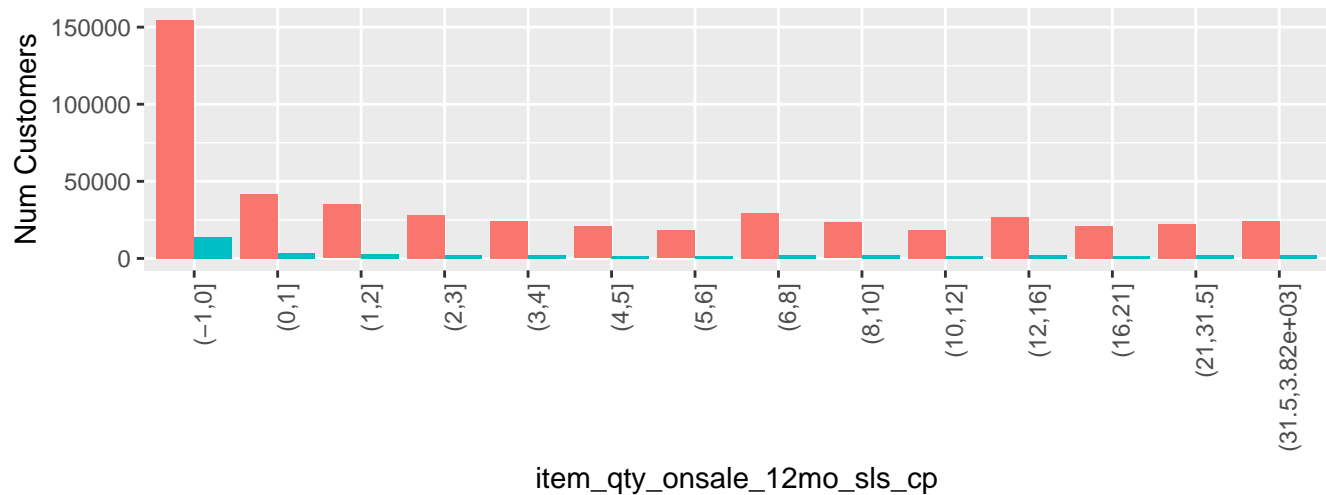
Distribution of response across item_qty_12mo_sls_cp



Distribution of response across item_qty_onsale_6mo_sls_cp

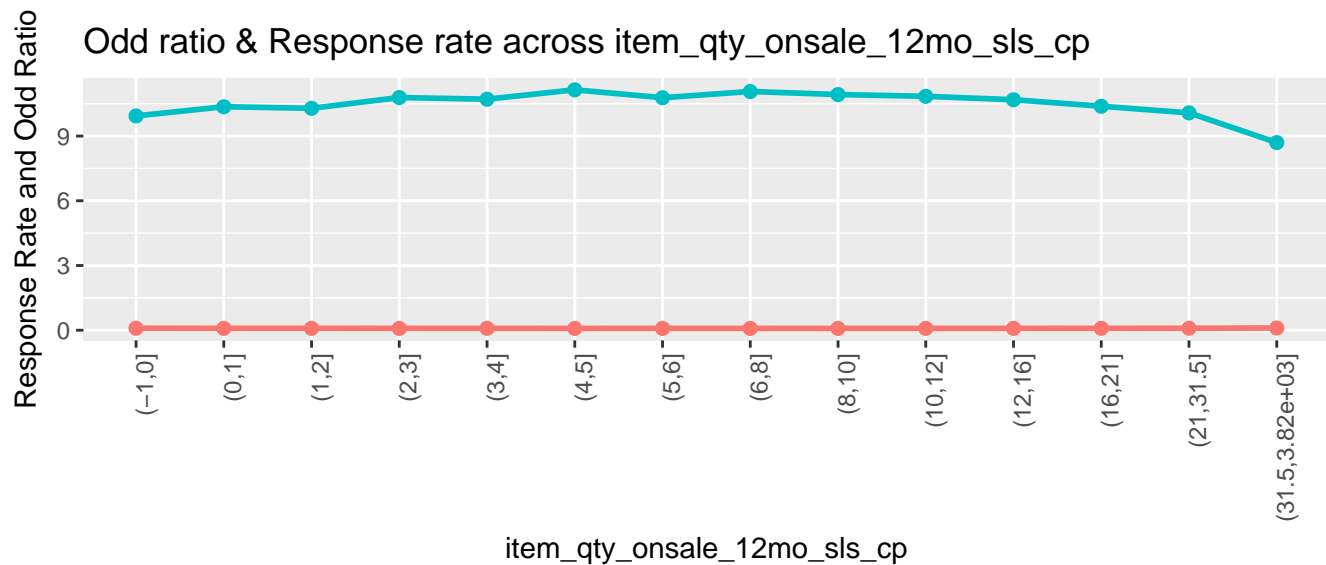


Distribution of response across item_qty_onsale_12mo_sls_cp



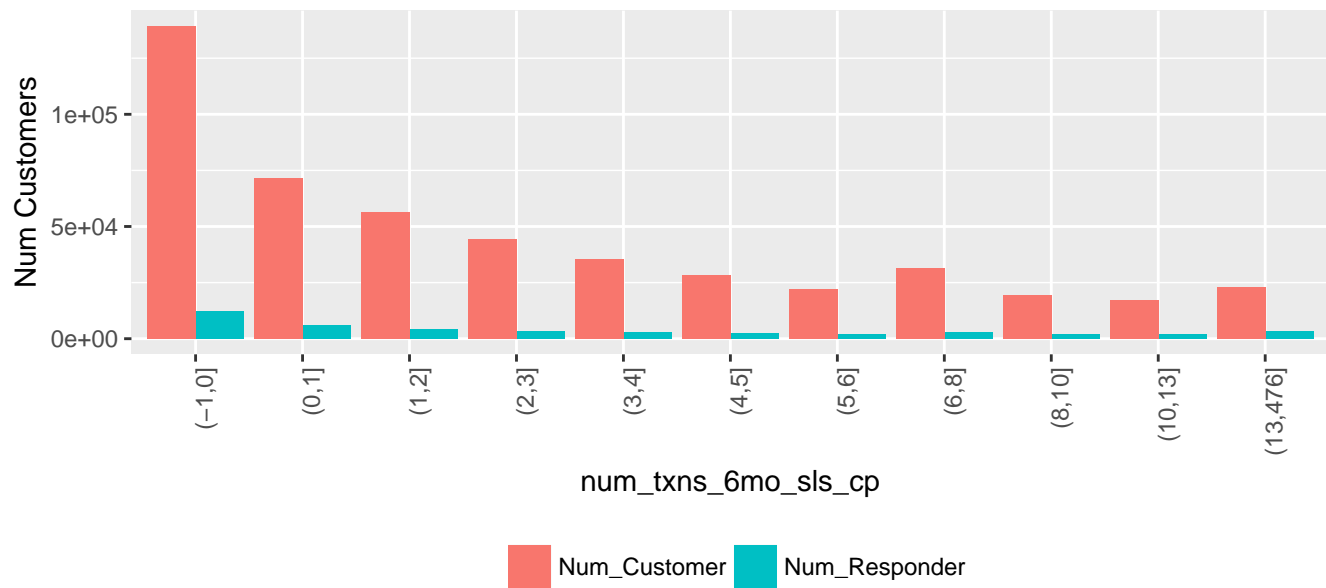
Num_Customer Num_Responder

Odd ratio & Response rate across item_qty_onsale_12mo_sls_cp

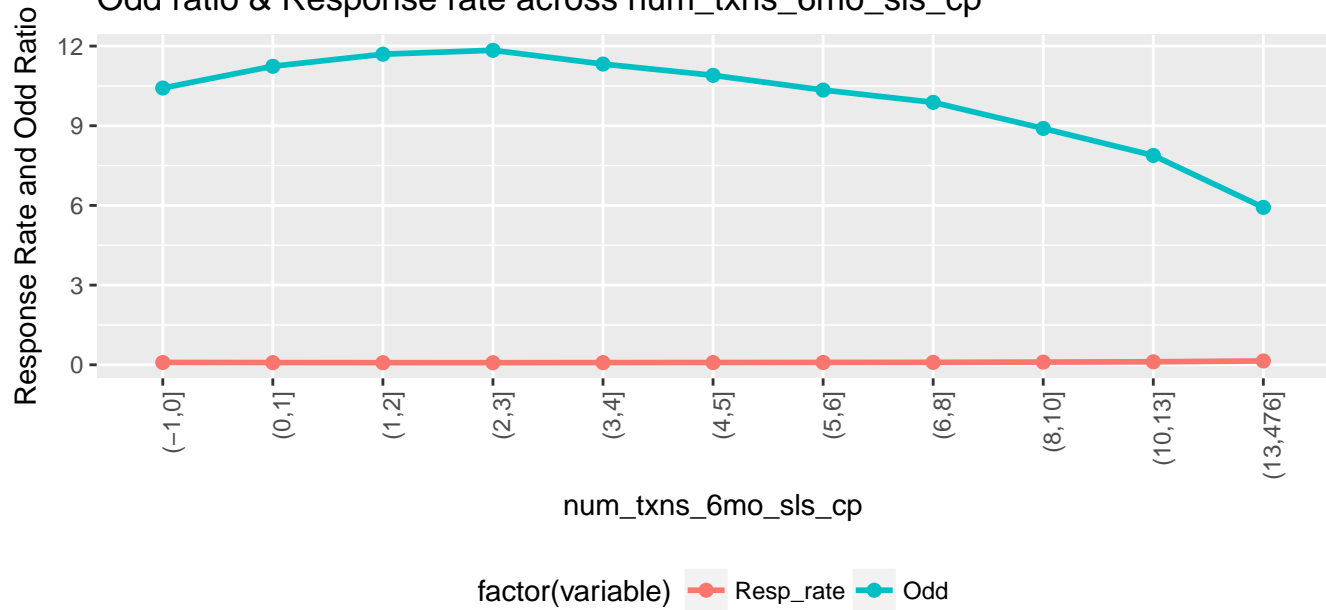


factor(variable) Resp_rate Odd

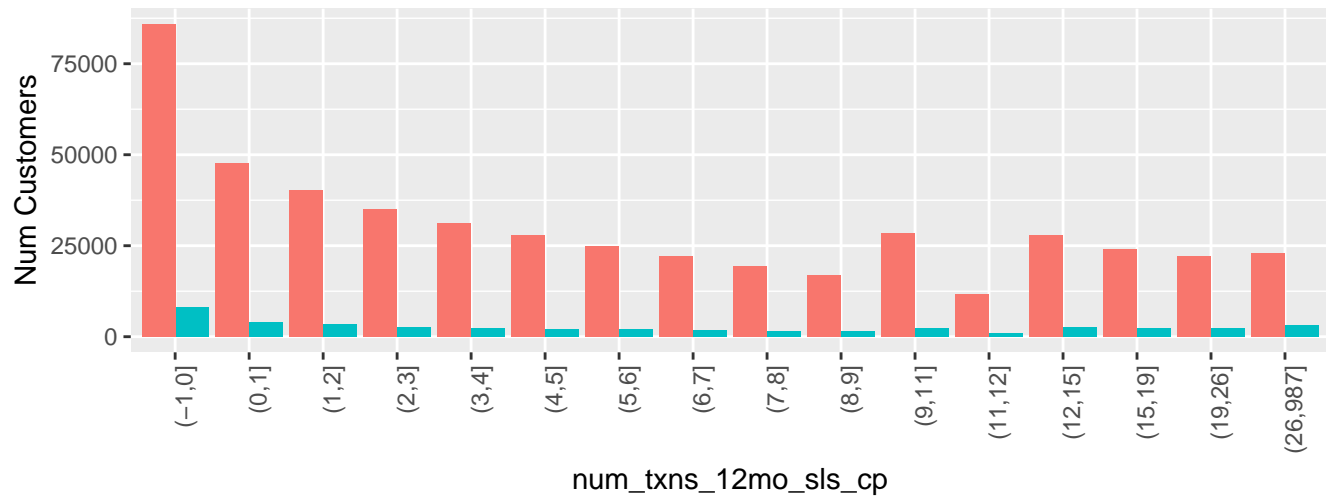
Distribution of response across num_txns_6mo_sls_cp



Odd ratio & Response rate across num_txns_6mo_sls_cp

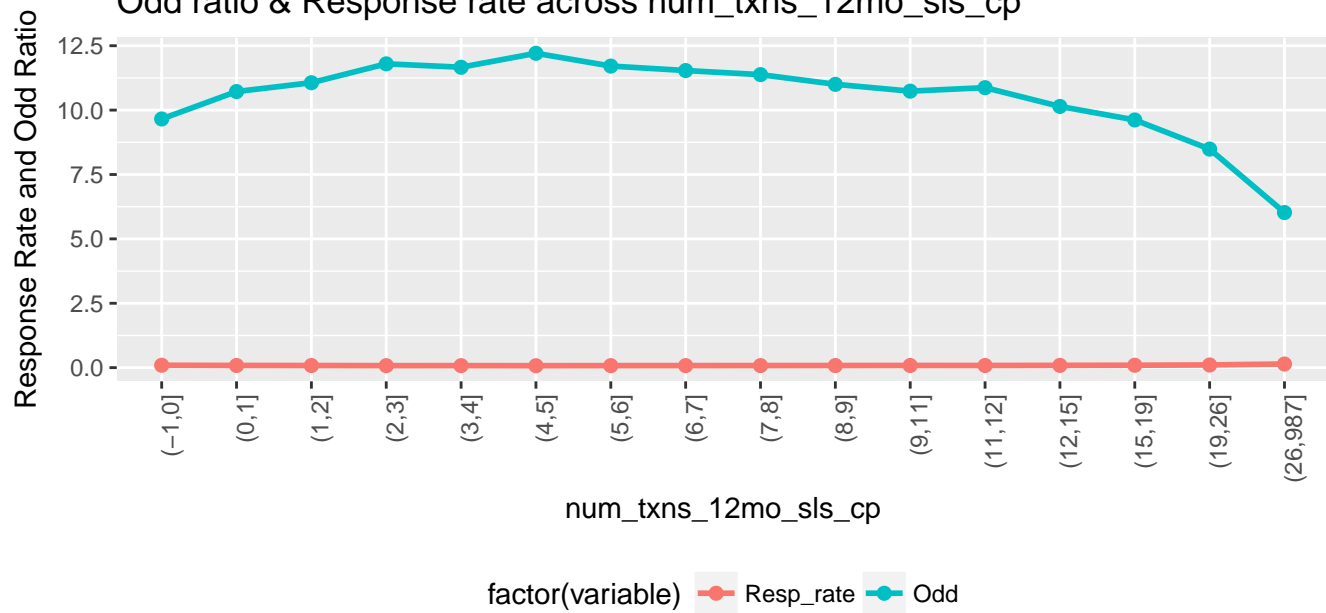


Distribution of response across num_txns_12mo_sls_cp



Num_Customer Num_Responder

Odd ratio & Response rate across num_txns_12mo_sls_cp

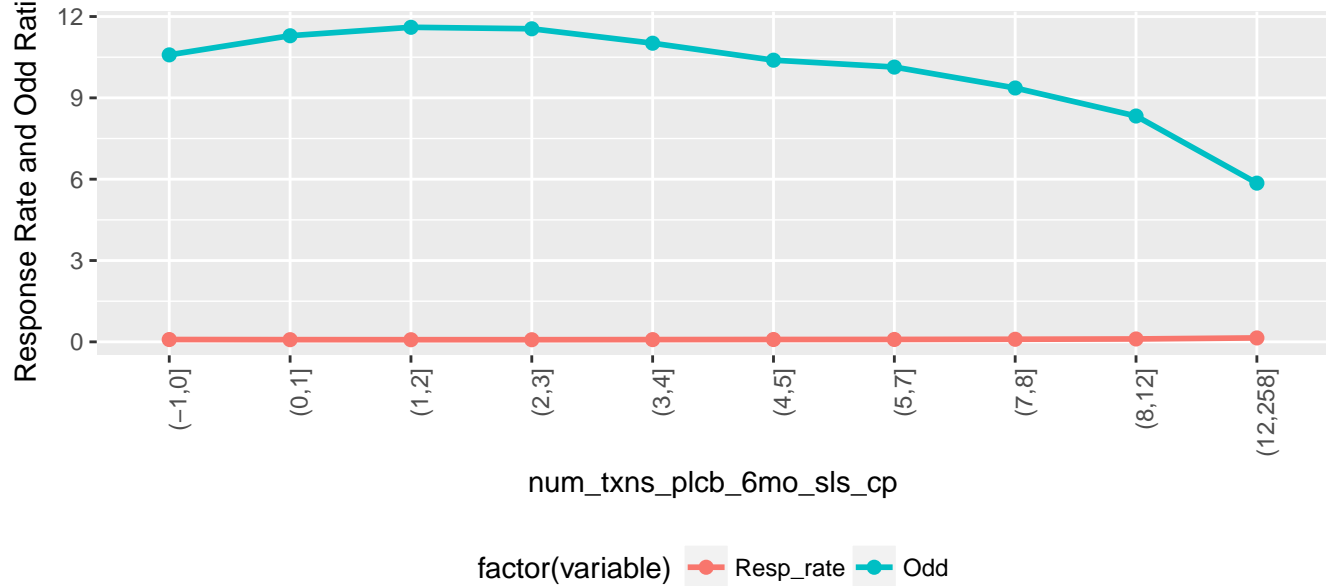


factor(variable) Resp_rate Odd

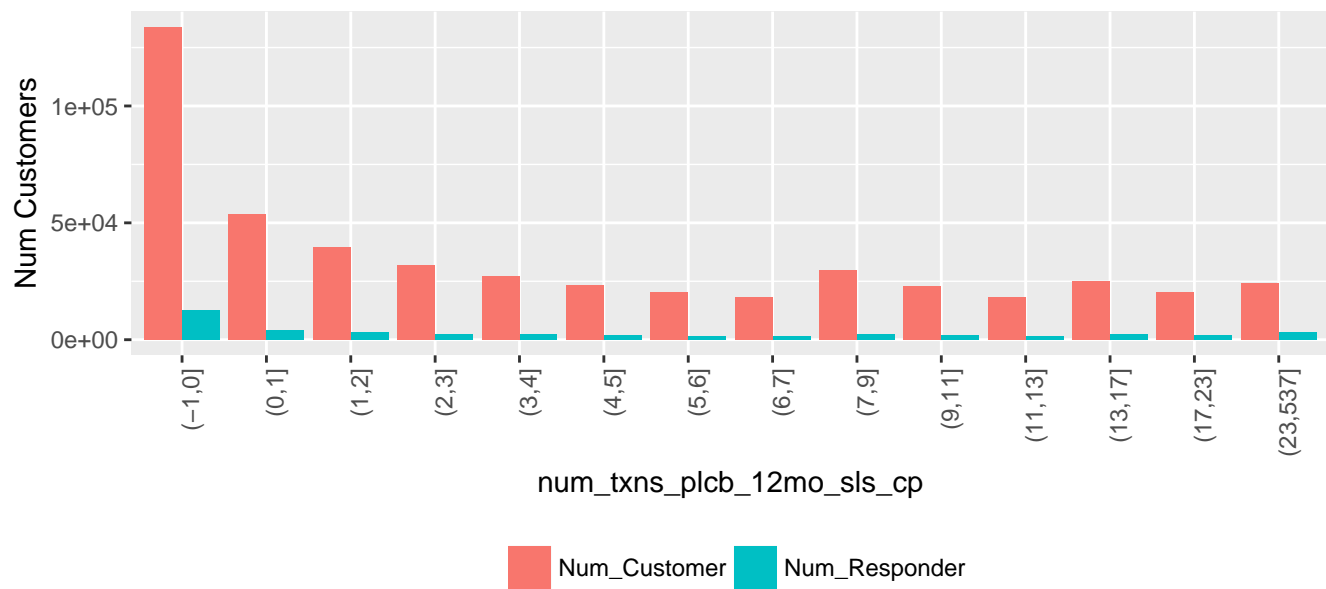
Distribution of response across num_txns_plcb_6mo_sls_cp



Odd ratio & Response rate across num_txns_plcb_6mo_sls_cp



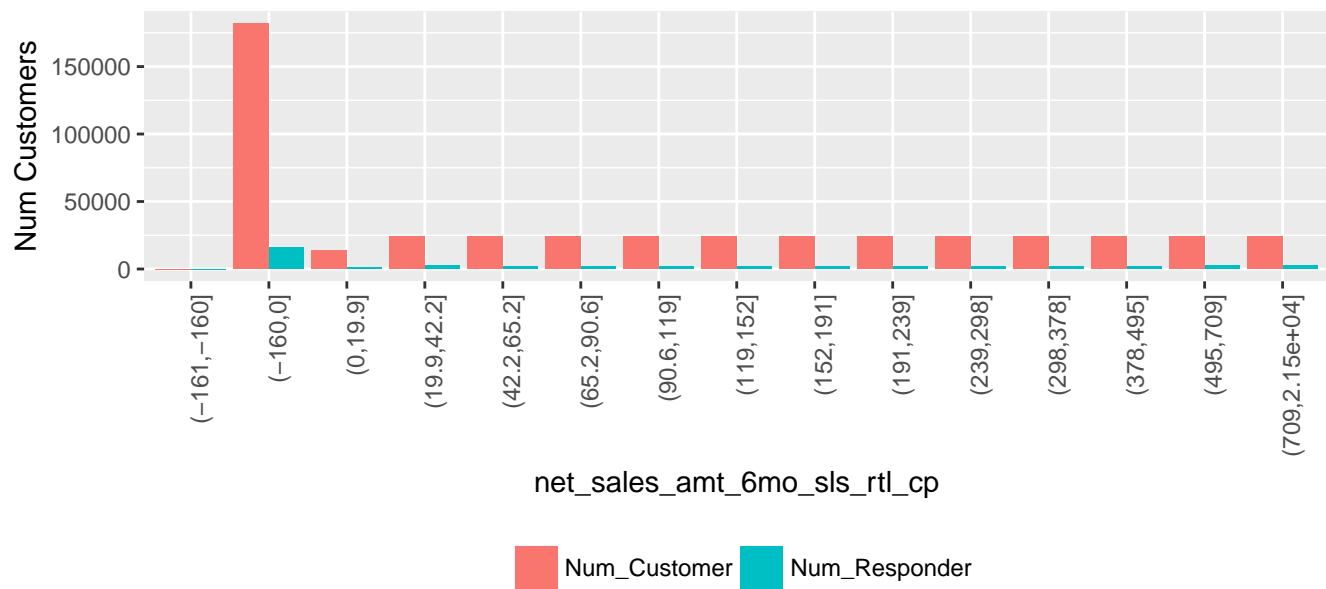
Distribution of response across num_txns_plcb_12mo_sls_cp



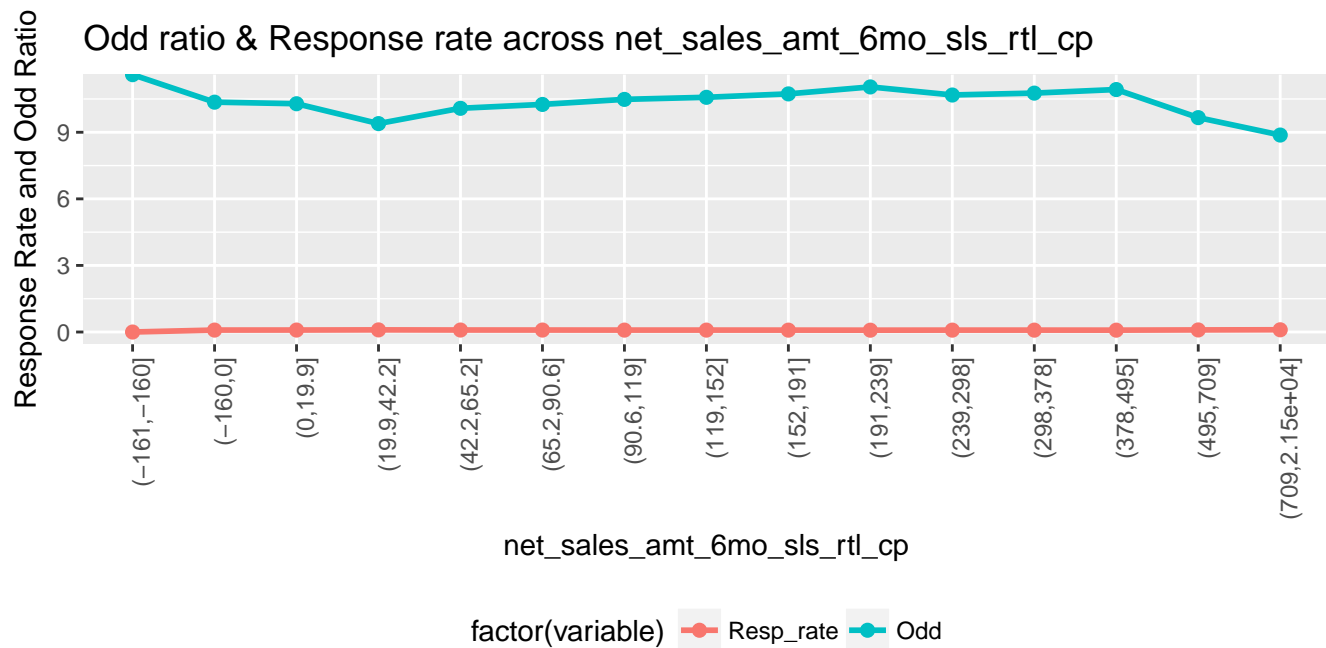
Odd ratio & Response rate across num_txns_plcb_12mo_sls_cp



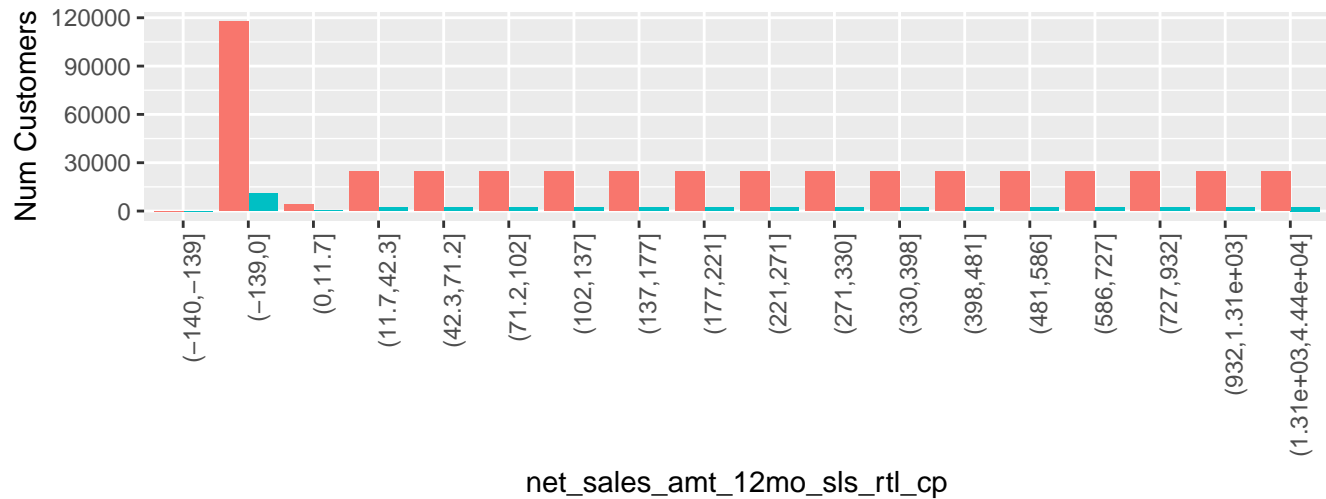
Distribution of response across net_sales_amt_6mo_sls_rtl_cp



Odd ratio & Response rate across net_sales_amt_6mo_sls_rtl_cp

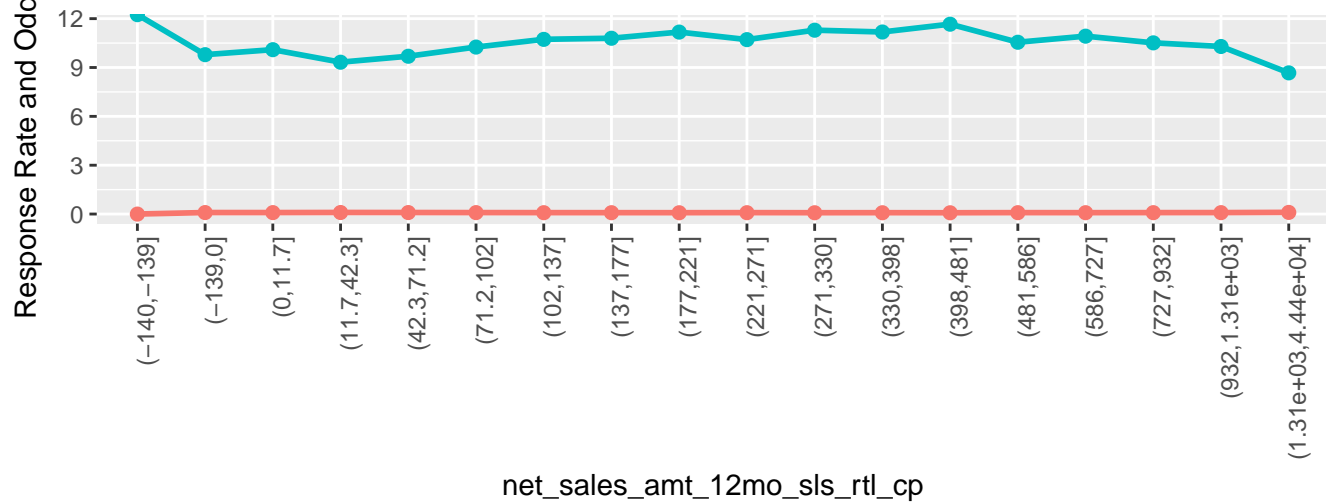


Distribution of response across net_sales_amt_12mo_sls_rtl_cp



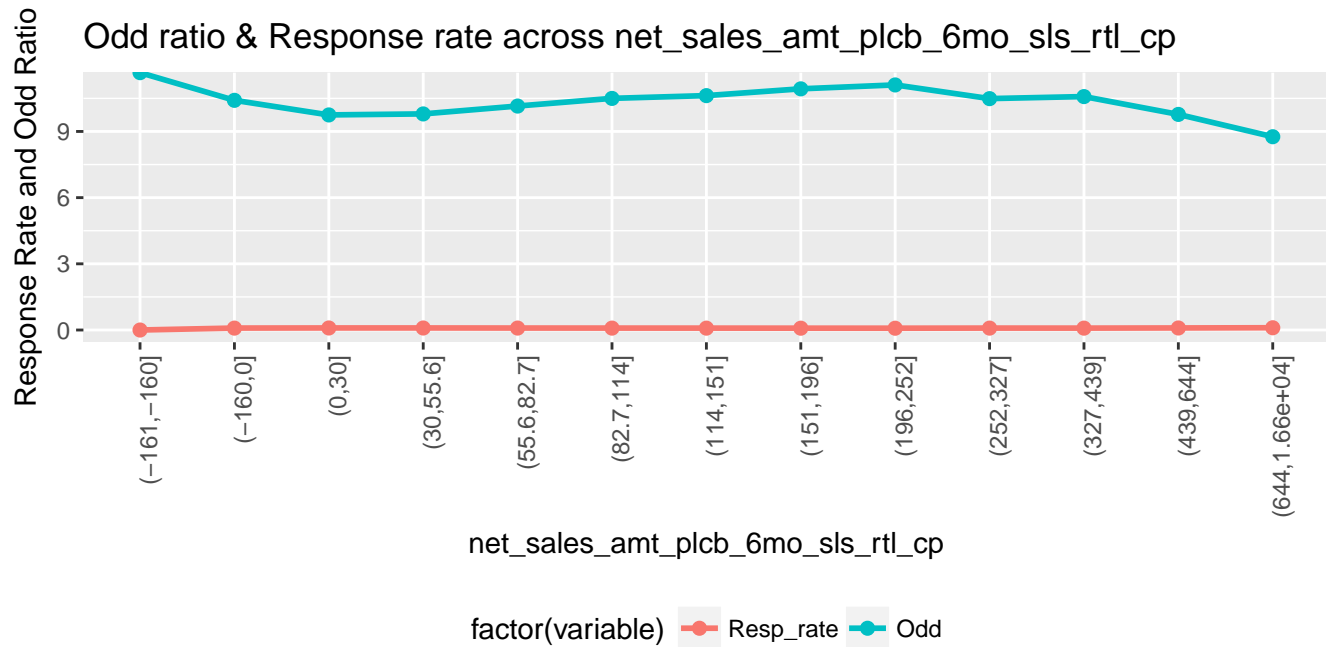
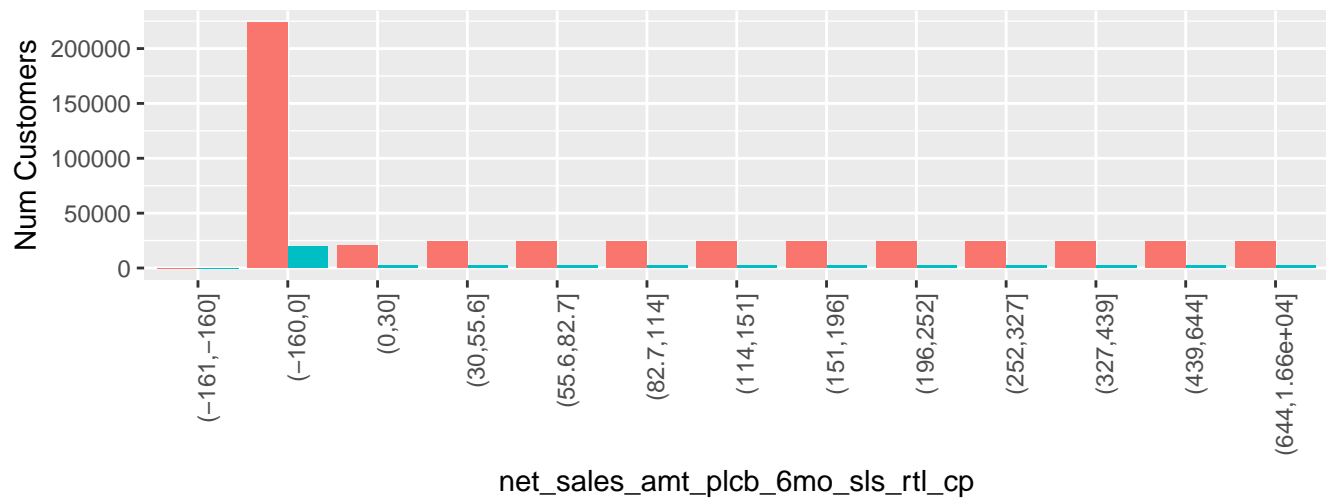
Num_Customer Num_Responder

Odd ratio & Response rate across net_sales_amt_12mo_sls_rtl_cp

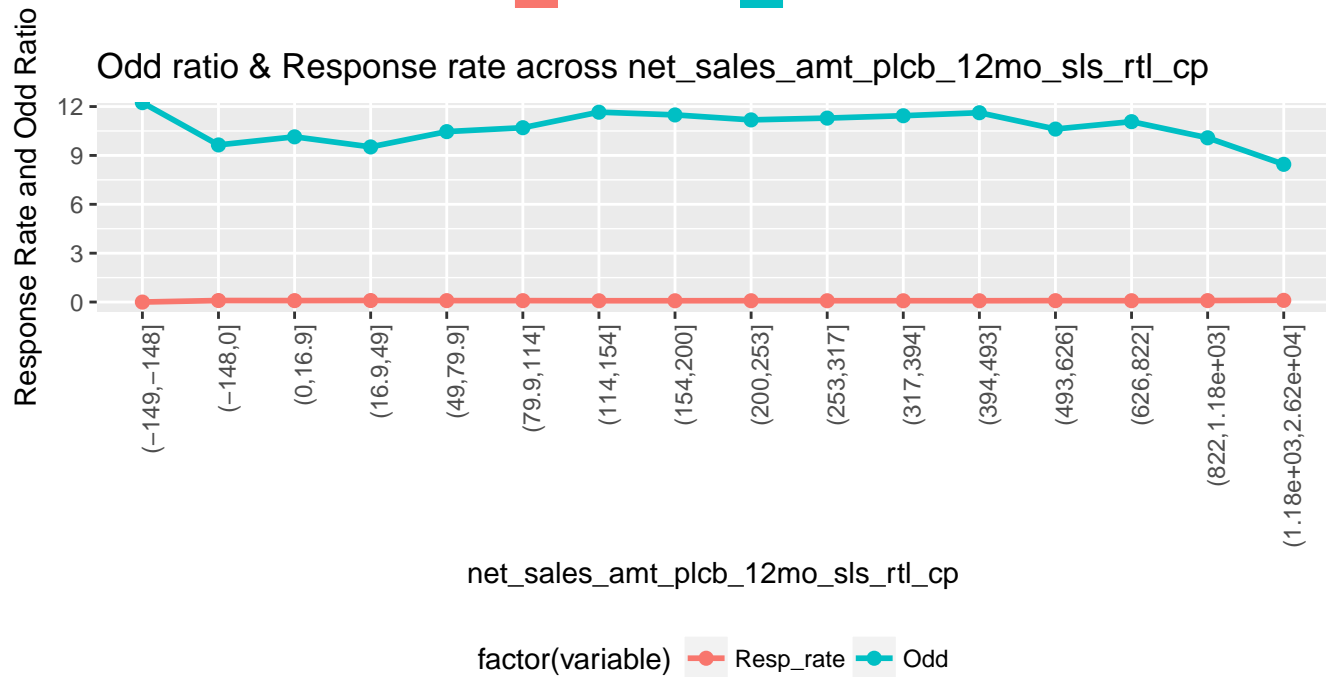


factor(variable) Resp_rate Odd

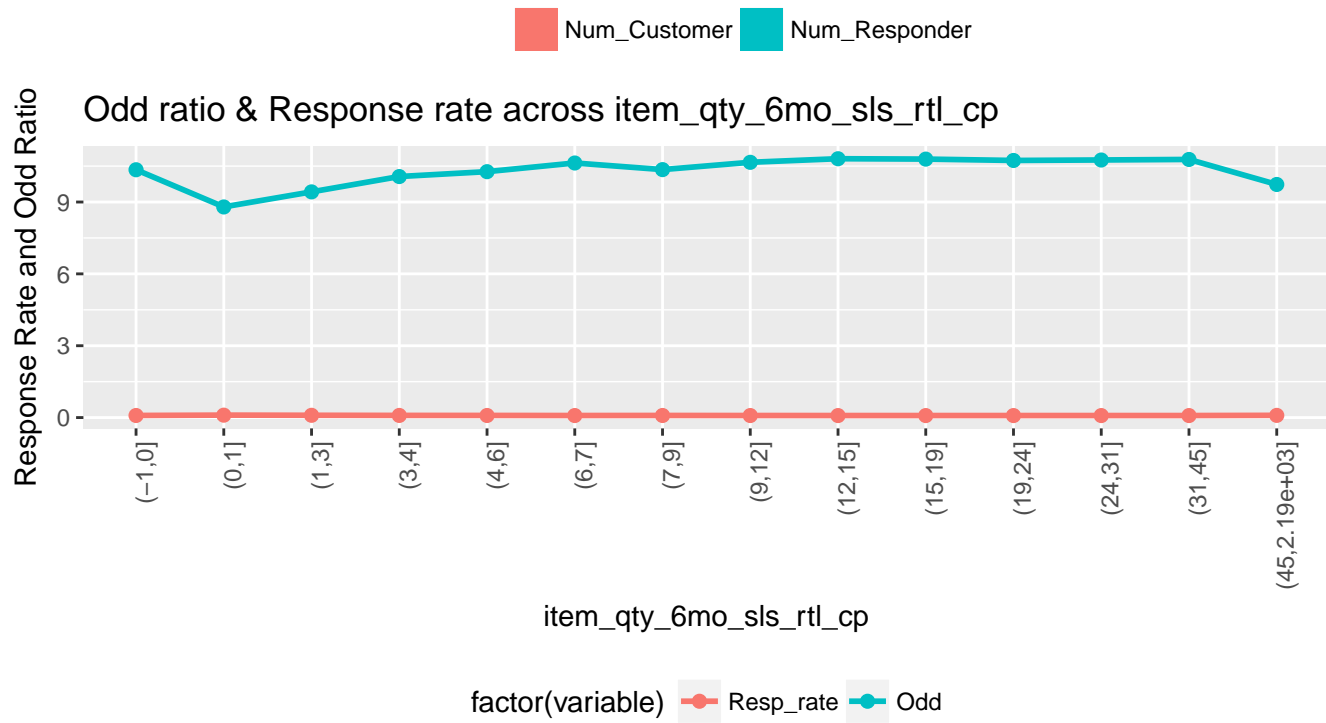
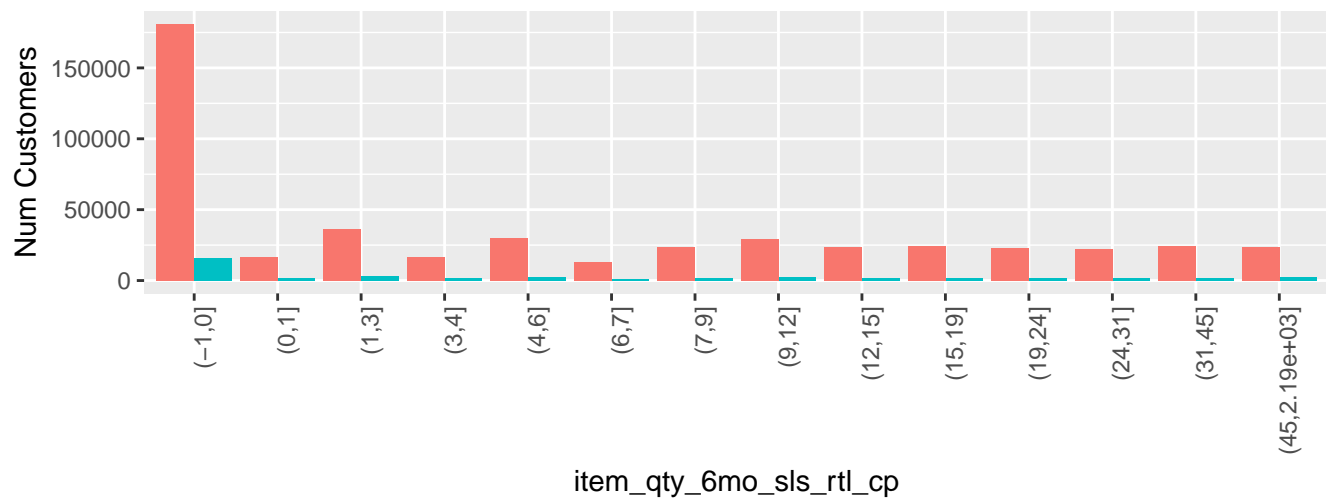
Distribution of response across net_sales_amt_plcb_6mo_sls_rtl_cp



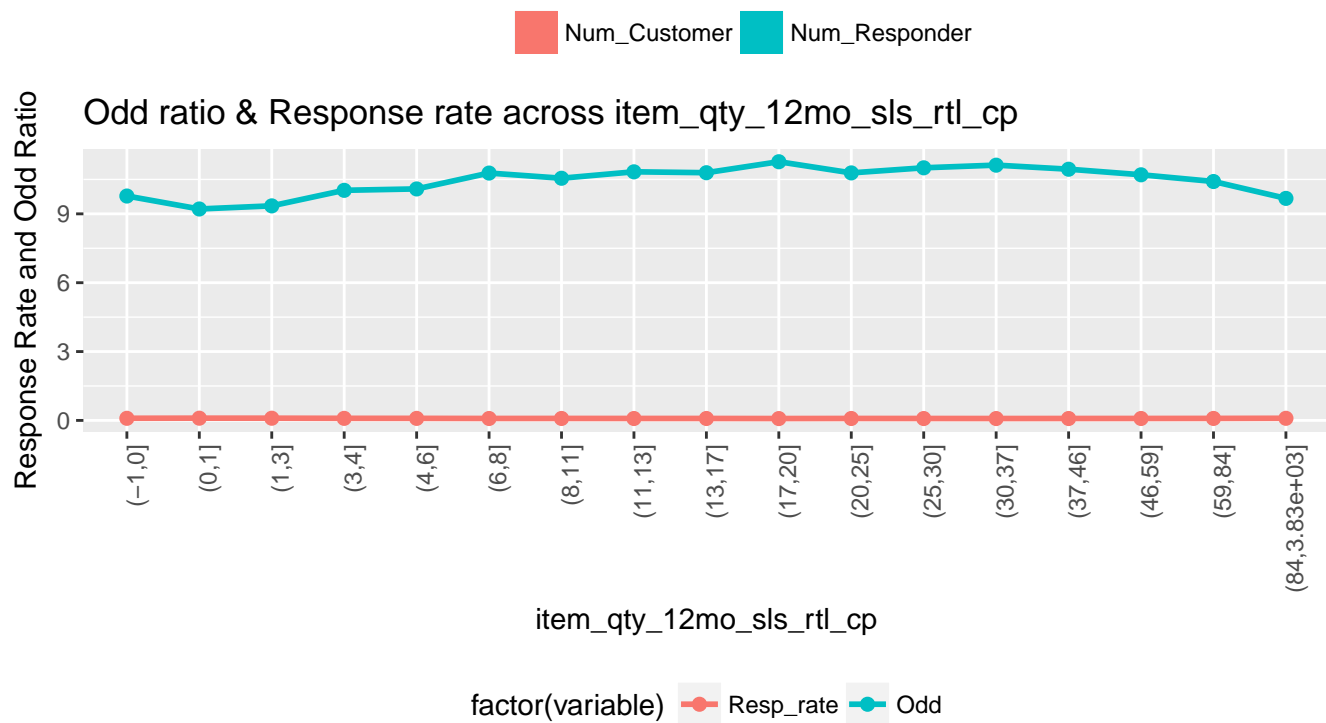
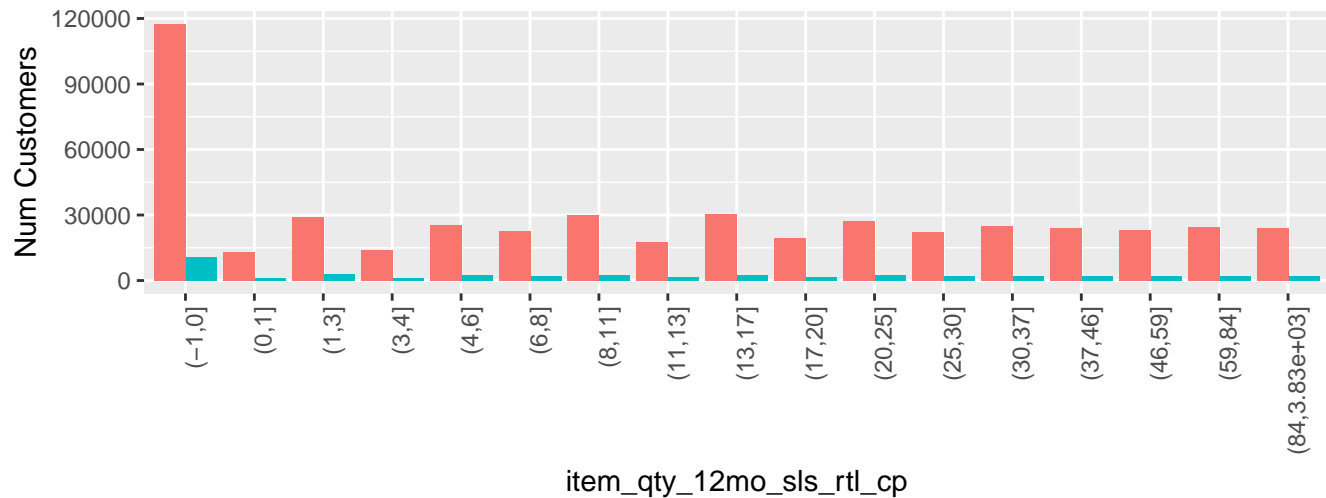
Distribution of response across net_sales_amt_plcb_12mo_sls_rtl_cp



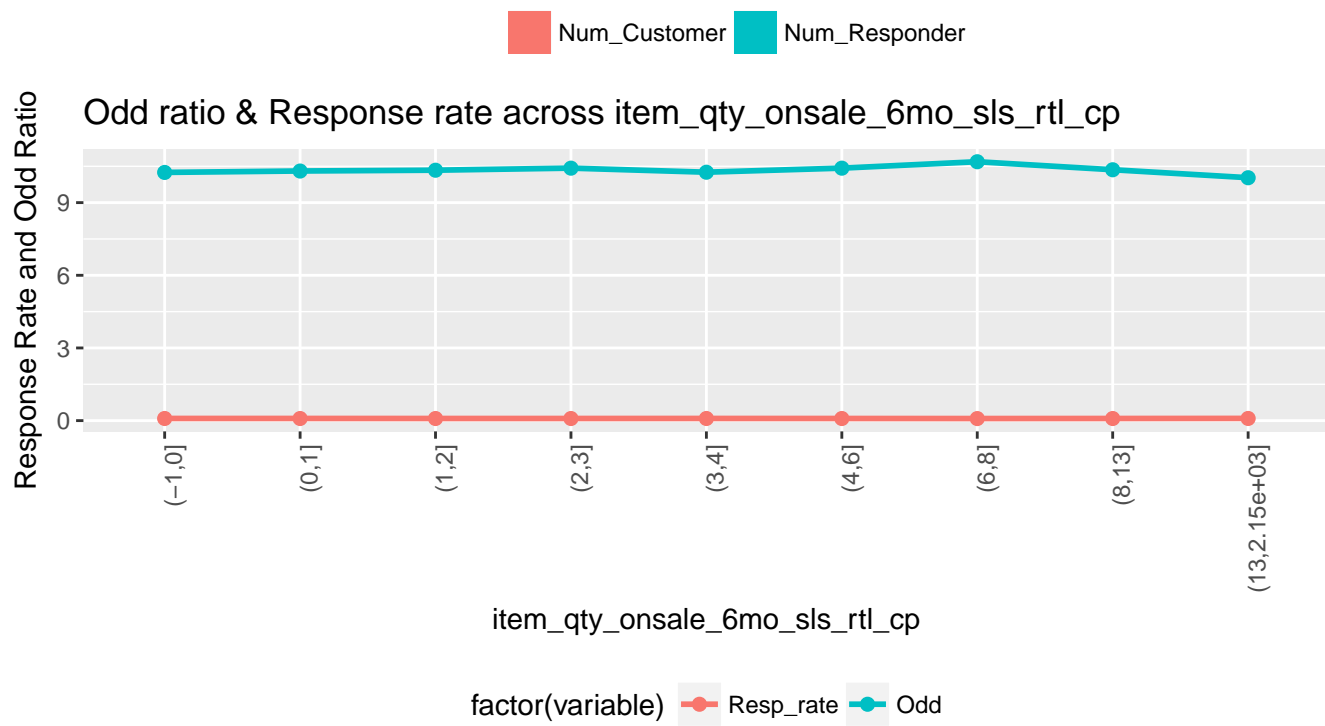
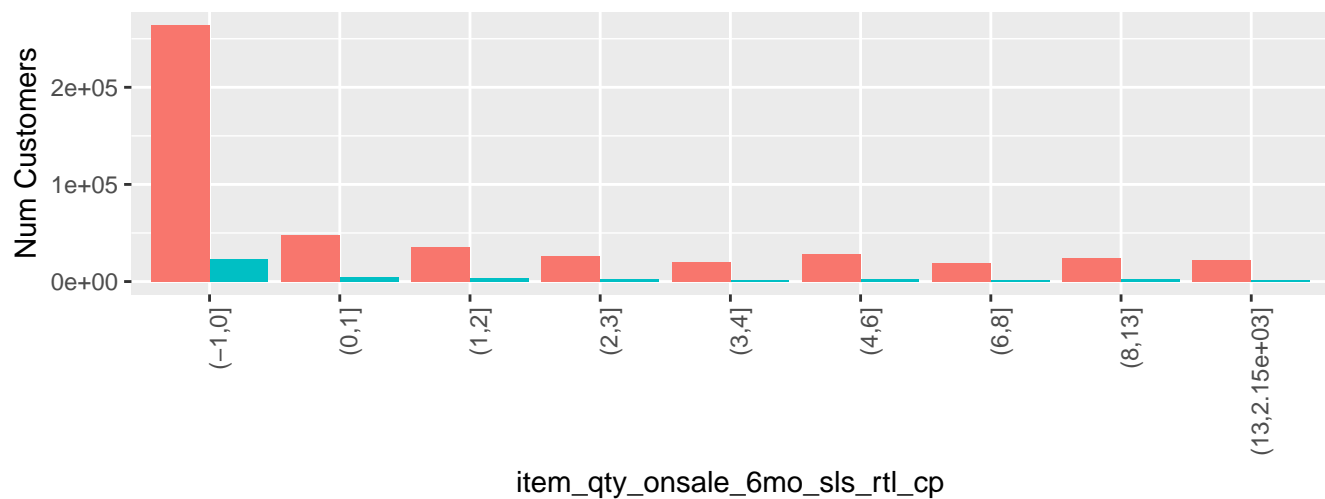
Distribution of response across item_qty_6mo_sls_rtl_cp



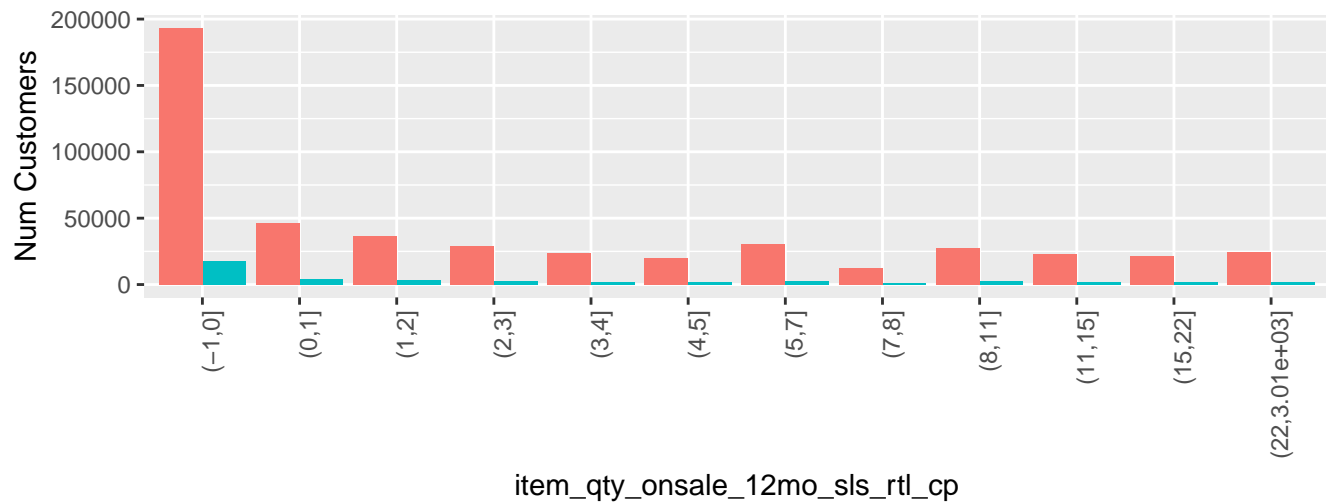
Distribution of response across item_qty_12mo_sls_rtl_cp



Distribution of response across item_qty_onsale_6mo_sls_rtl_cp

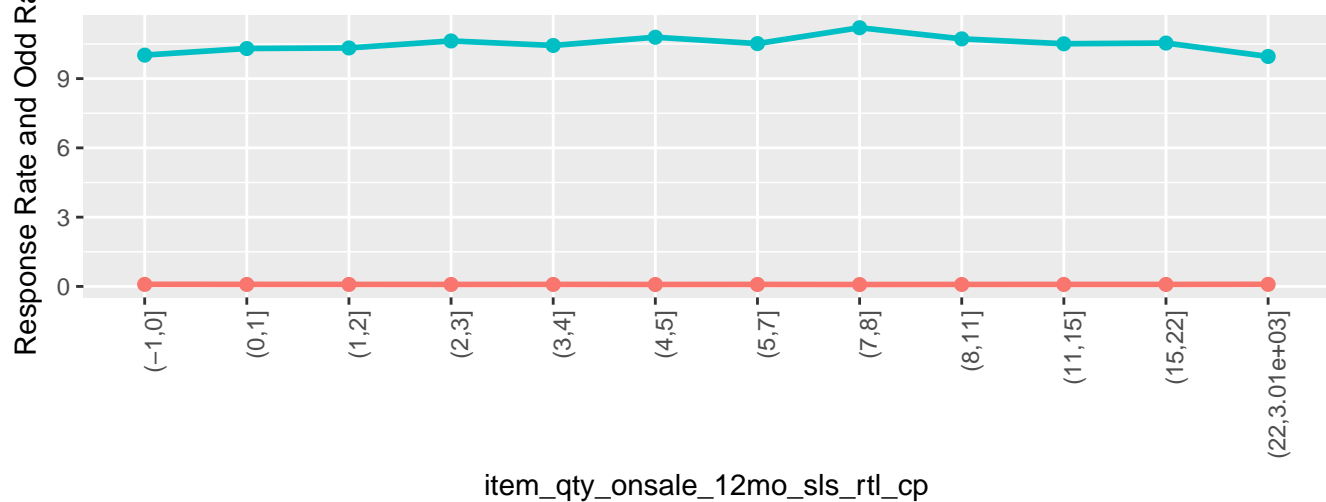


Distribution of response across item_qty_onsale_12mo_sls_rtl_cp



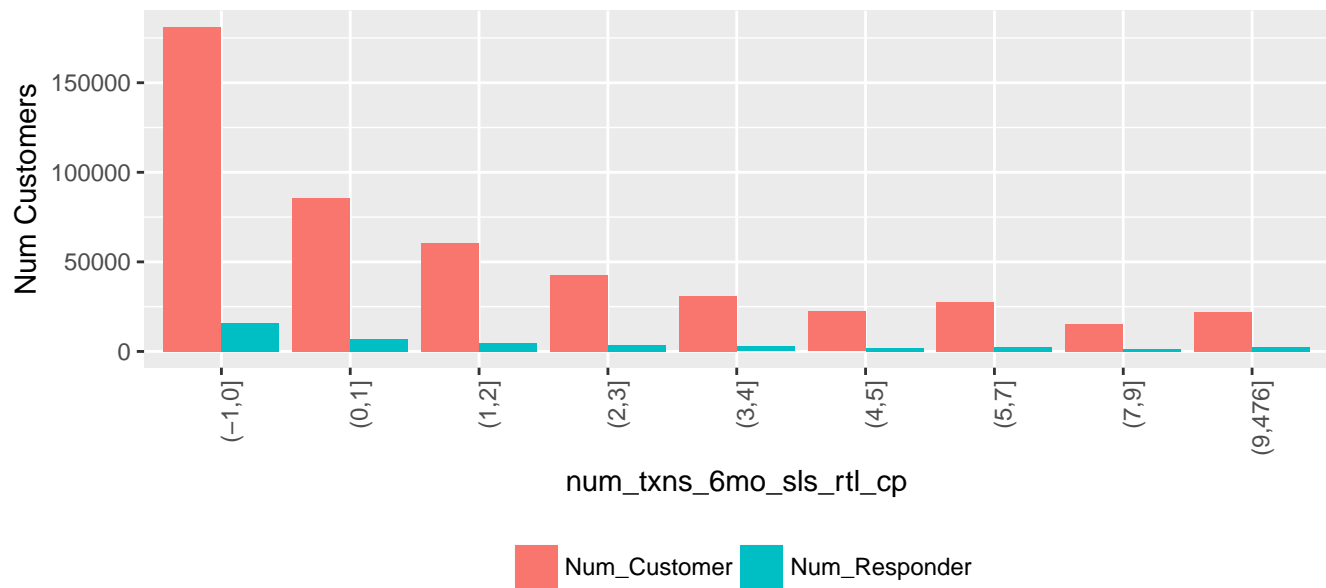
Num_Customer Num_Responder

Odd ratio & Response rate across item_qty_onsale_12mo_sls_rtl_cp

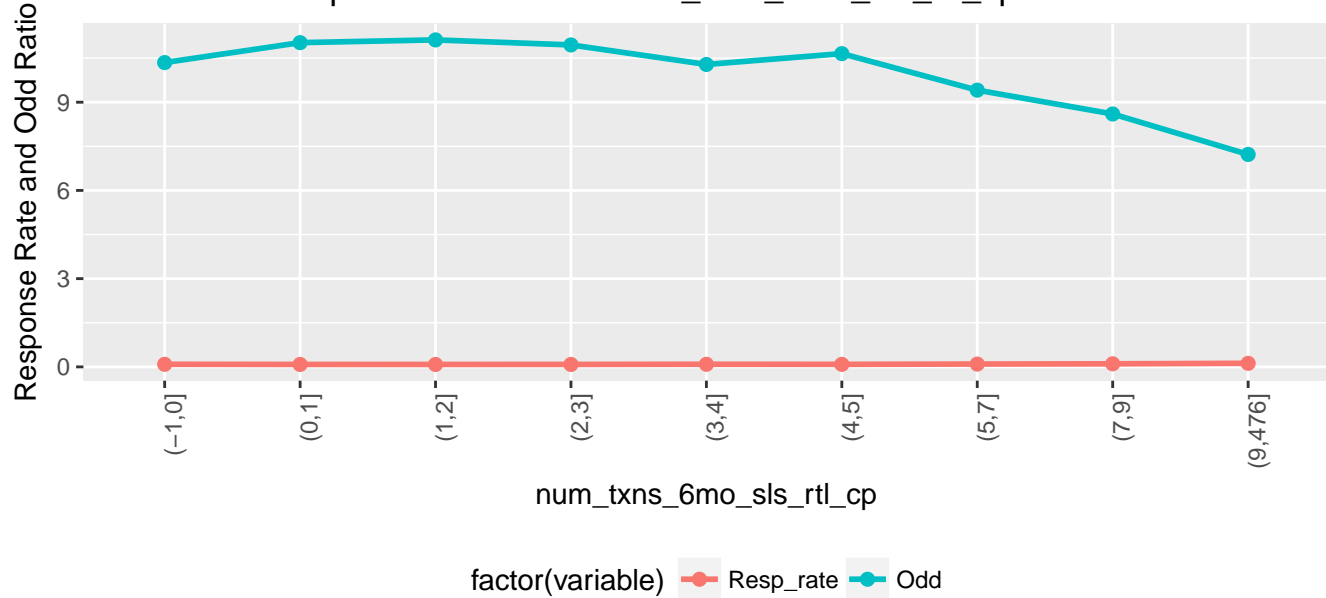


factor(variable) Resp_rate Odd

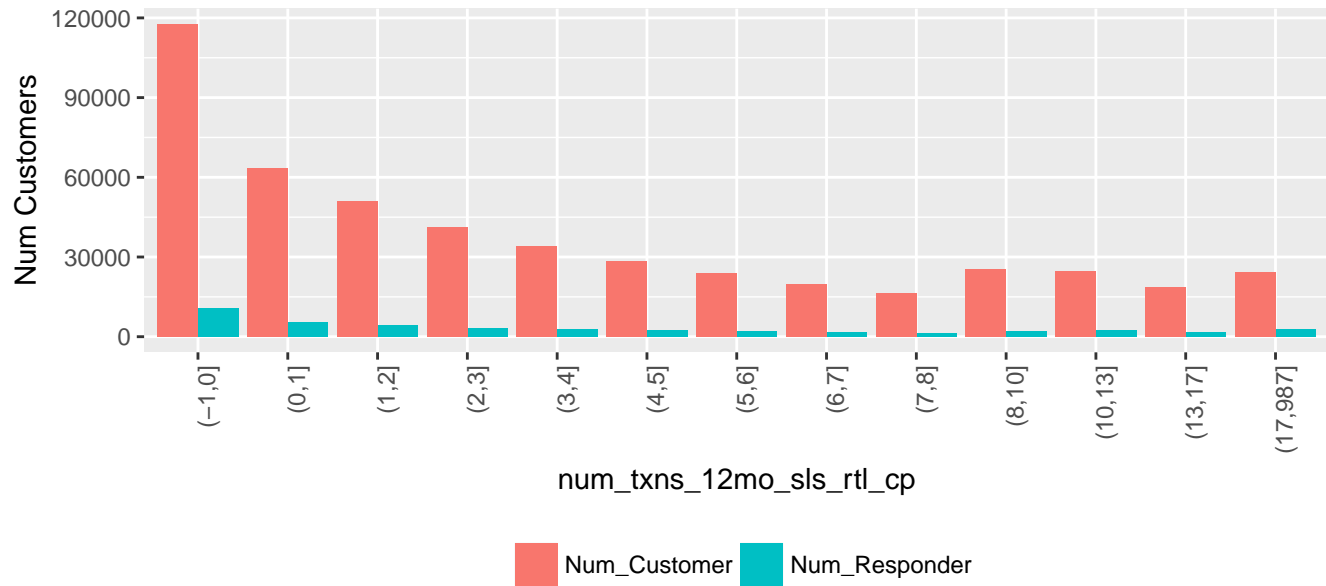
Distribution of response across num_txns_6mo_sls_rtl_cp



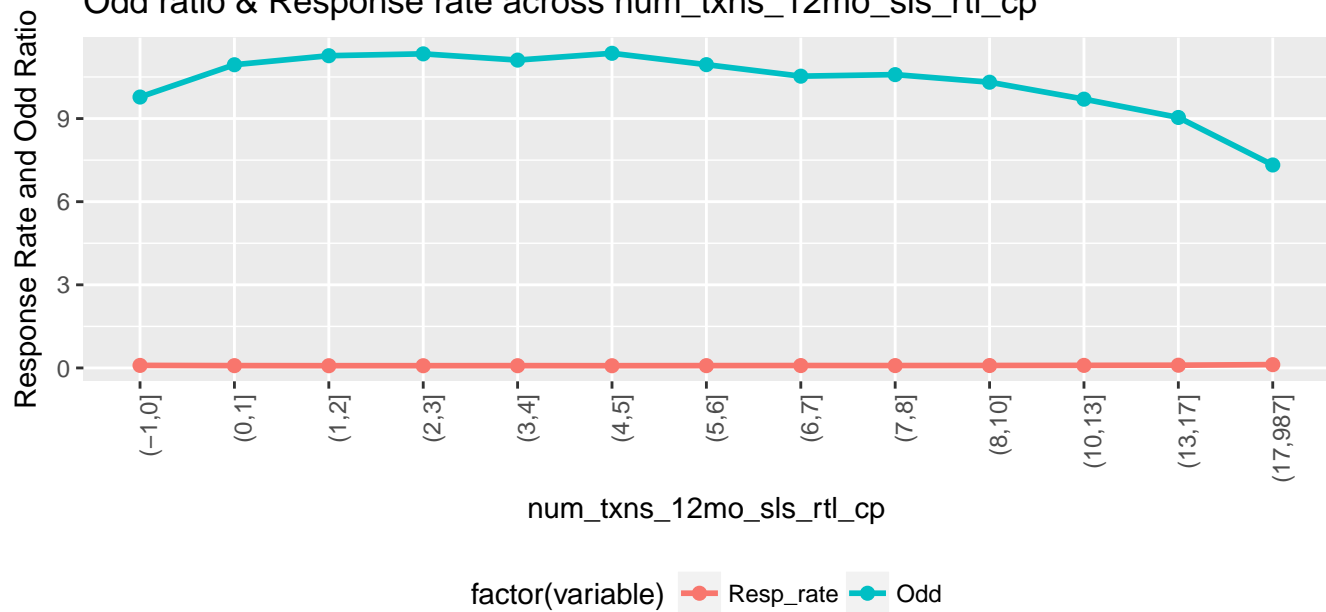
Odd ratio & Response rate across num_txns_6mo_sls_rtl_cp



Distribution of response across num_txns_12mo_sls_rtl_cp



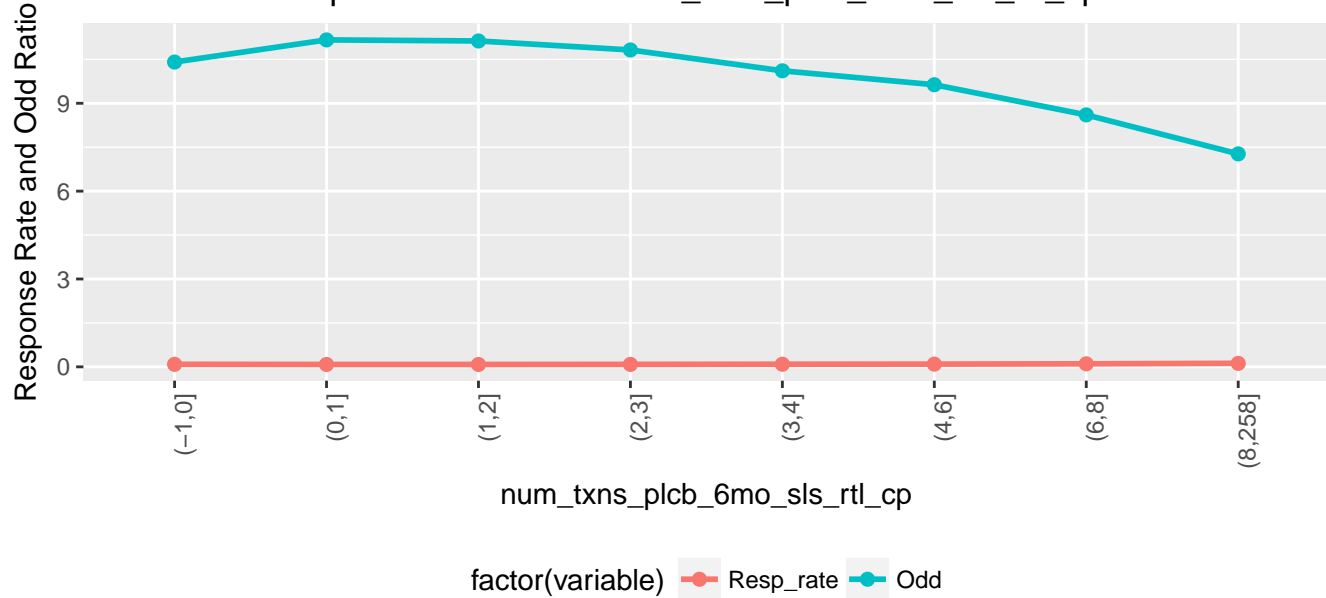
Odd ratio & Response rate across num_txns_12mo_sls_rtl_cp



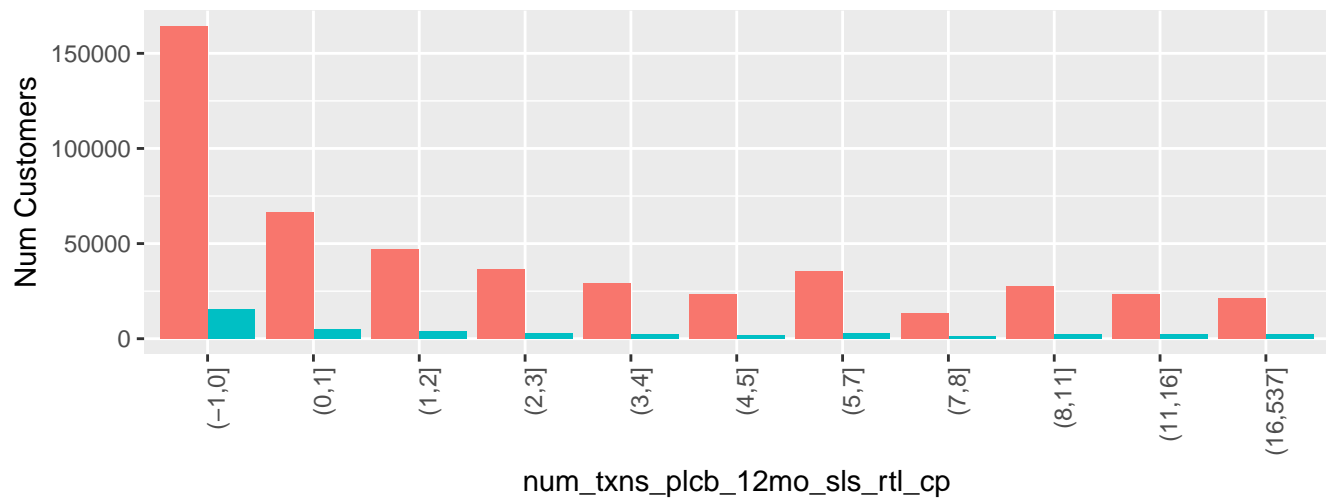
Distribution of response across num_txns_plcb_6mo_sls_rtl_cp



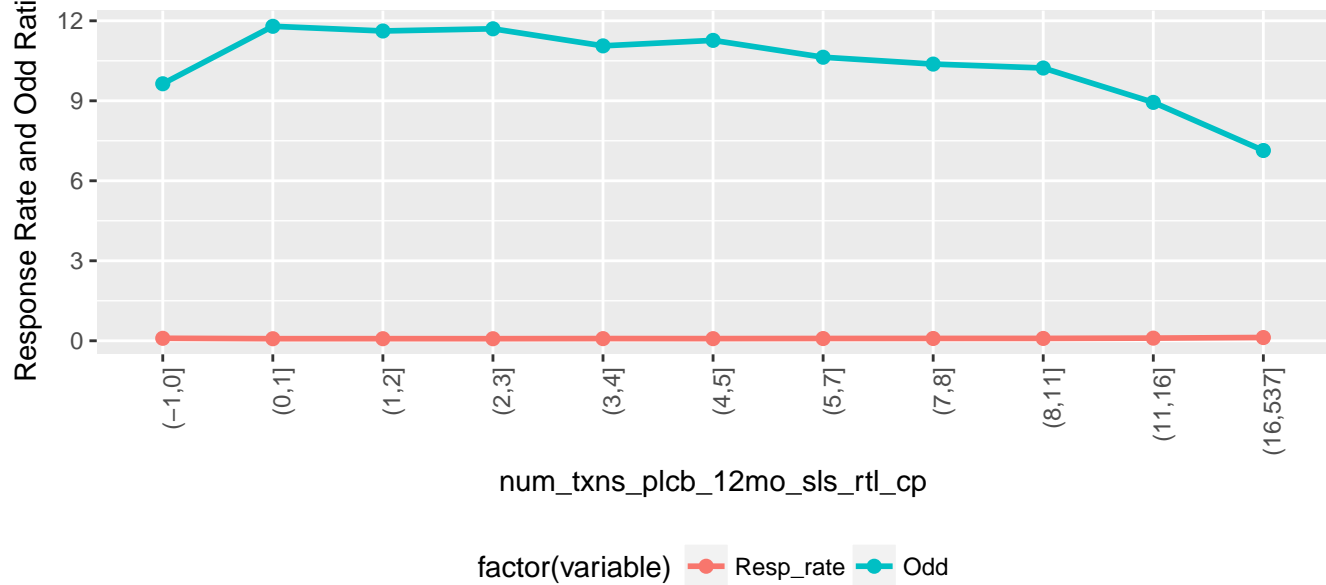
Odd ratio & Response rate across num_txns_plcb_6mo_sls_rtl_cp



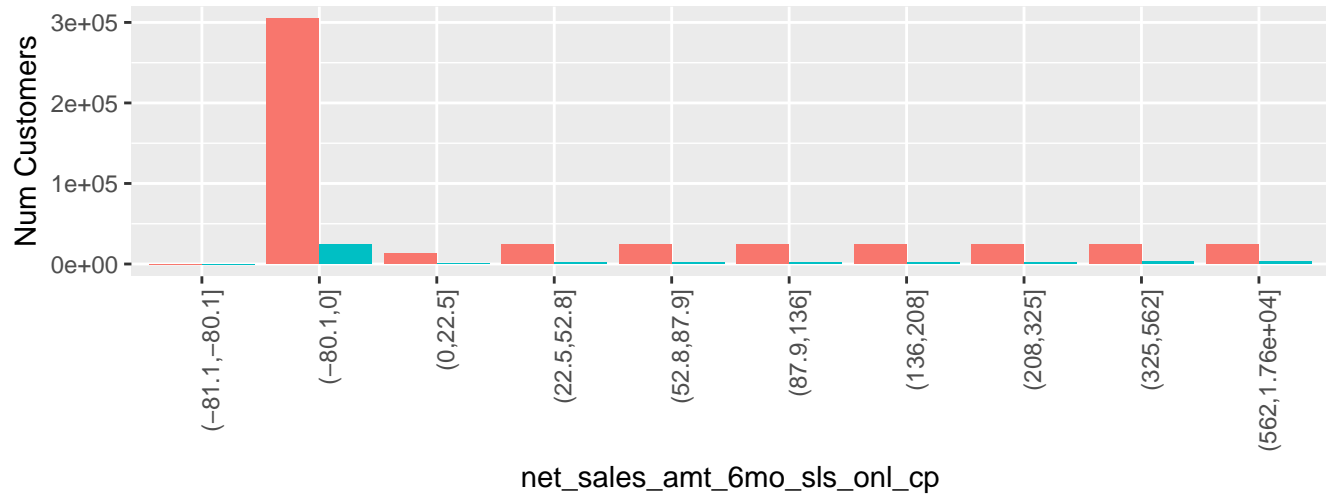
Distribution of response across num_txns_plcb_12mo_sls_rtl_cp



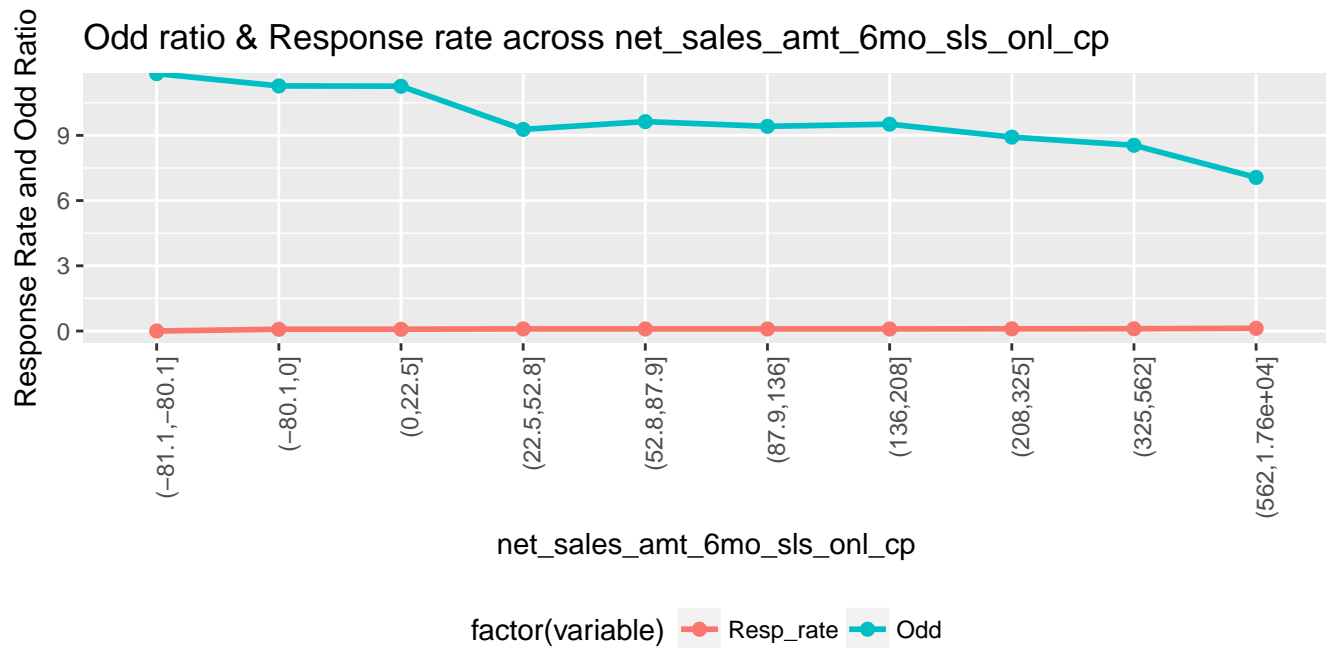
Odd ratio & Response rate across num_txns_plcb_12mo_sls_rtl_cp



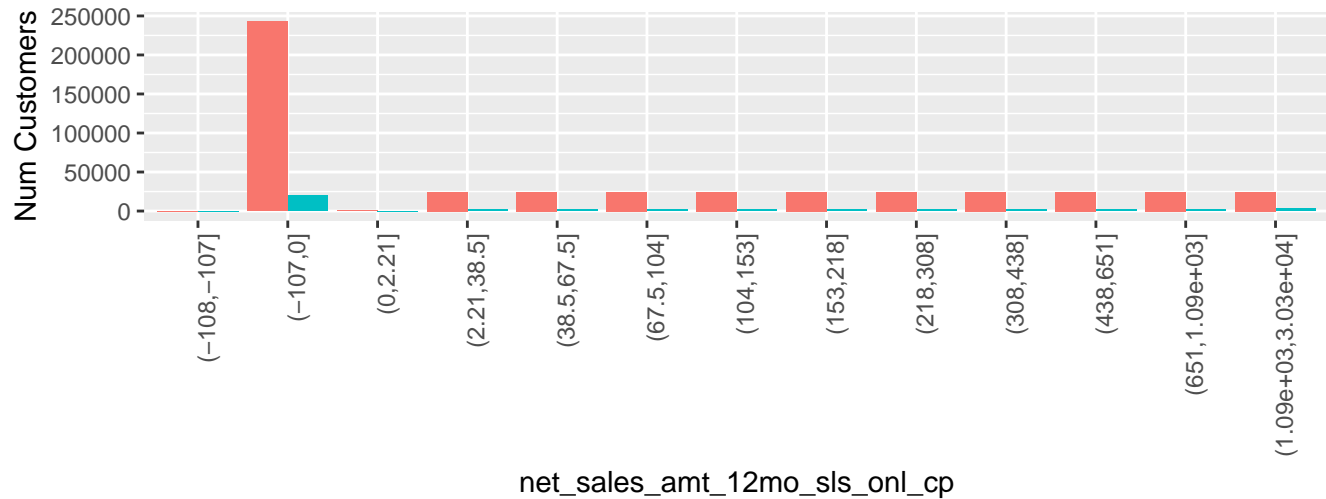
Distribution of response across net_sales_amt_6mo_sls_onl_cp



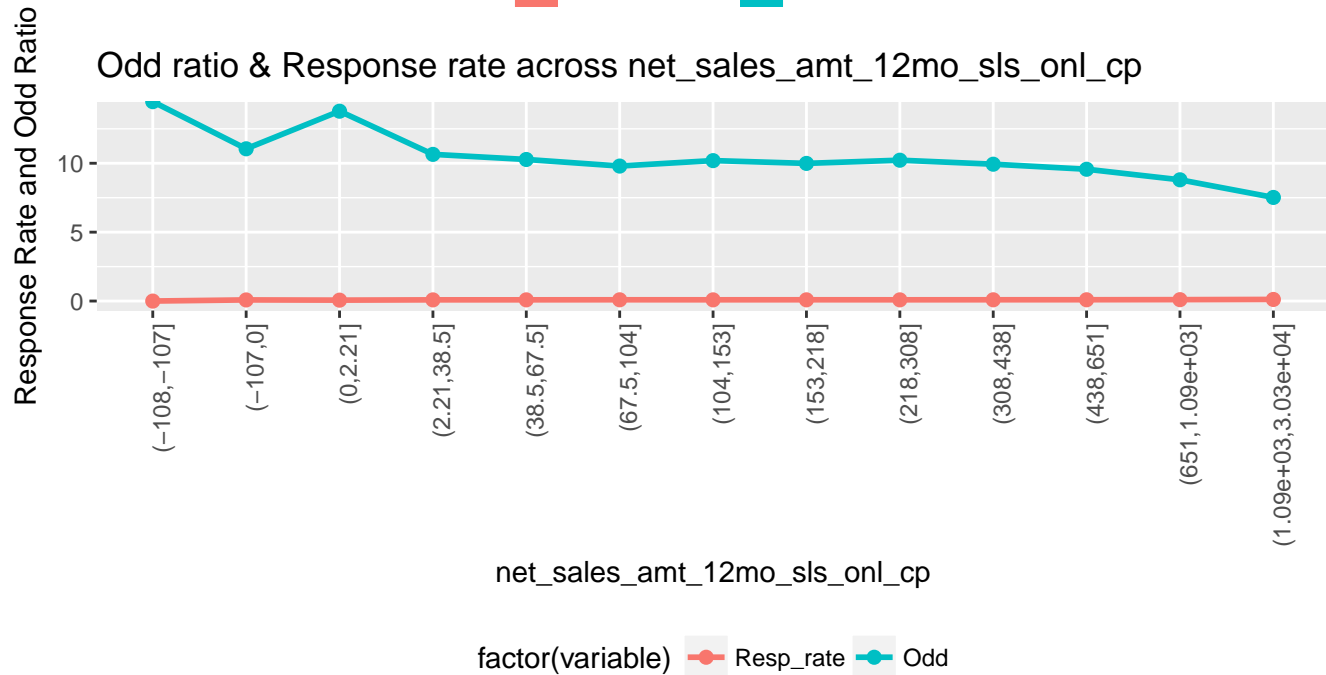
Odd ratio & Response rate across net_sales_amt_6mo_sls_onl_cp



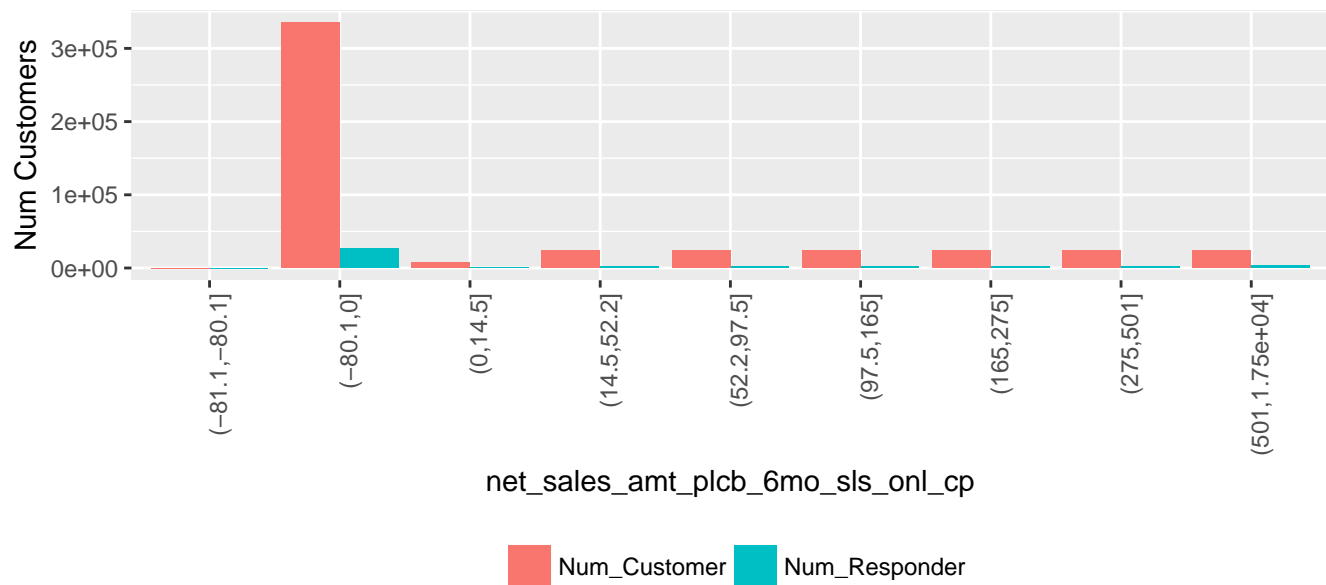
Distribution of response across net_sales_amt_12mo_sls_onl_cp



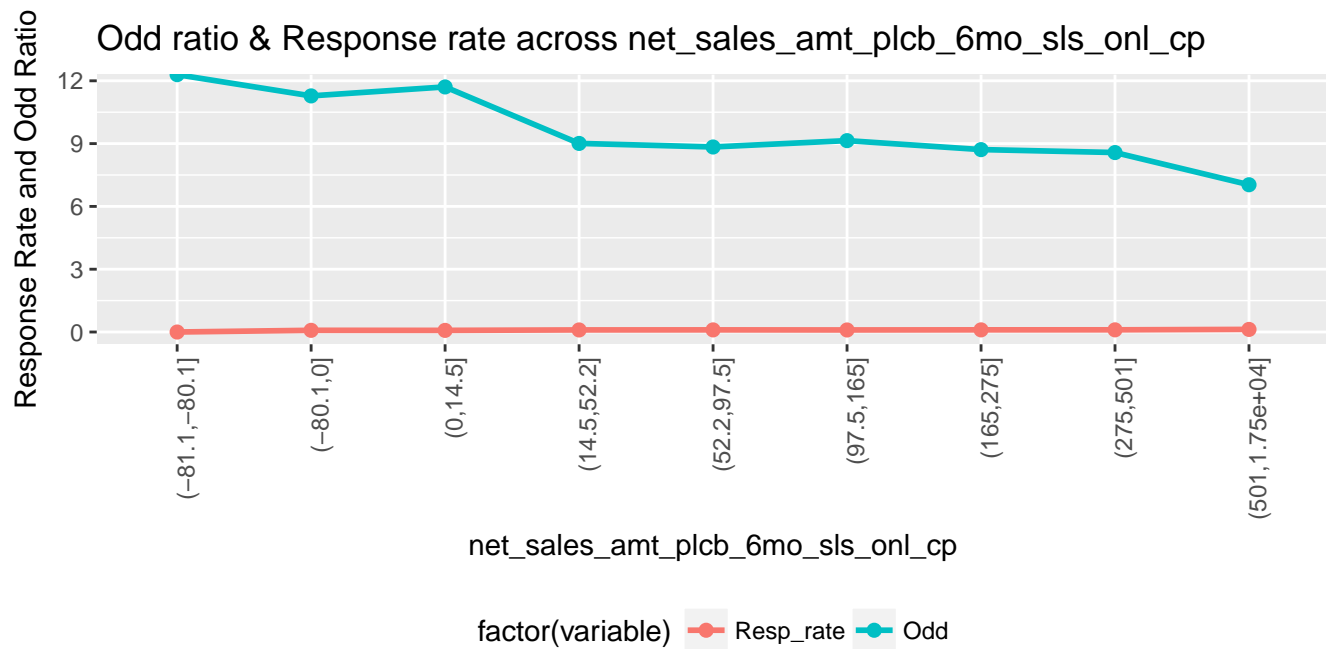
Odd ratio & Response rate across net_sales_amt_12mo_sls_onl_cp



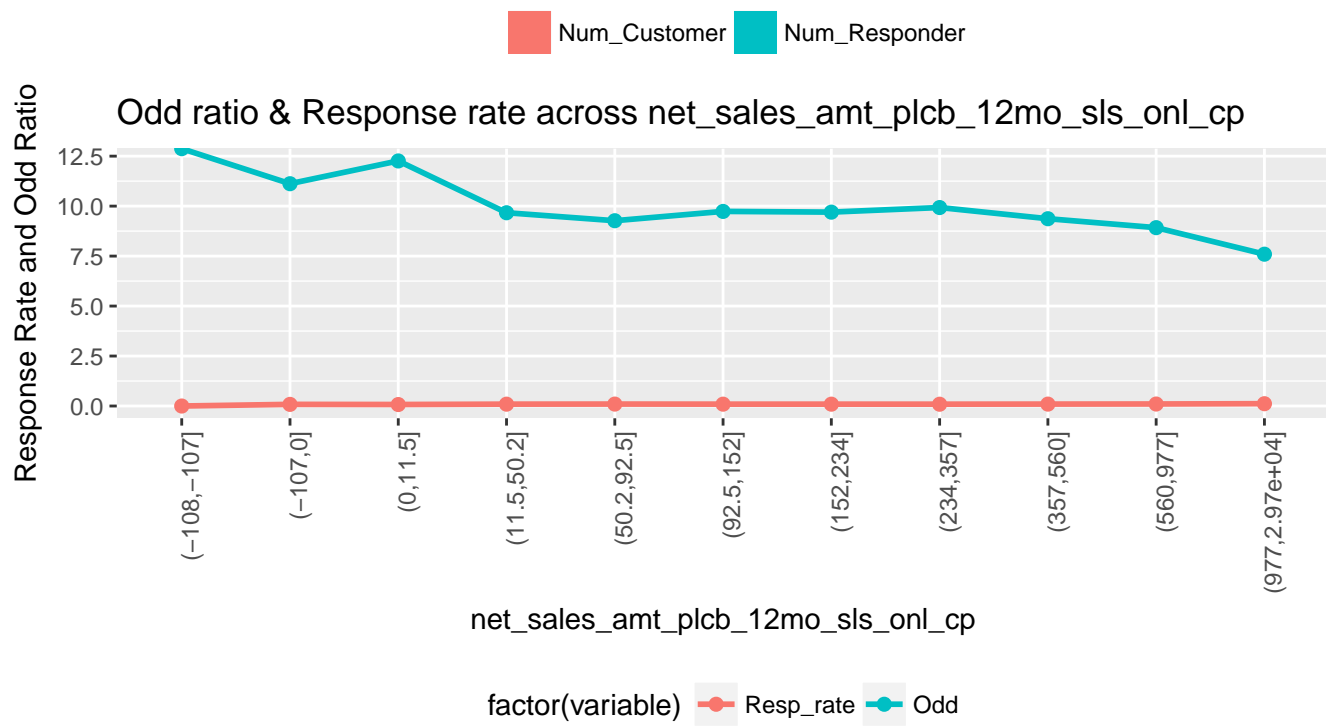
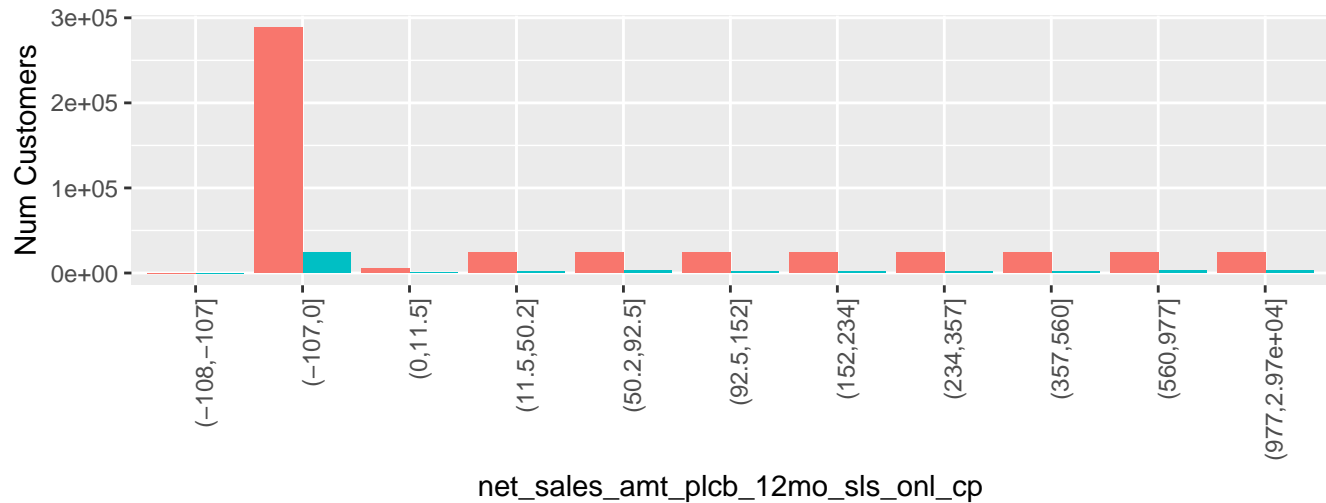
Distribution of response across net_sales_amt_plcb_6mo_sls_onl_cp



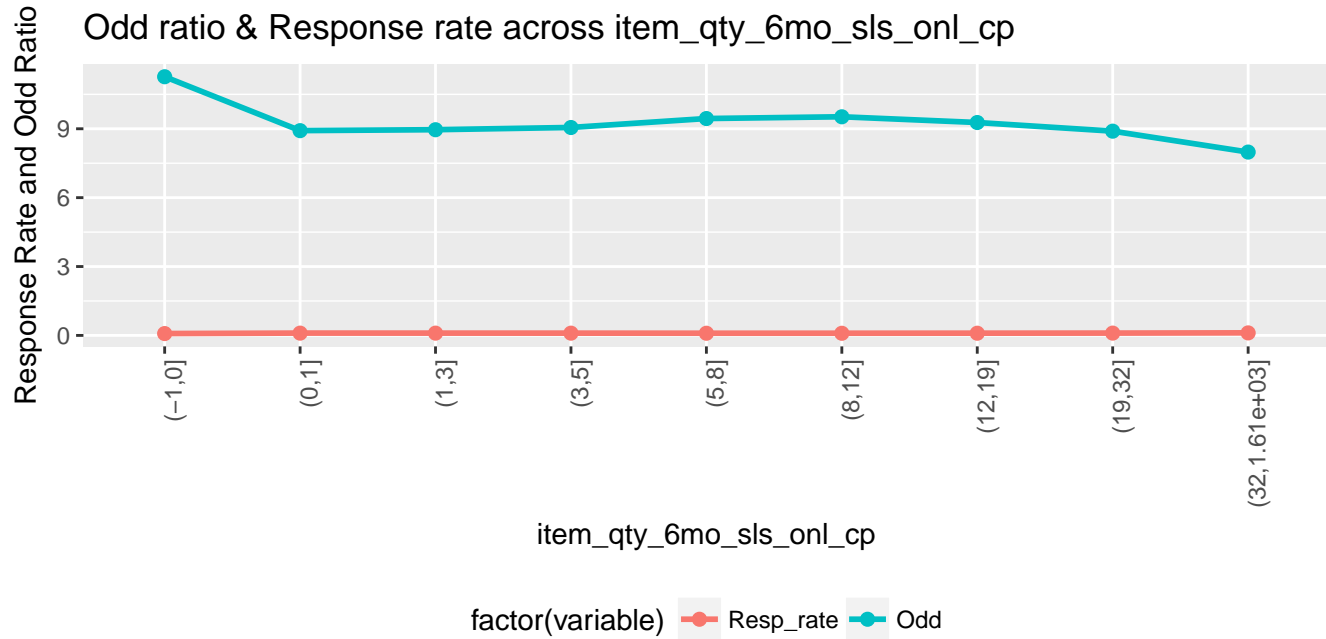
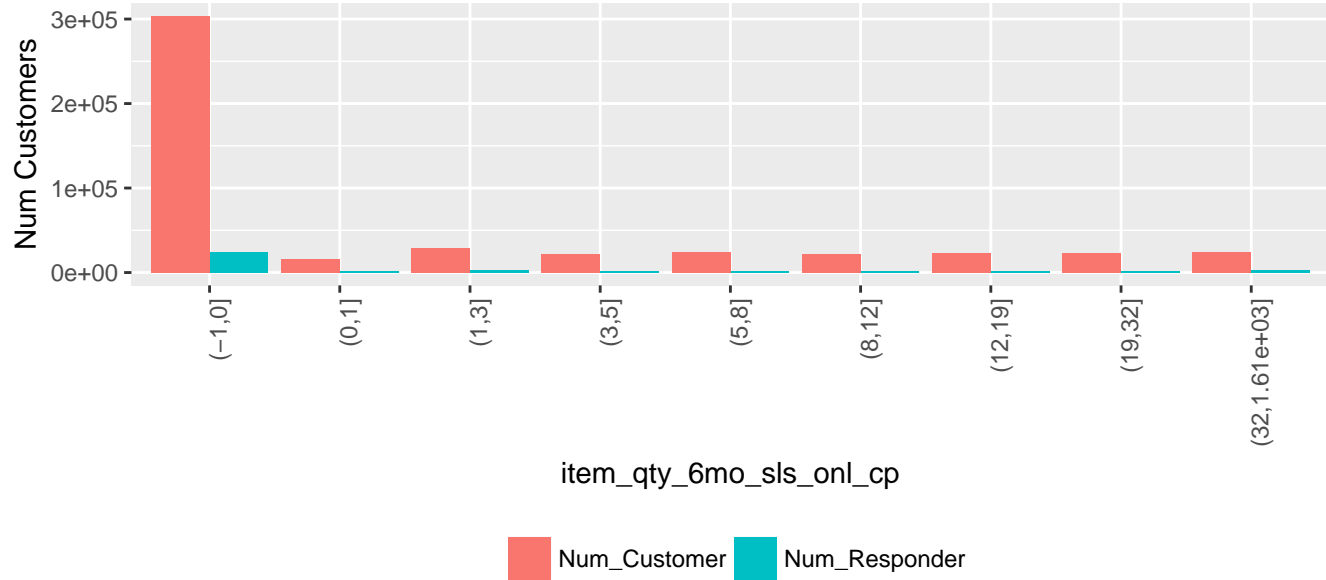
Odd ratio & Response rate across net_sales_amt_plcb_6mo_sls_onl_cp



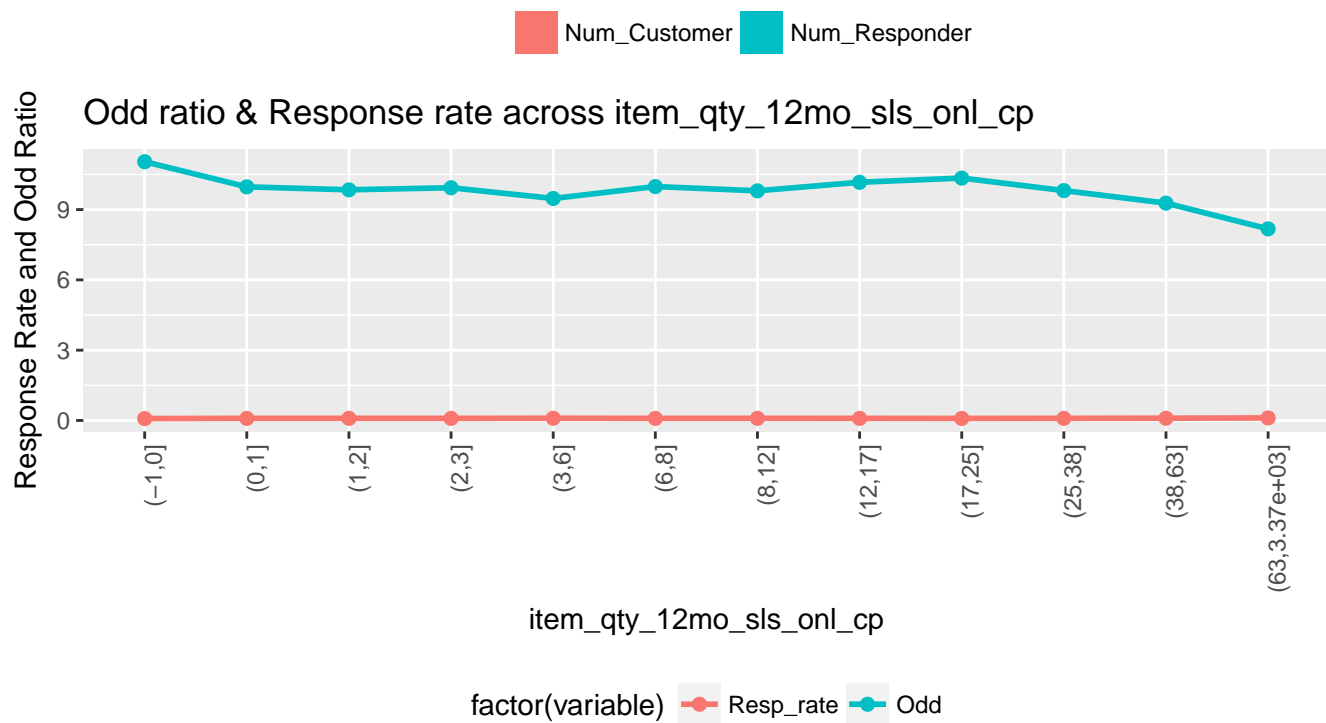
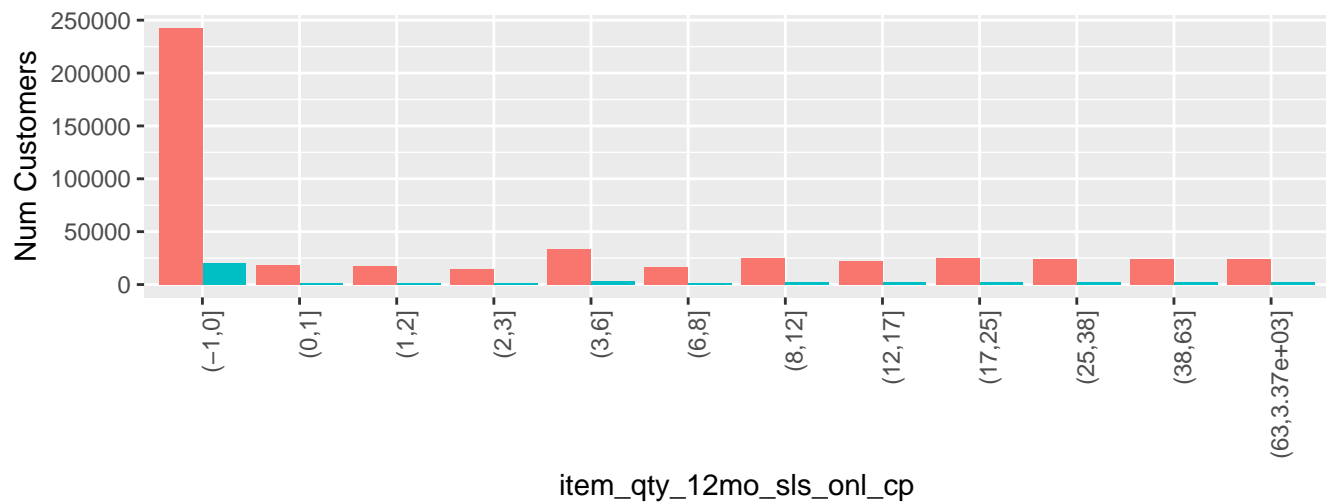
Distribution of response across net_sales_amt_plcb_12mo_sls_onl_cp



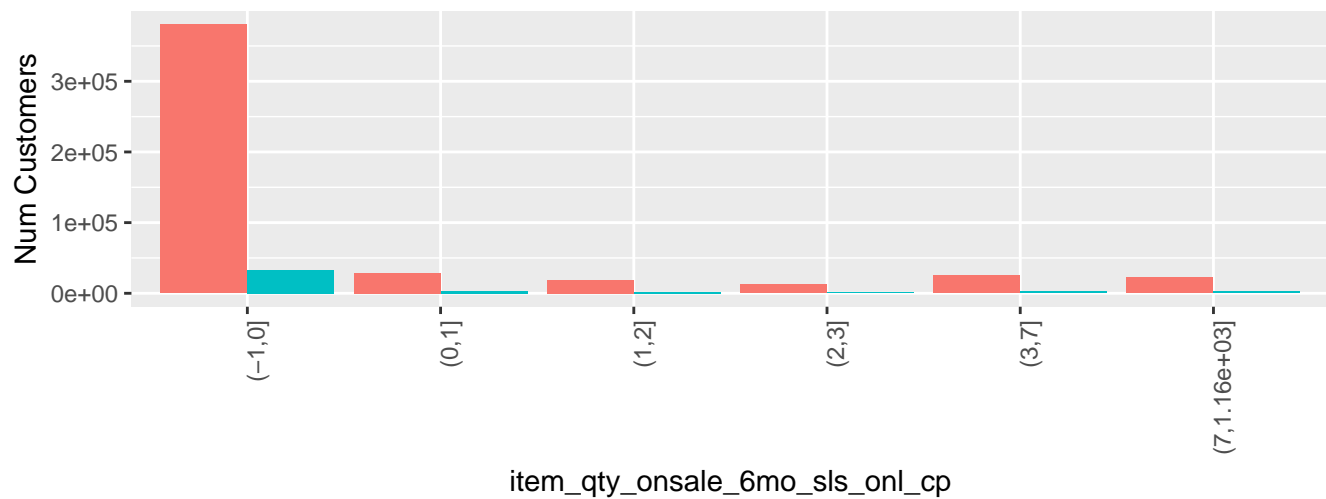
Distribution of response across item_qty_6mo_sls_onl_cp



Distribution of response across item_qty_12mo_sls_onl_cp

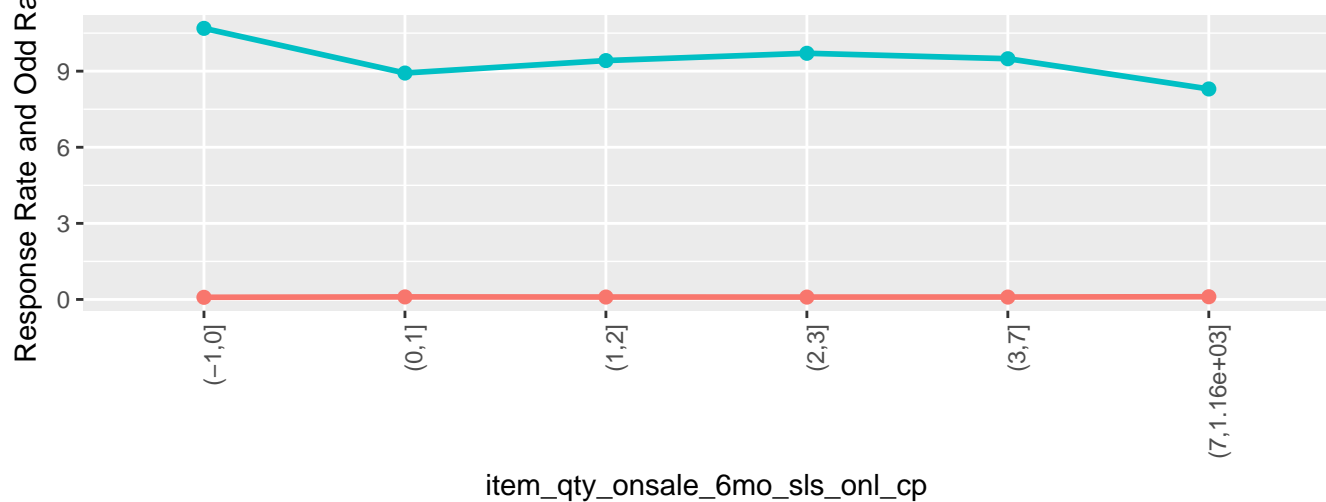


Distribution of response across item_qty_onsale_6mo_sls_onl_cp



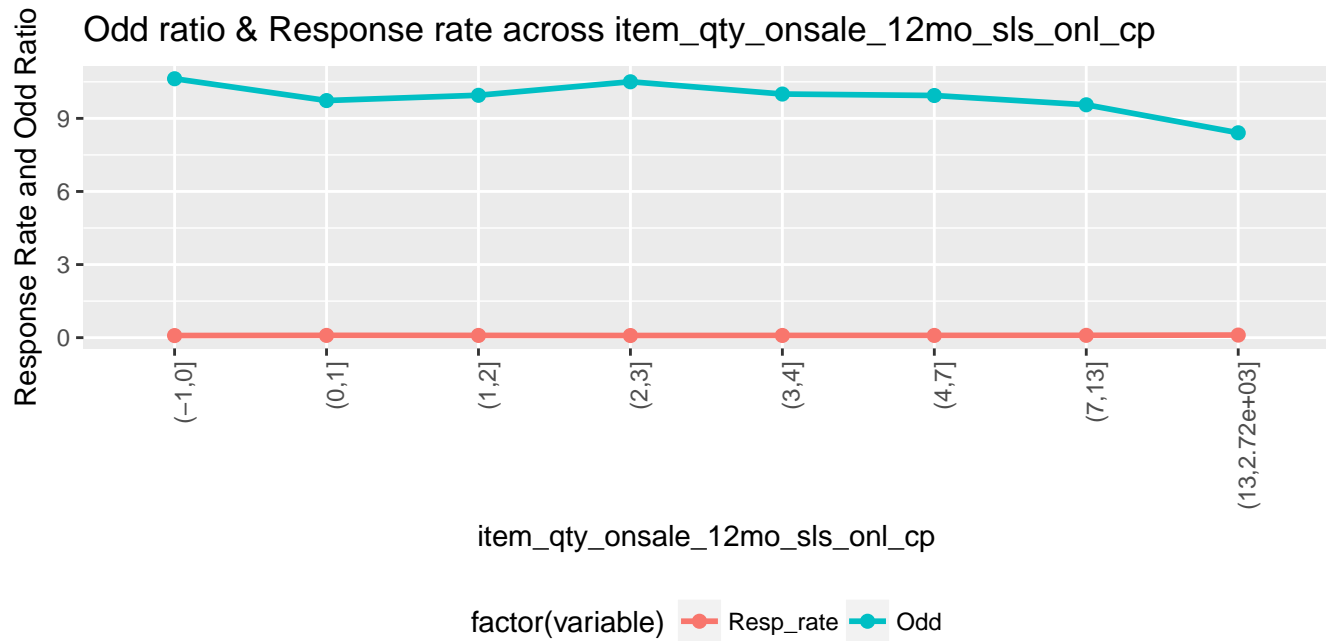
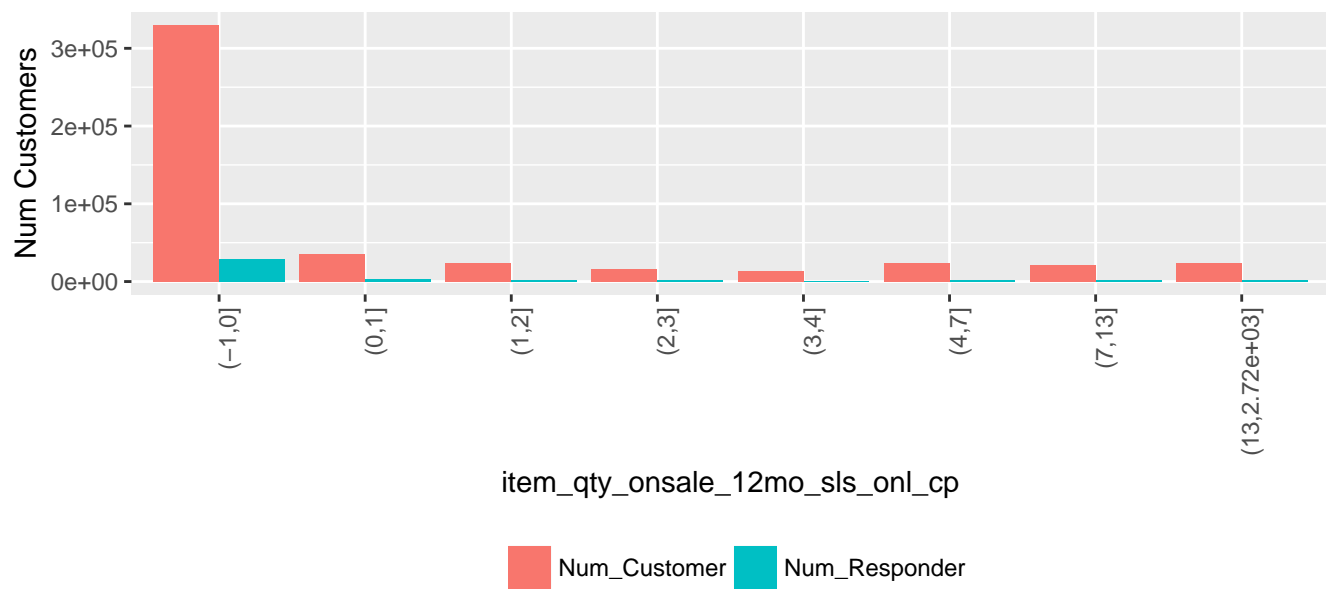
Num_Customer Num_Responder

Odd ratio & Response rate across item_qty_onsale_6mo_sls_onl_cp

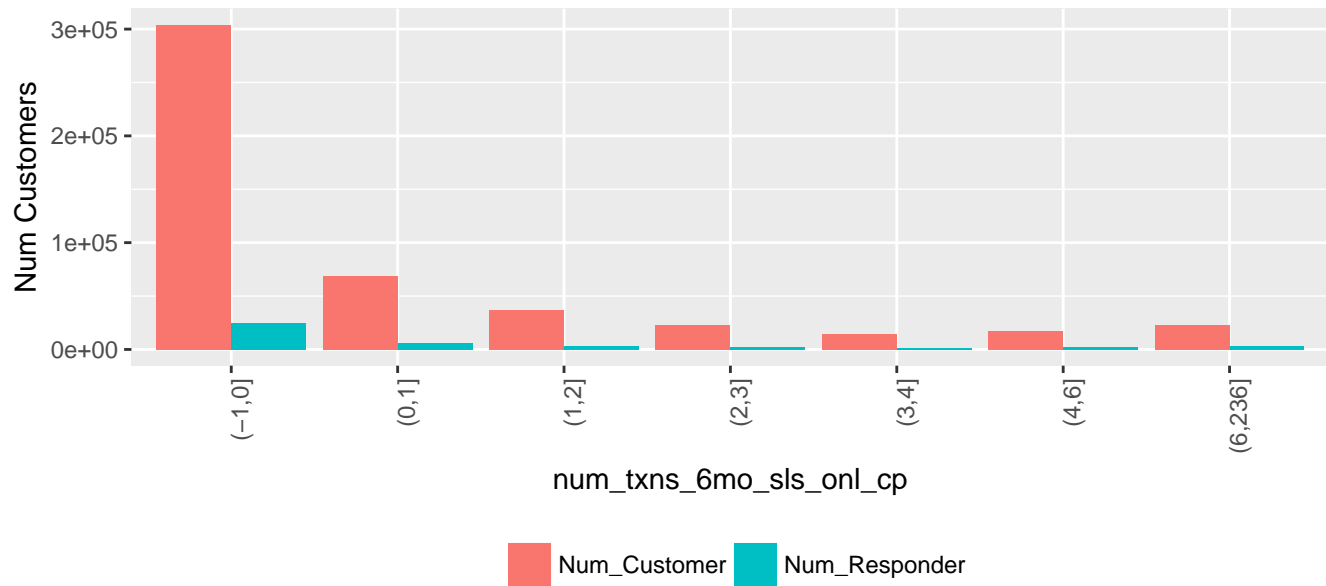


factor(variable) Resp_rate Odd

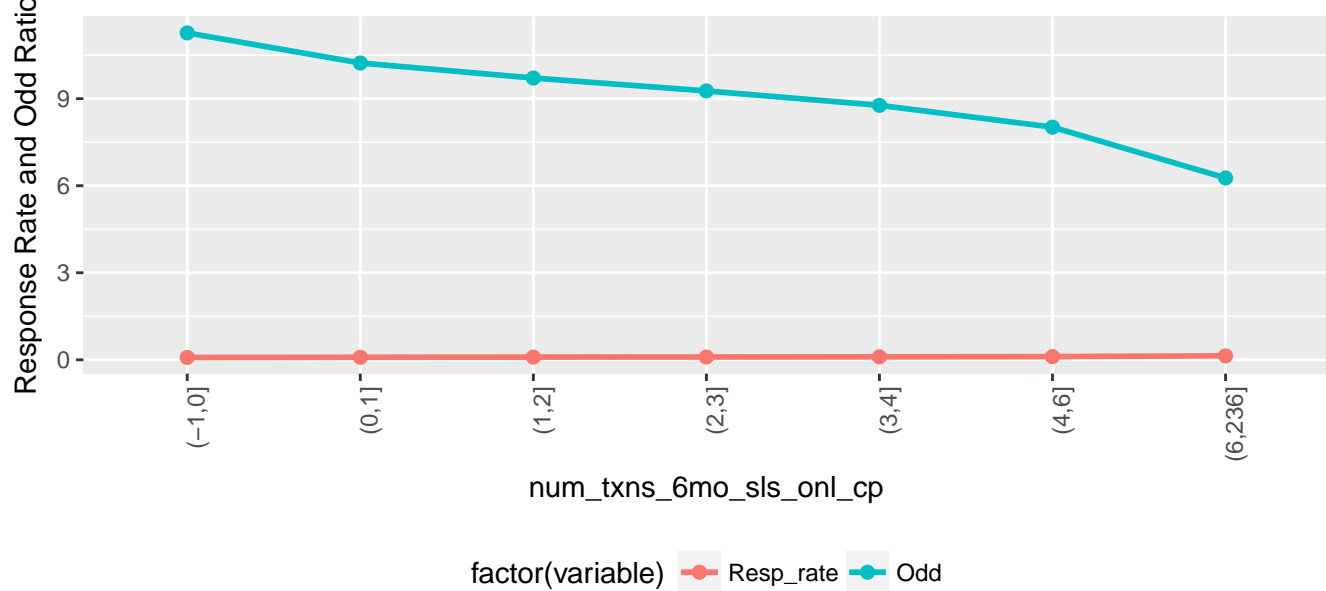
Distribution of response across item_qty_onsale_12mo_sls_onl_cp



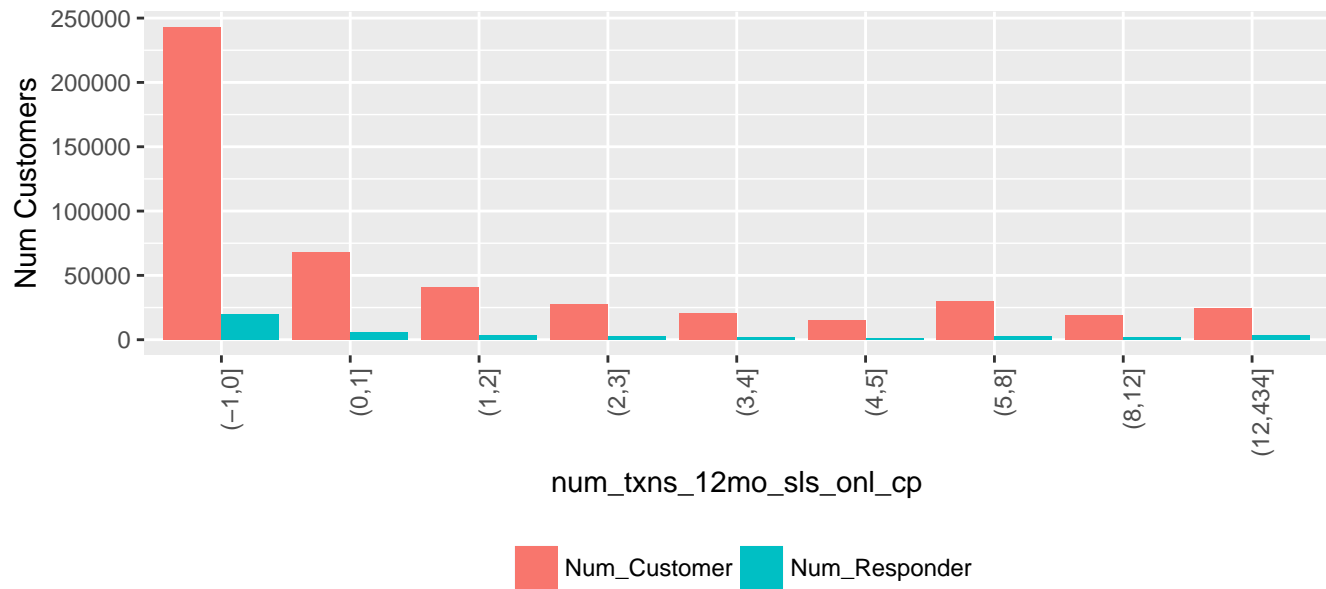
Distribution of response across num_txns_6mo_sls_onl_cp



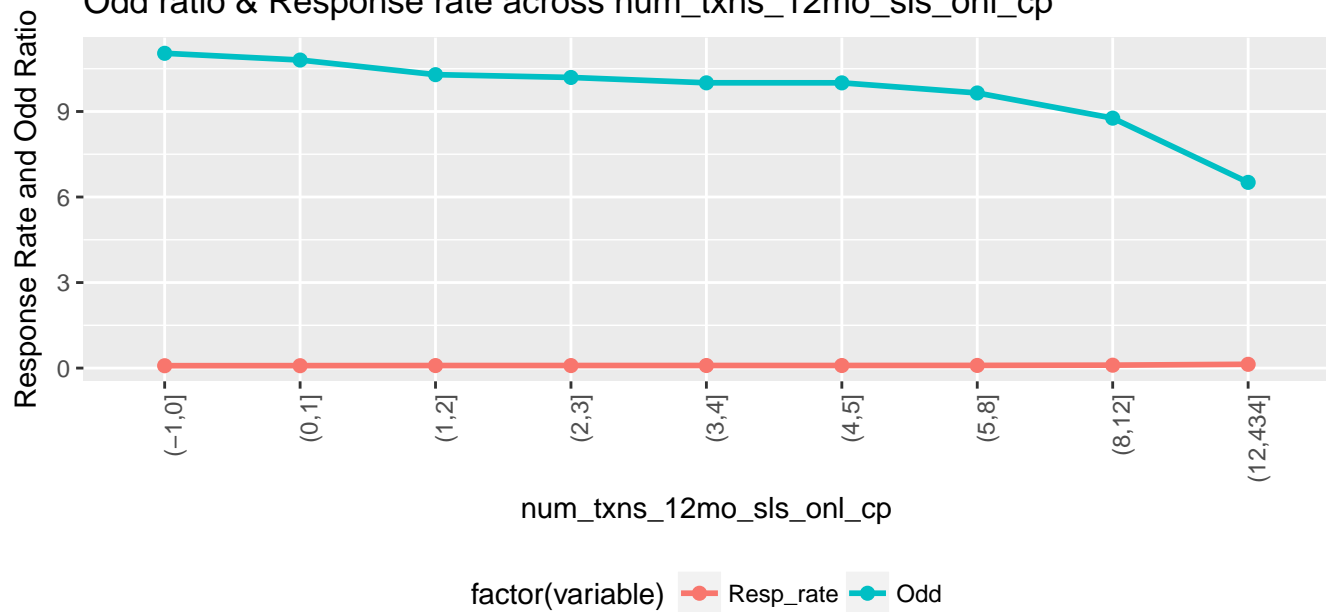
Odd ratio & Response rate across num_txns_6mo_sls_onl_cp



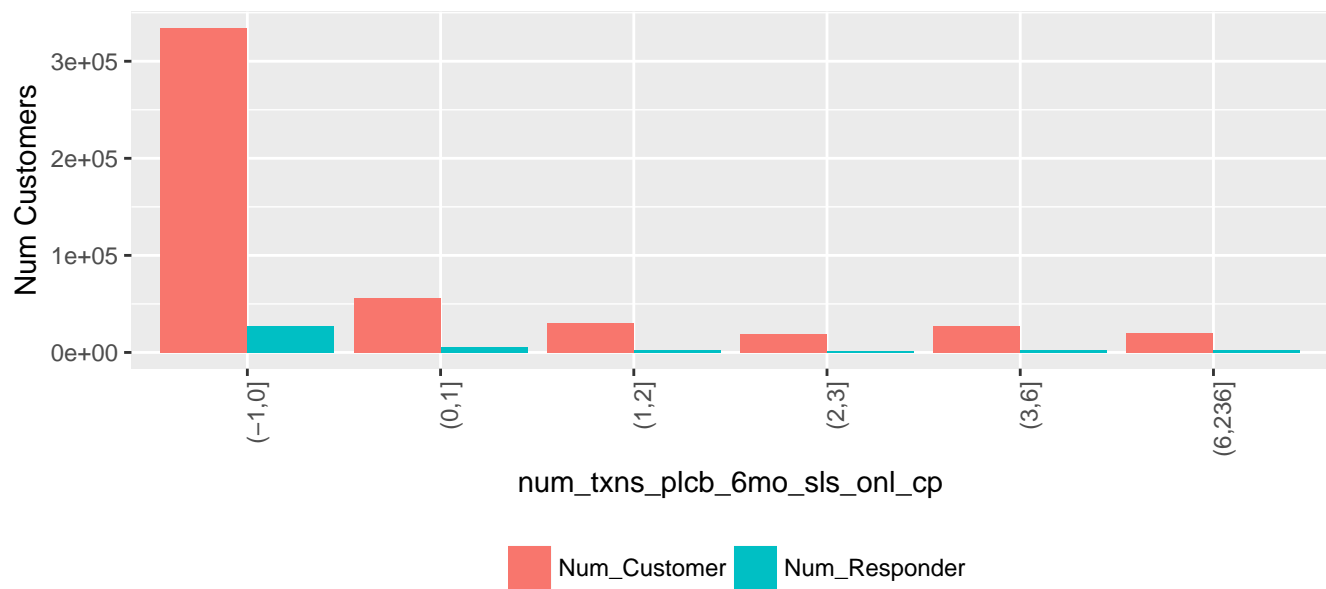
Distribution of response across num_txns_12mo_sls_onl_cp



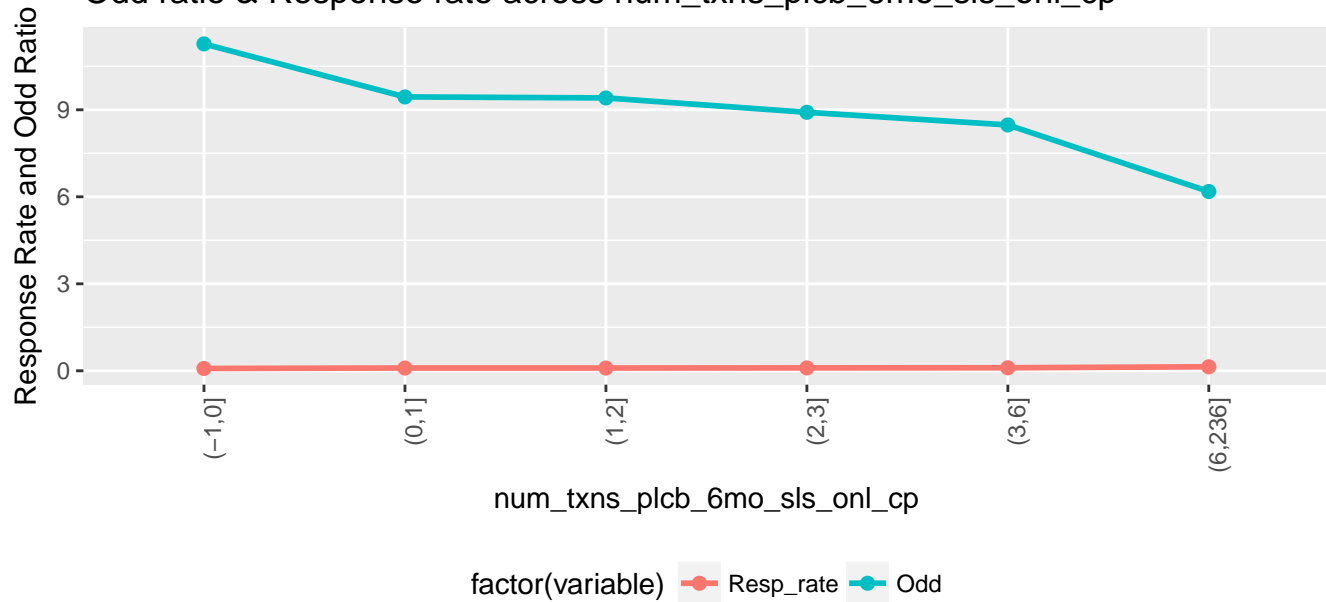
Odd ratio & Response rate across num_txns_12mo_sls_onl_cp



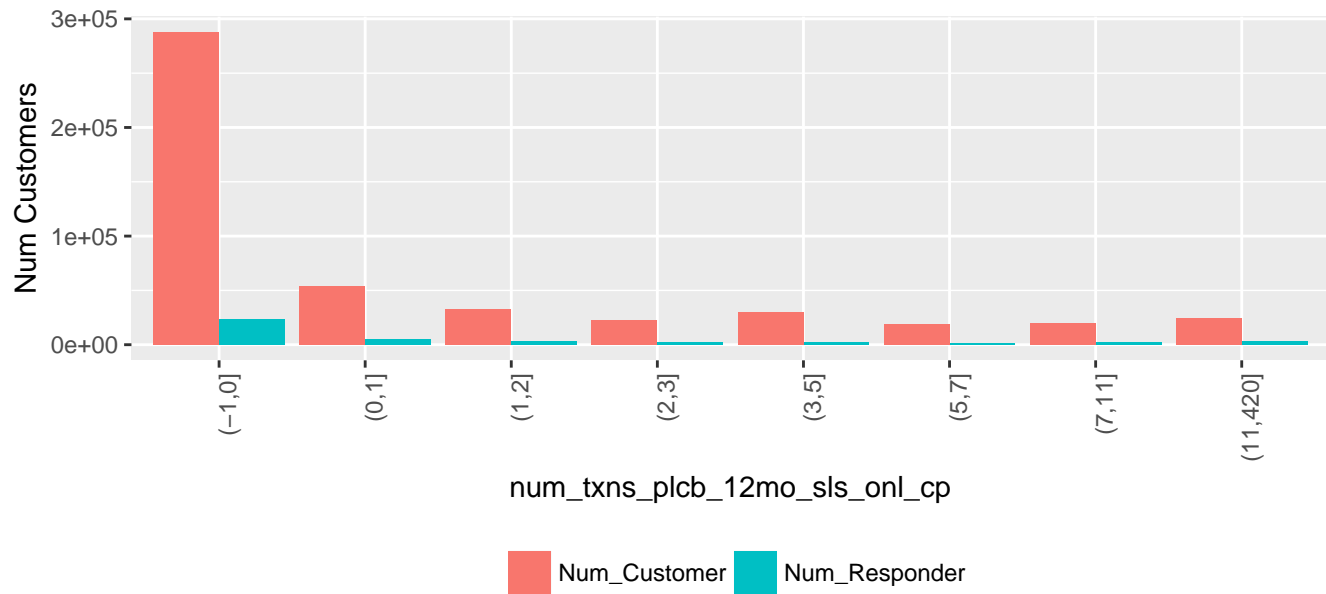
Distribution of response across num_txns_plcb_6mo_sls_onl_cp



Odd ratio & Response rate across num_txns_plcb_6mo_sls_onl_cp



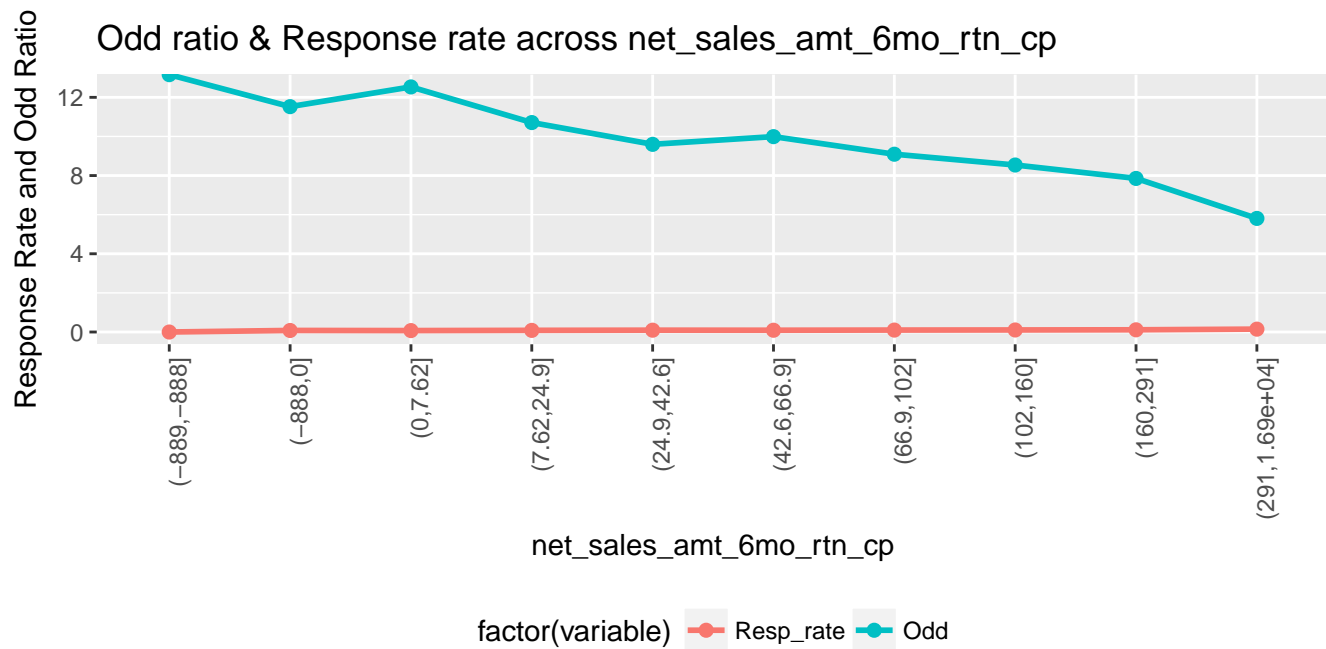
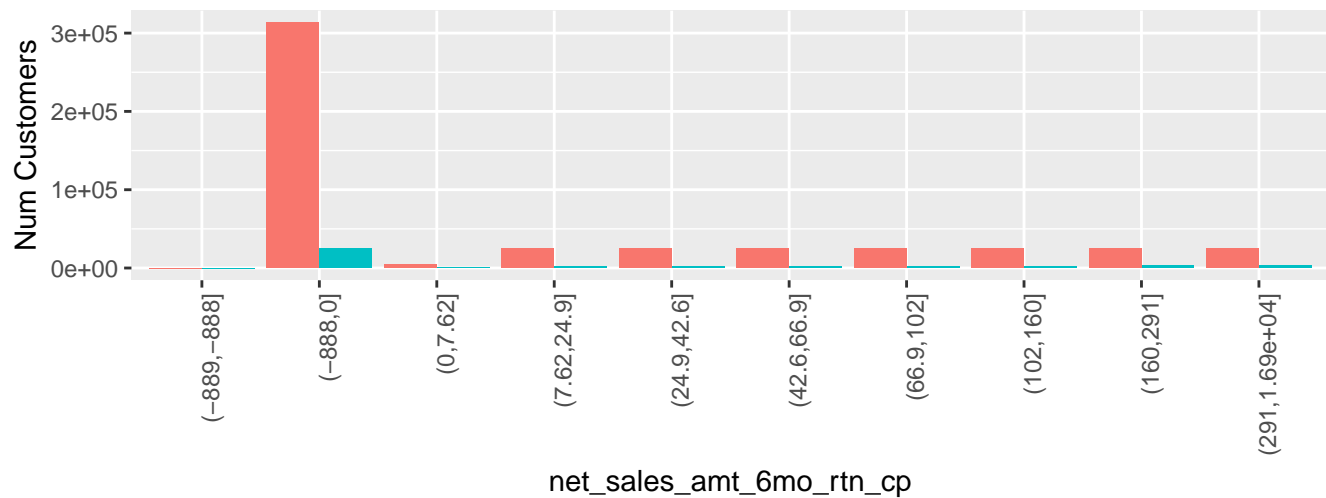
Distribution of response across num_txns_plcb_12mo_sls_onl_cp



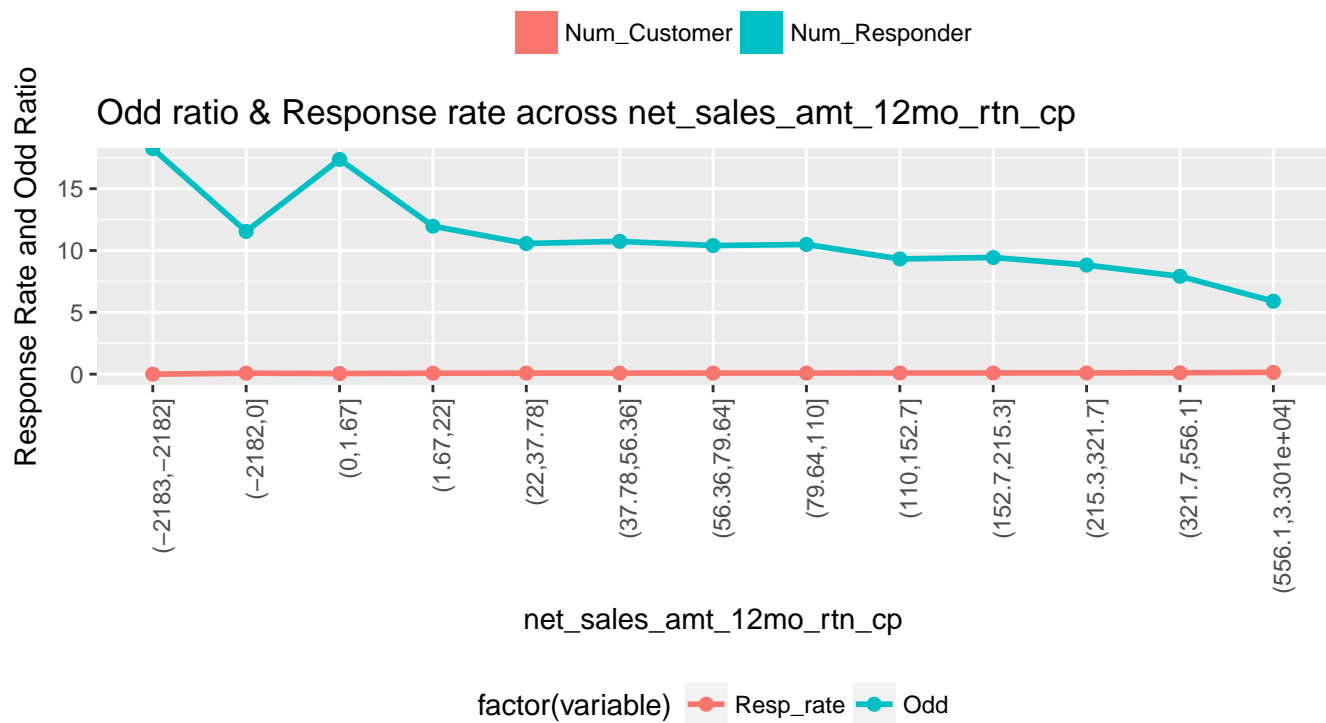
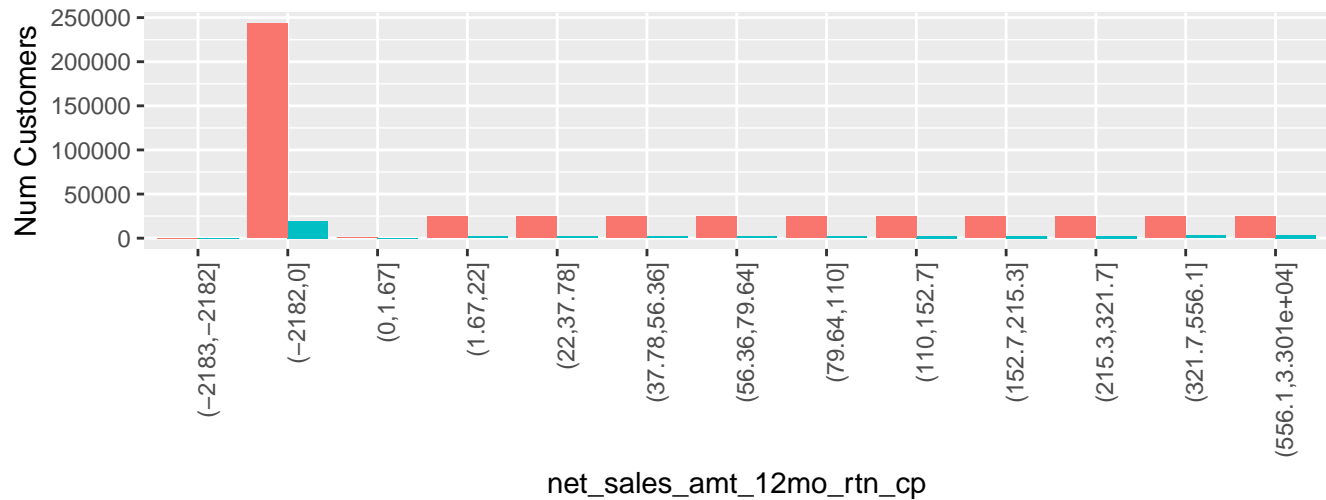
Odd ratio & Response rate across num_txns_plcb_12mo_sls_onl_cp



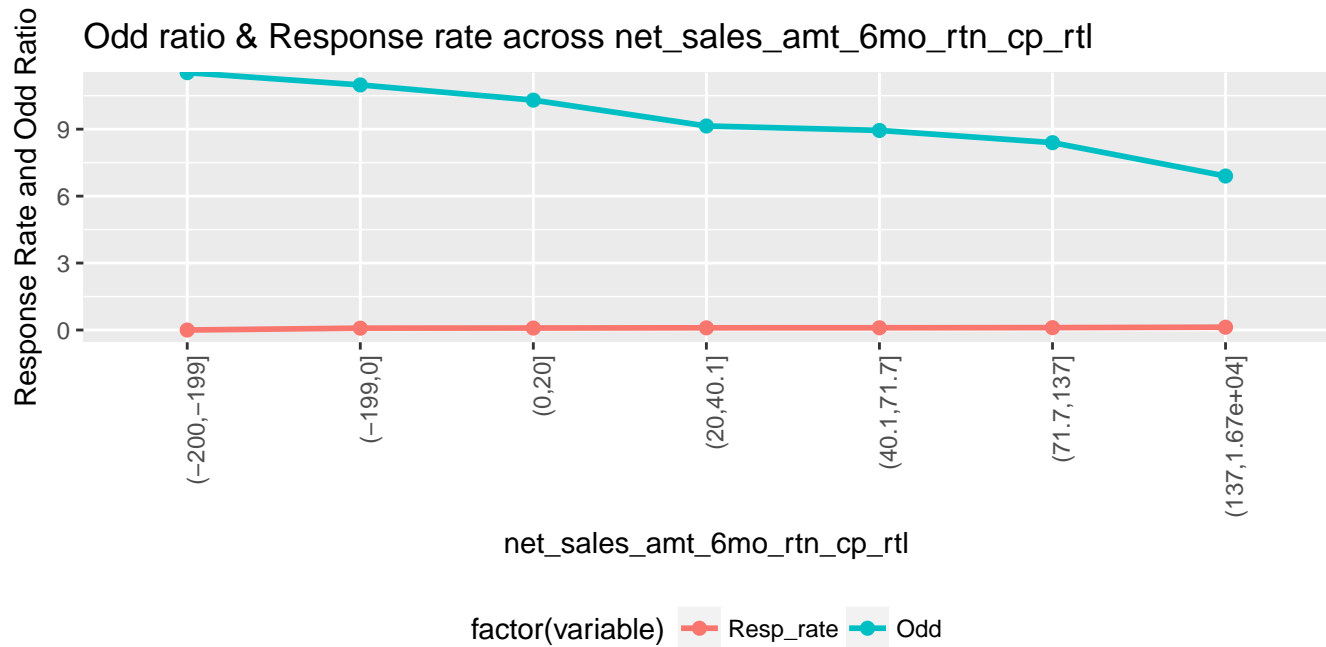
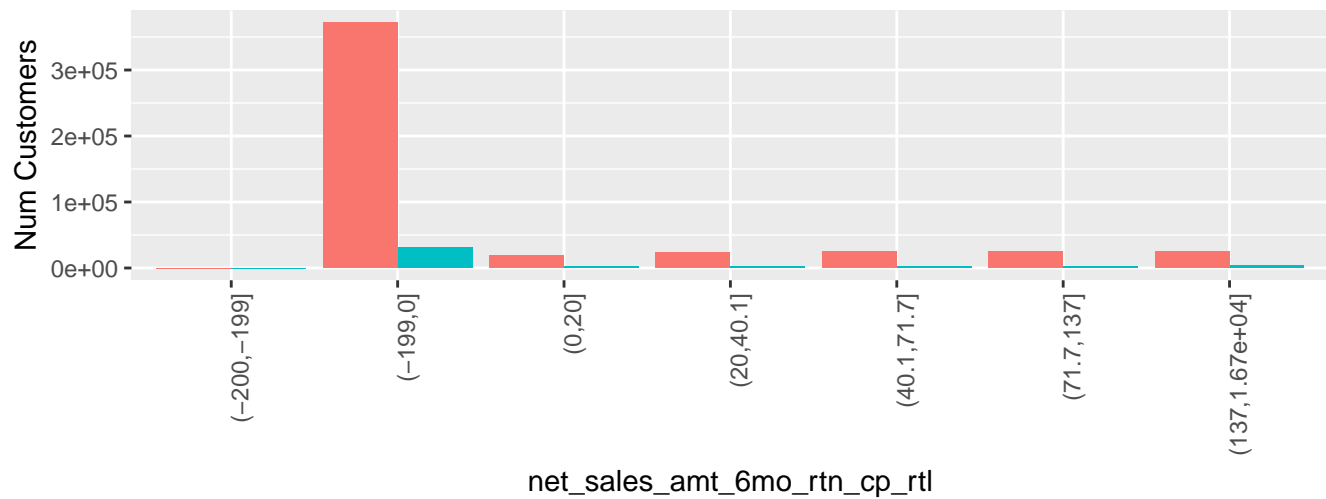
Distribution of response across net_sales_amt_6mo_rtn_cp



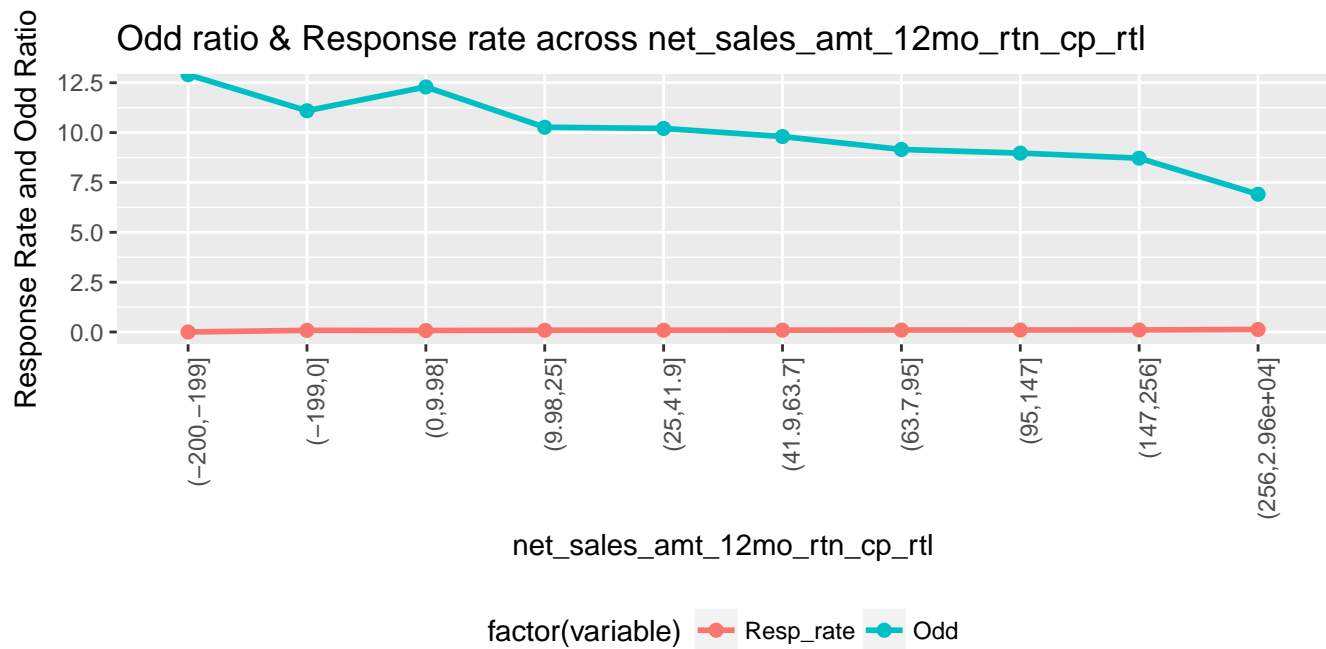
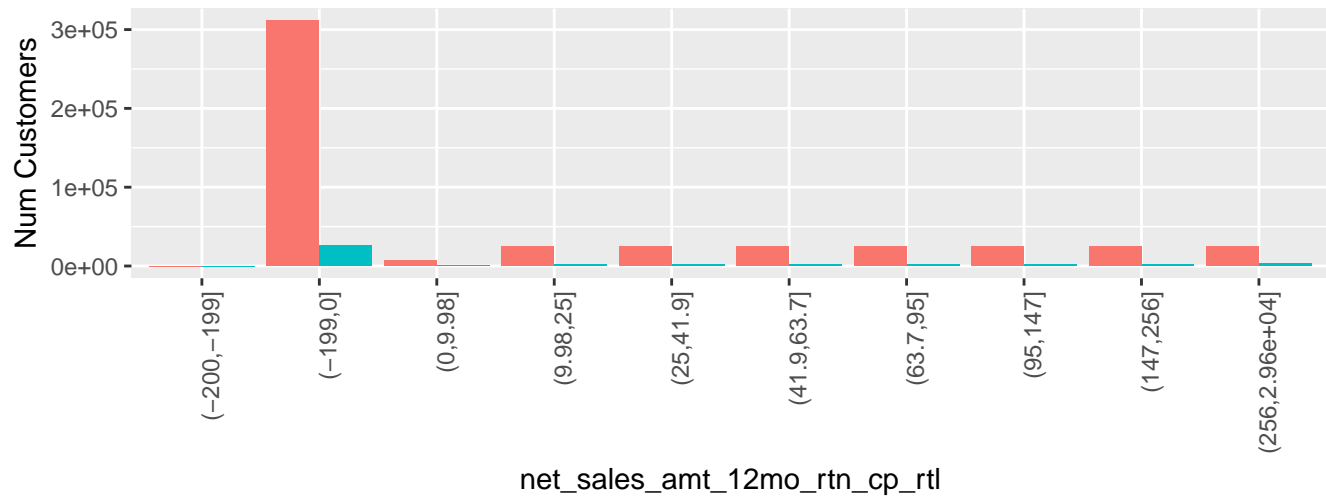
Distribution of response across net_sales_amt_12mo_rtn_cp



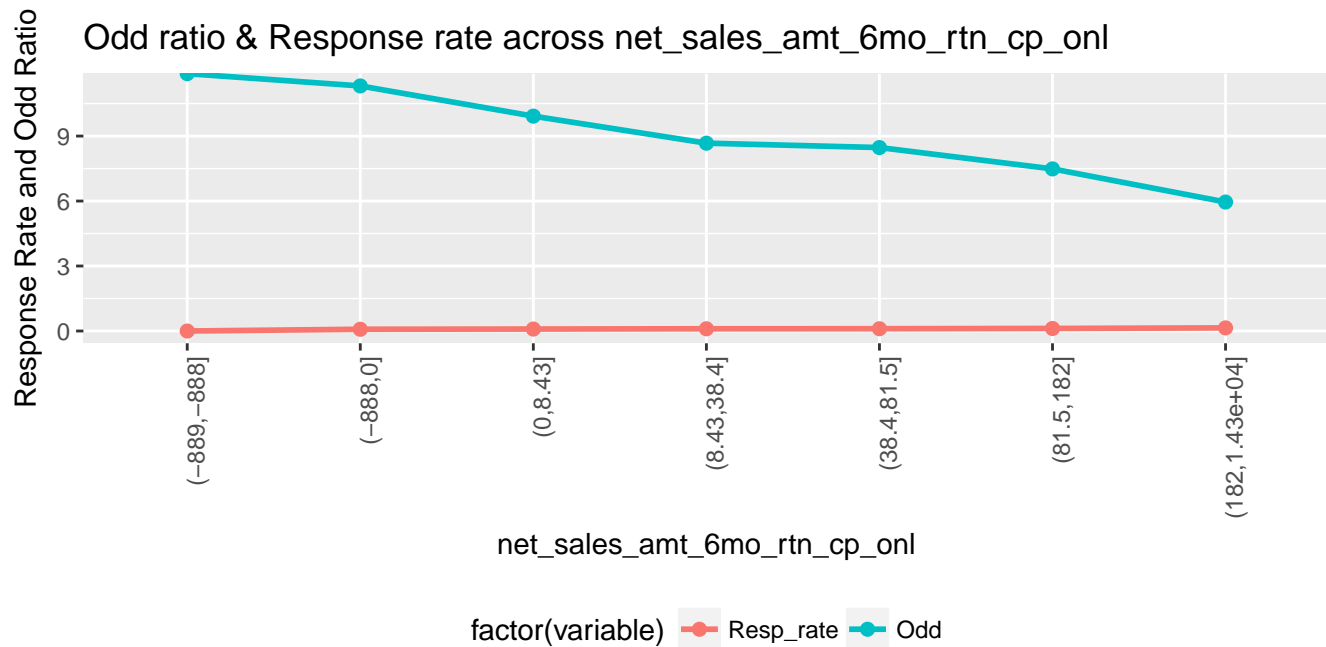
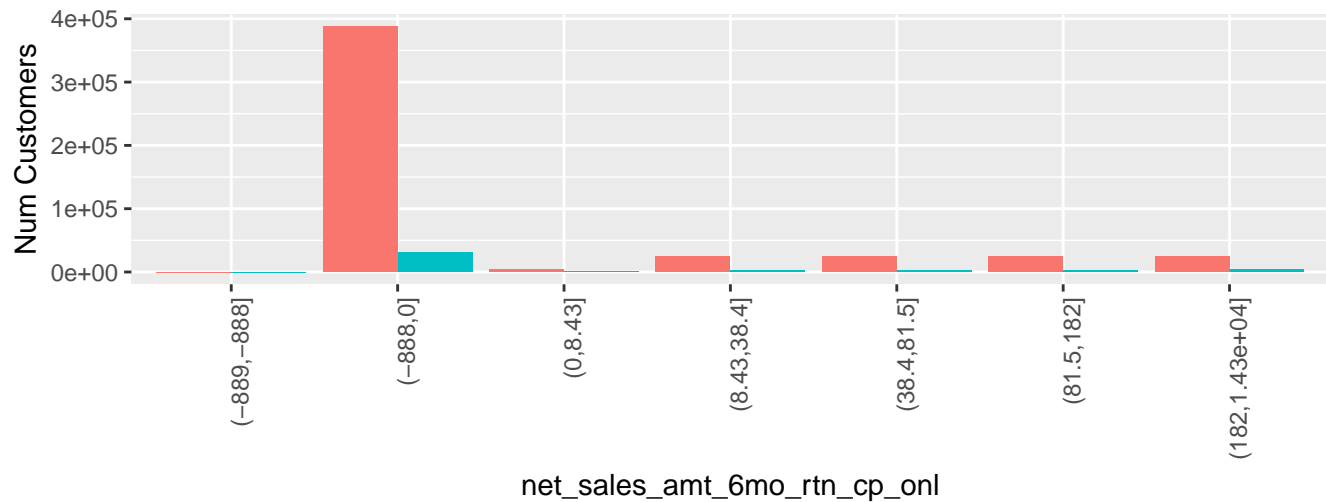
Distribution of response across net_sales_amt_6mo_rtn_cp_rtl



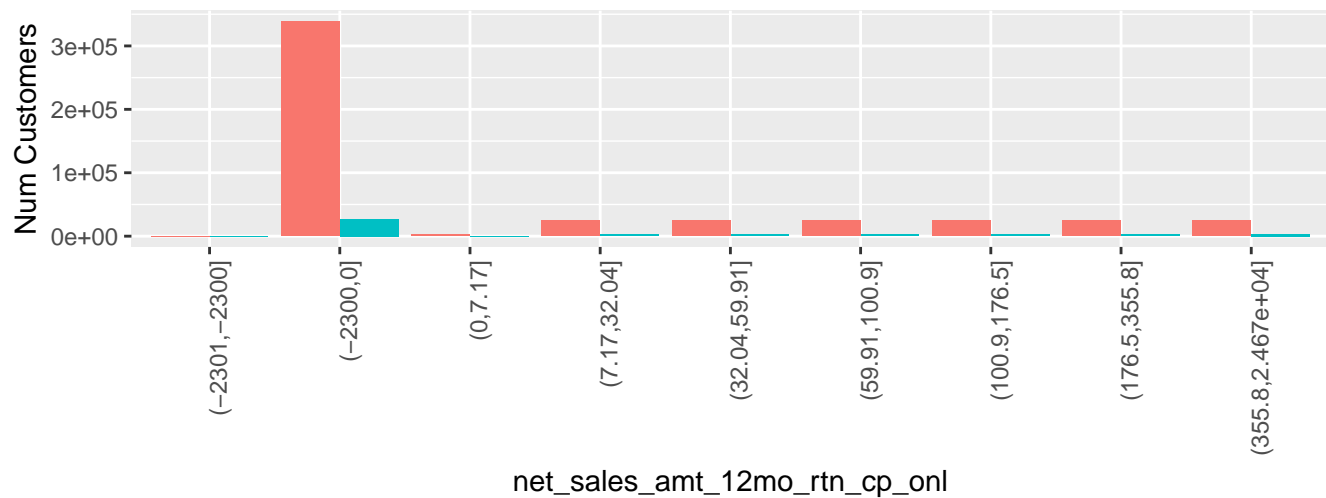
Distribution of response across net_sales_amt_12mo_rtn_cp_rtl



Distribution of response across net_sales_amt_6mo_rtn_cp_onl

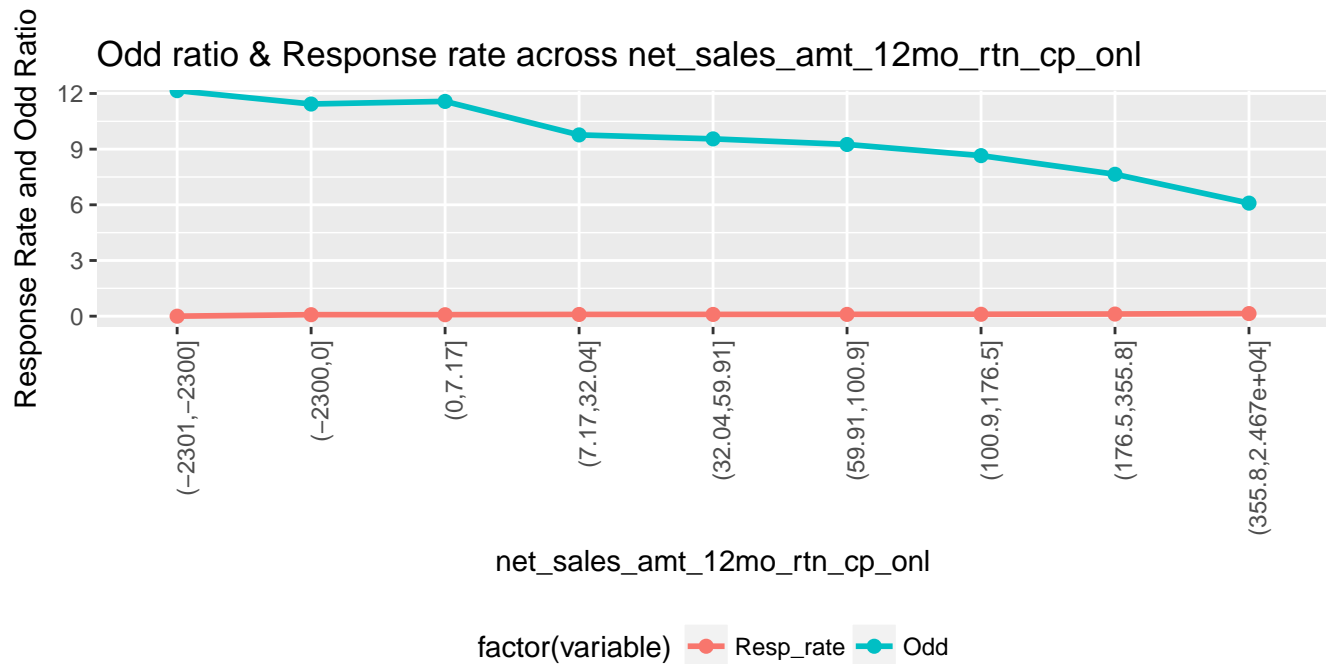


Distribution of response across net_sales_amt_12mo_rtn_cp_onl

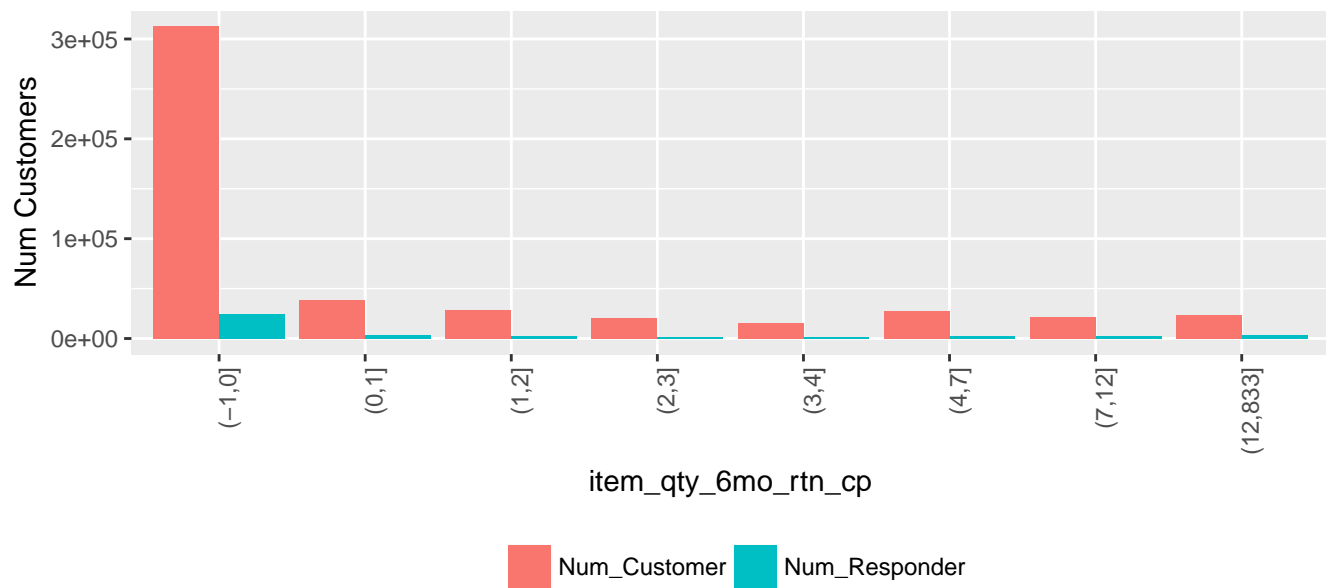


Num_Customer Num_Responder

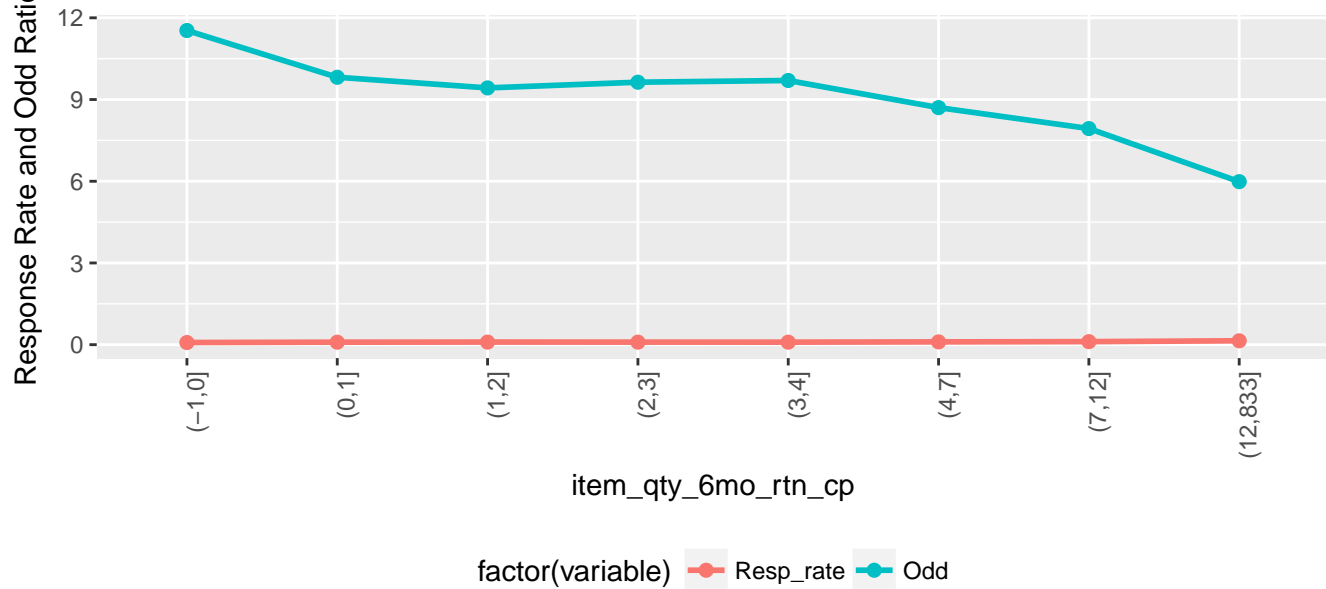
Odd ratio & Response rate across net_sales_amt_12mo_rtn_cp_onl



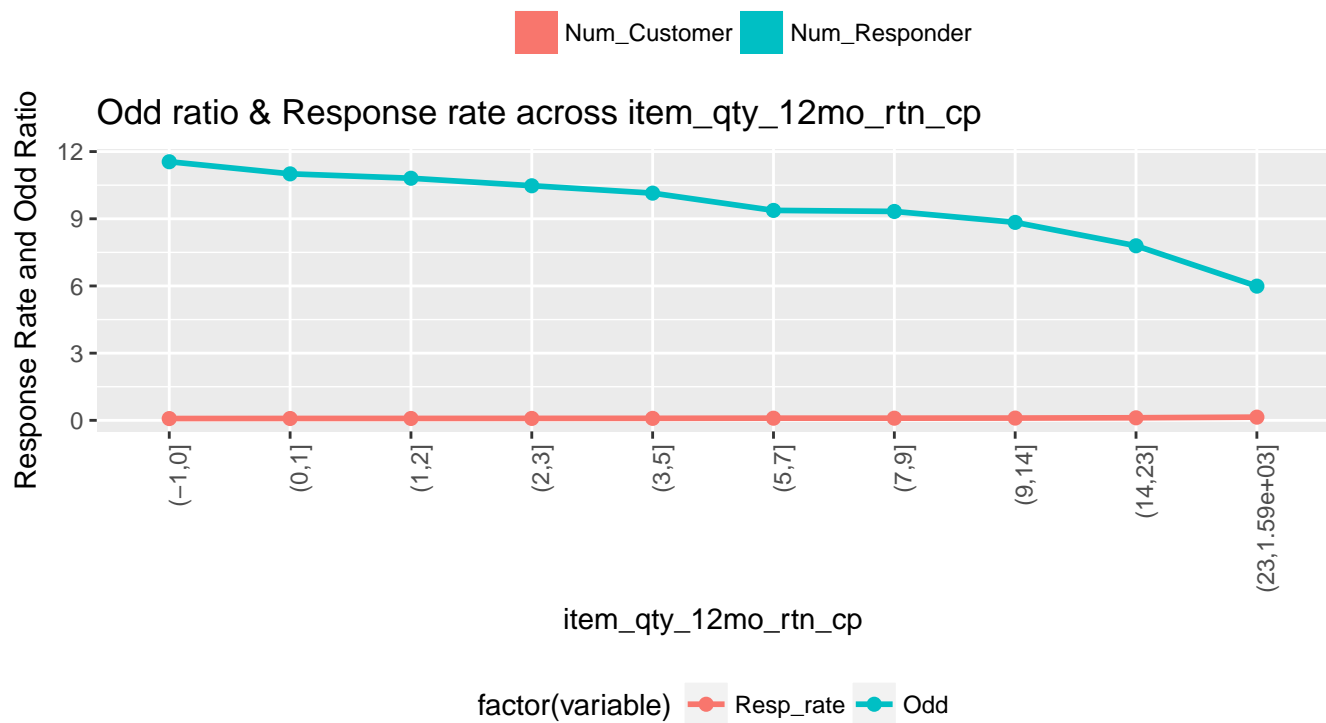
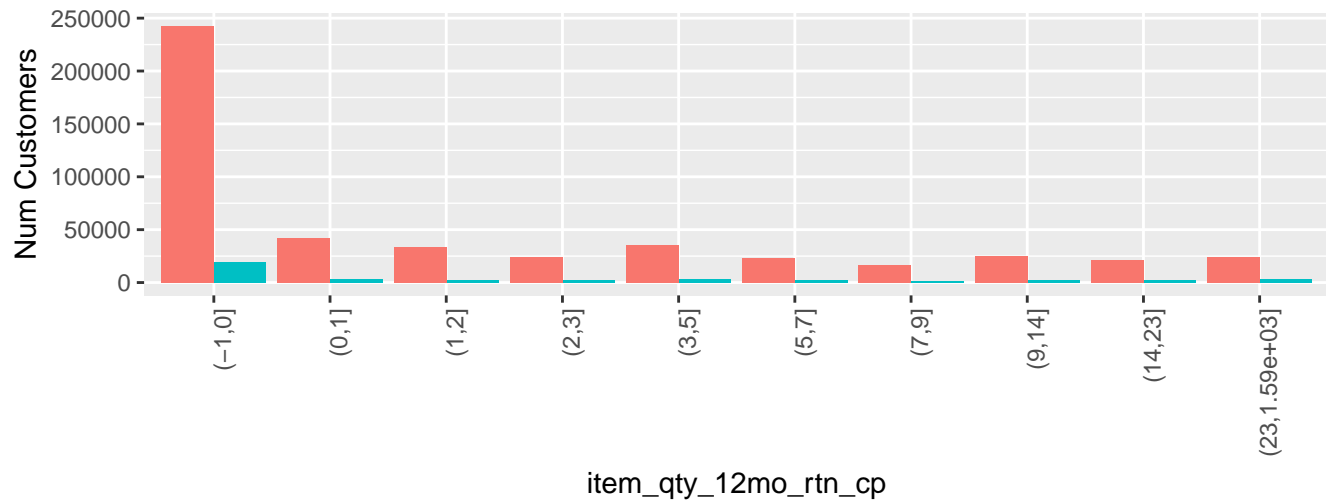
Distribution of response across item_qty_6mo_rtn_cp



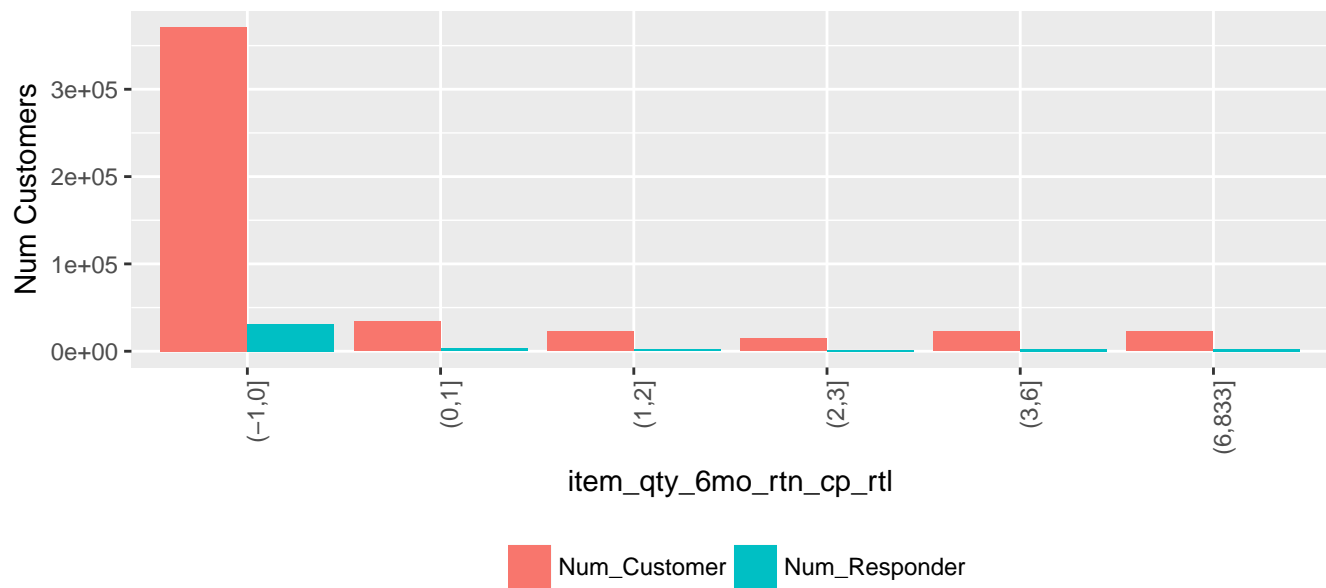
Odd ratio & Response rate across item_qty_6mo_rtn_cp



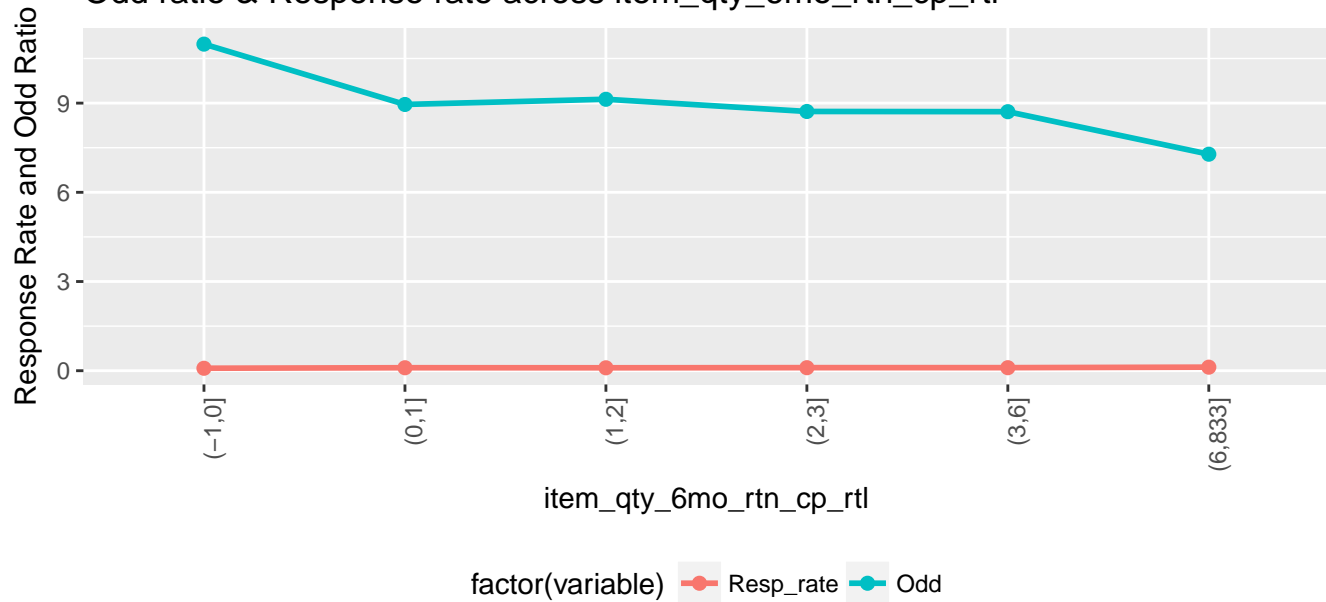
Distribution of response across item_qty_12mo_rtn_cp



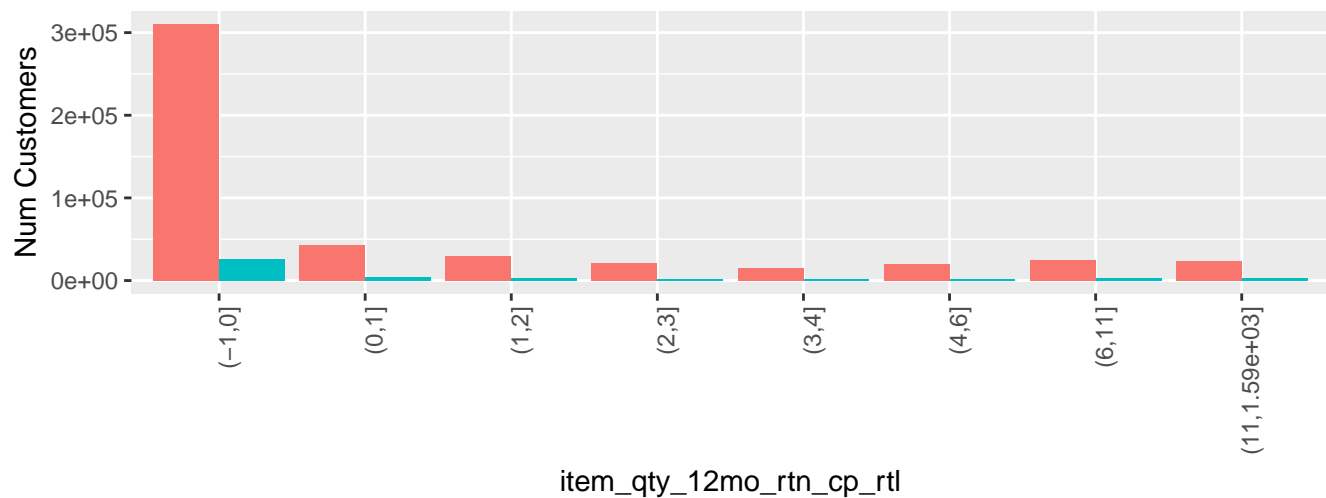
Distribution of response across item_qty_6mo_rtn_cp_rtl



Odd ratio & Response rate across item_qty_6mo_rtn_cp_rtl

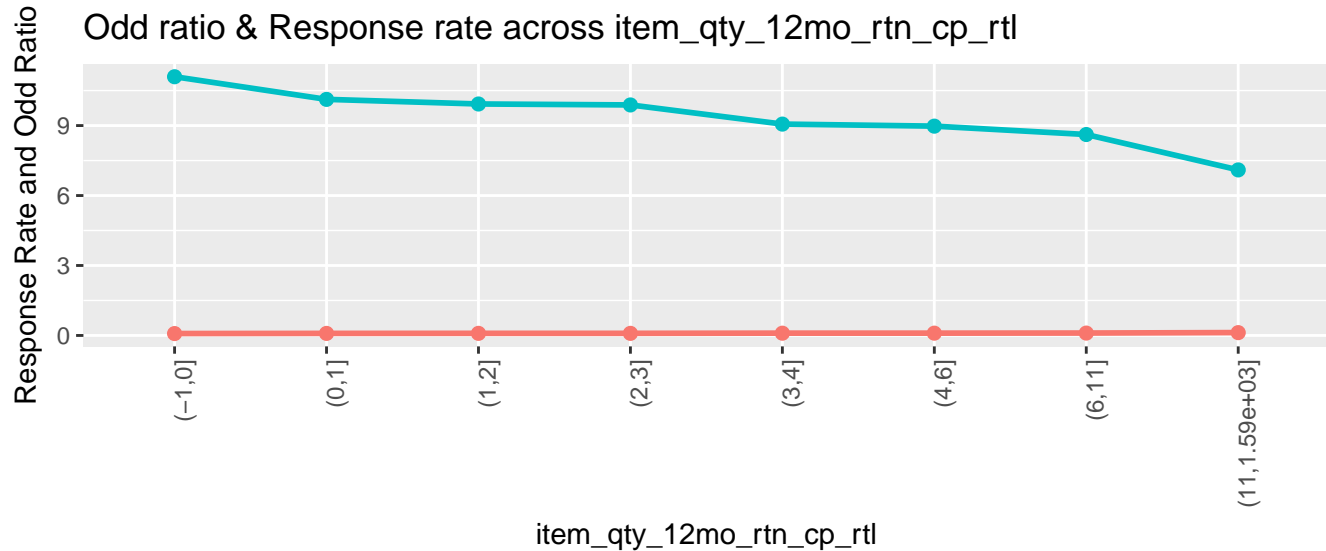


Distribution of response across item_qty_12mo_rtn_cp_rtl



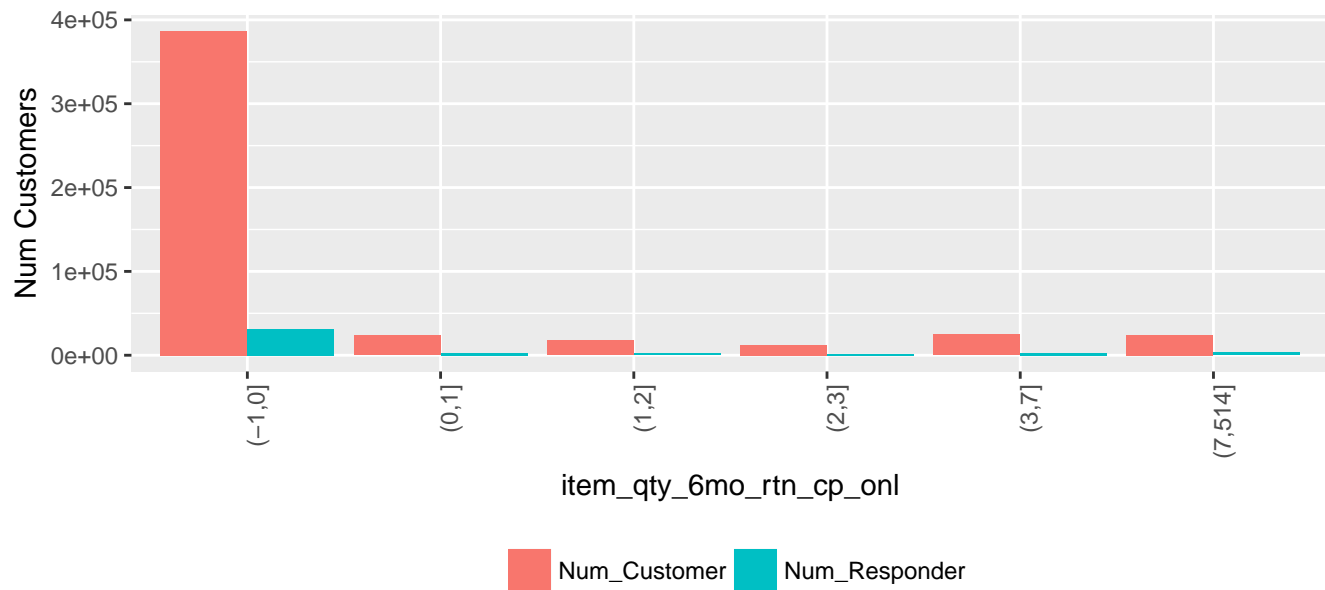
Num_Customer Num_Responder

Odd ratio & Response rate across item_qty_12mo_rtn_cp_rtl

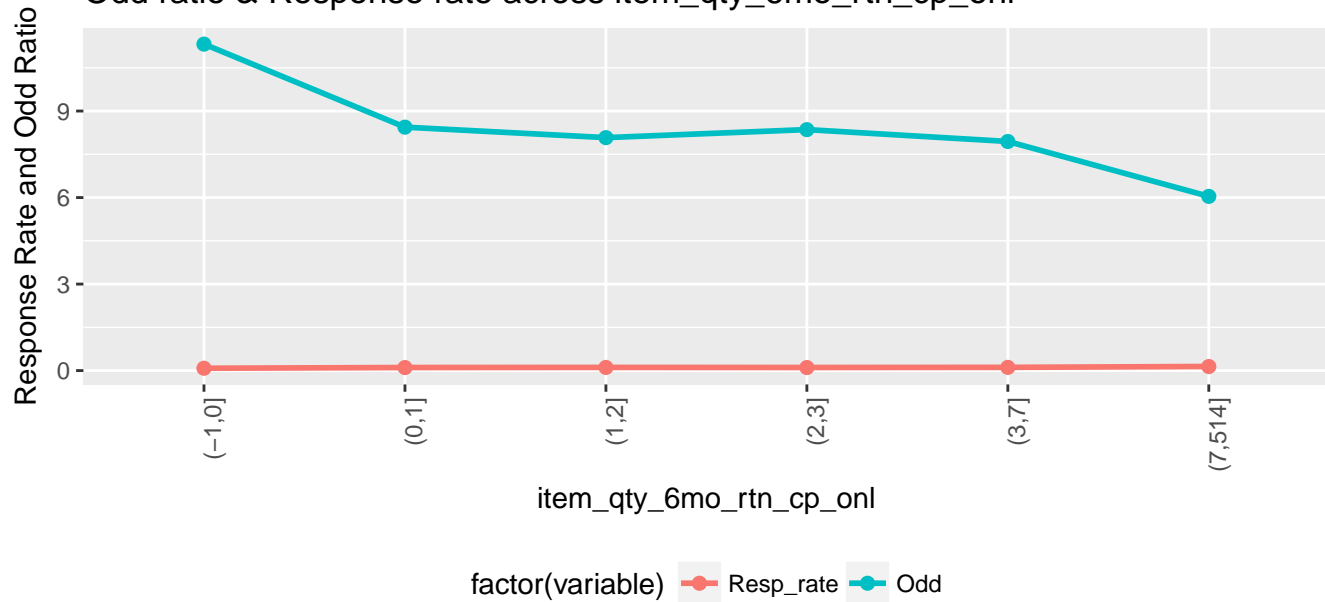


factor(variable) Resp_rate Odd

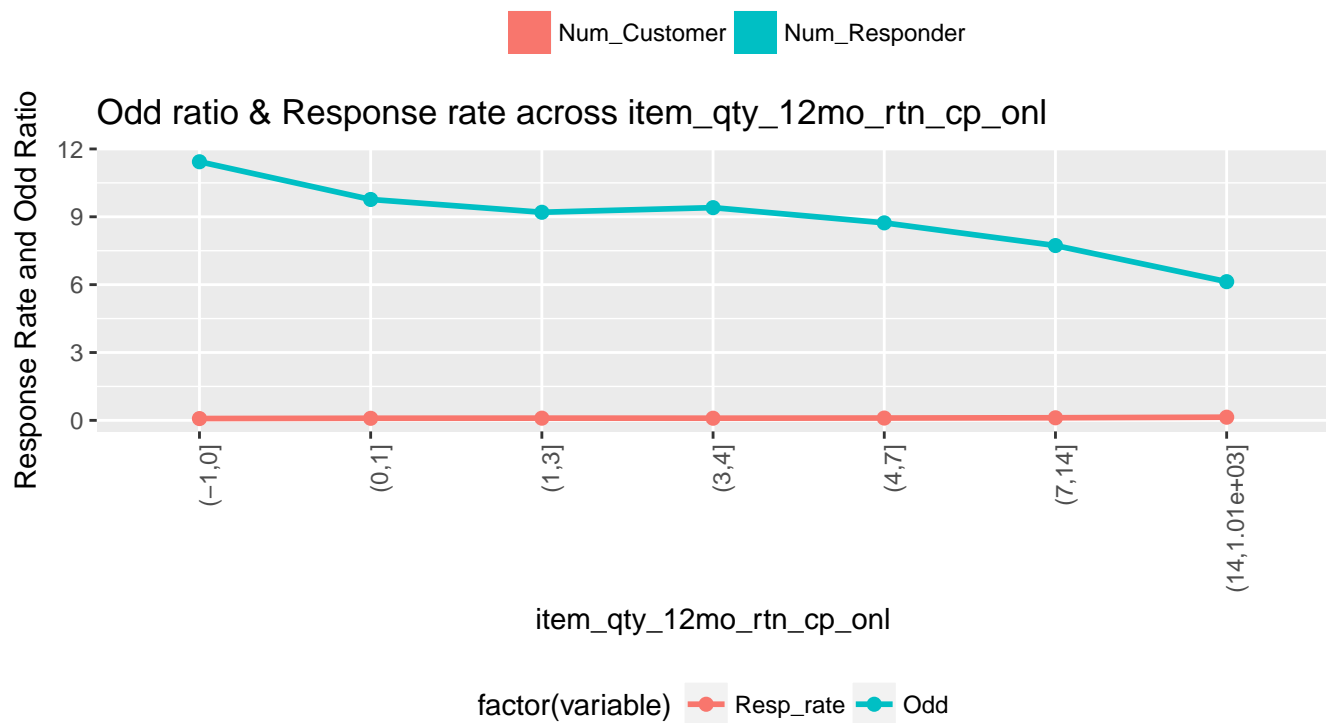
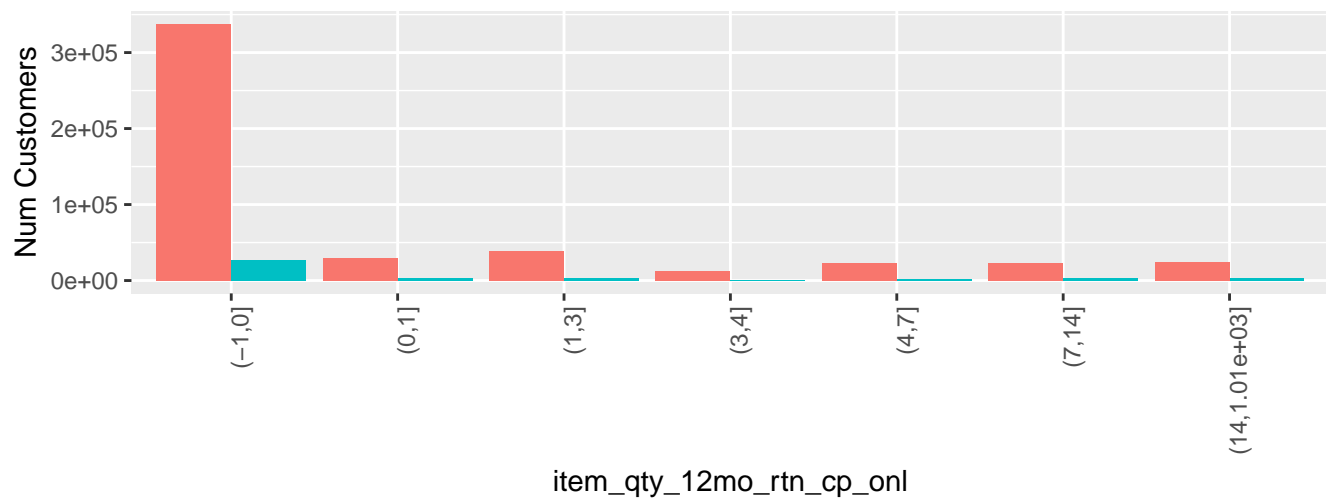
Distribution of response across item_qty_6mo_rtn_cp_onl



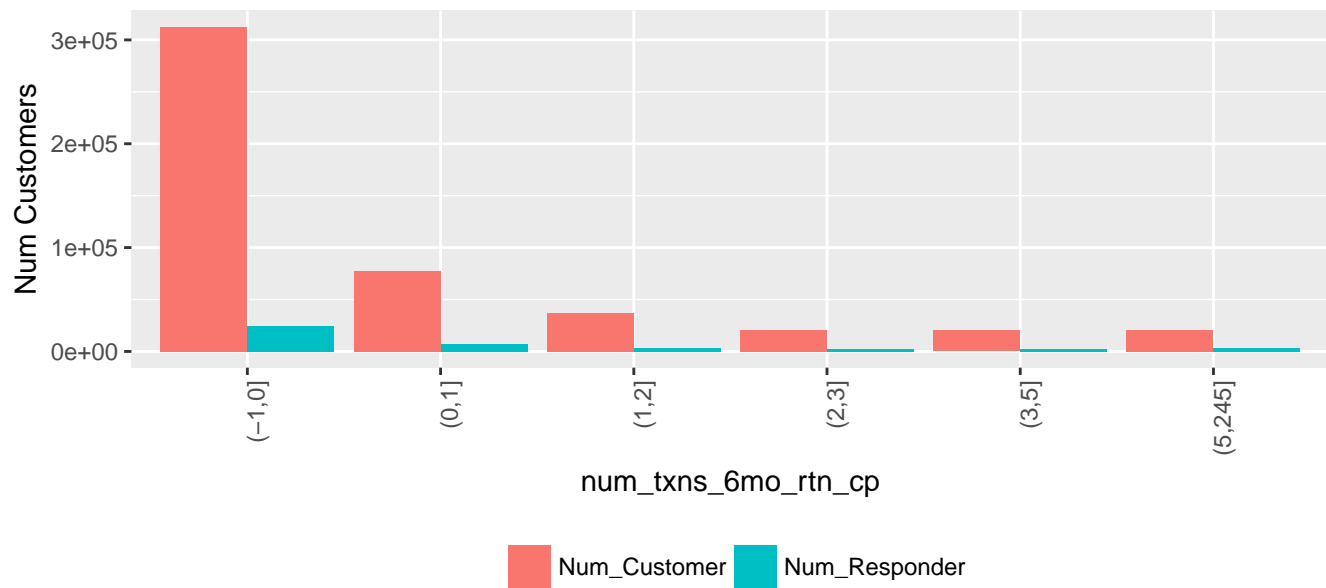
Odd ratio & Response rate across item_qty_6mo_rtn_cp_onl



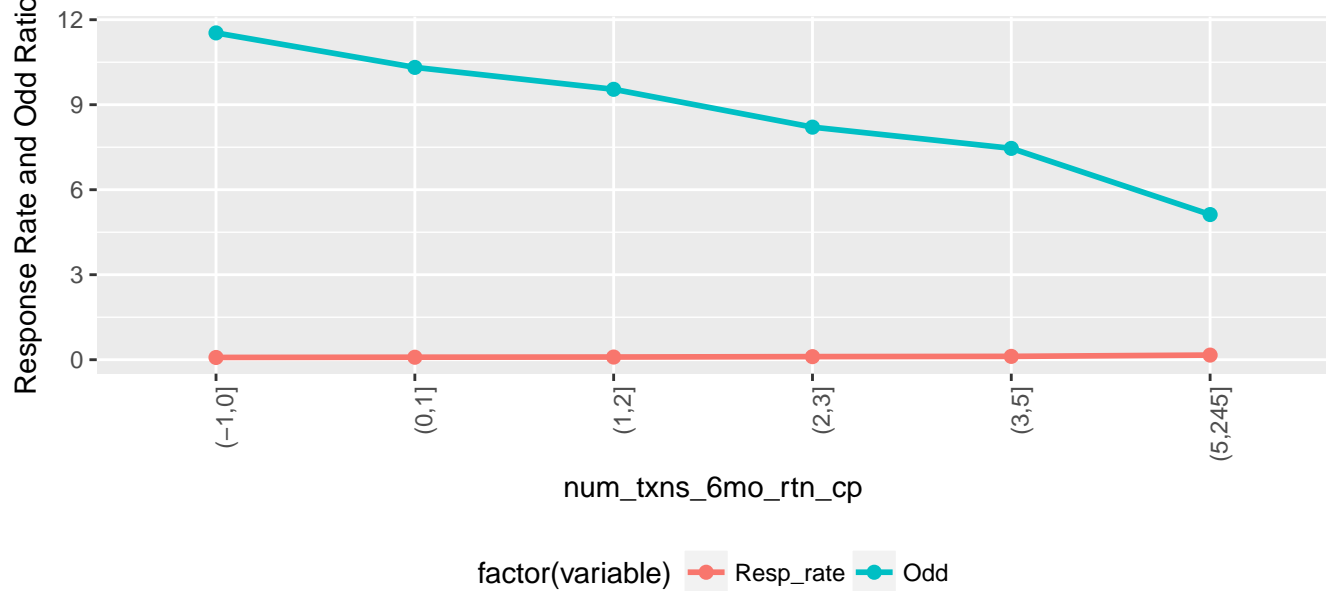
Distribution of response across item_qty_12mo_rtn_cp_onl



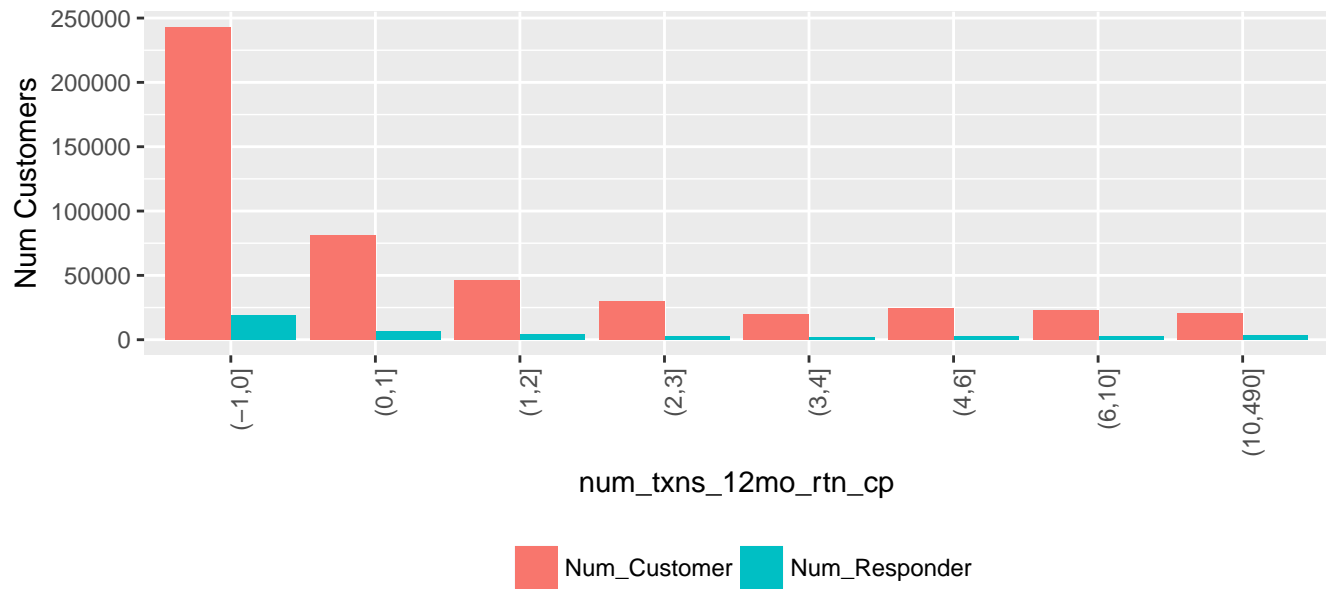
Distribution of response across num_txns_6mo_rtn_cp



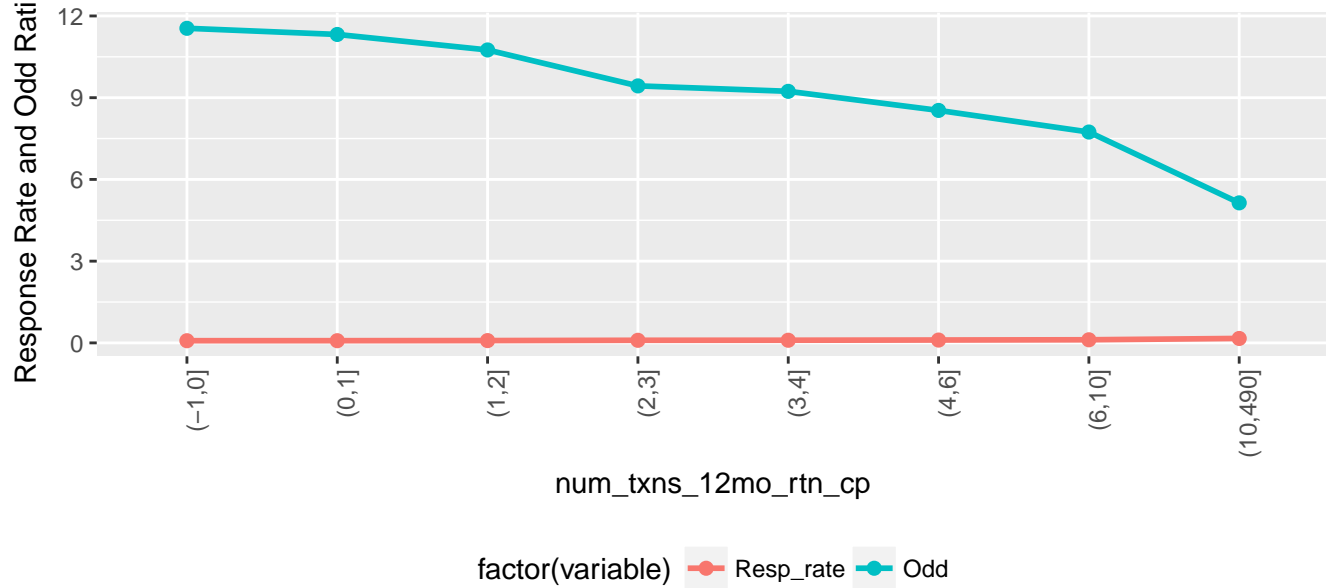
Odd ratio & Response rate across num_txns_6mo_rtn_cp



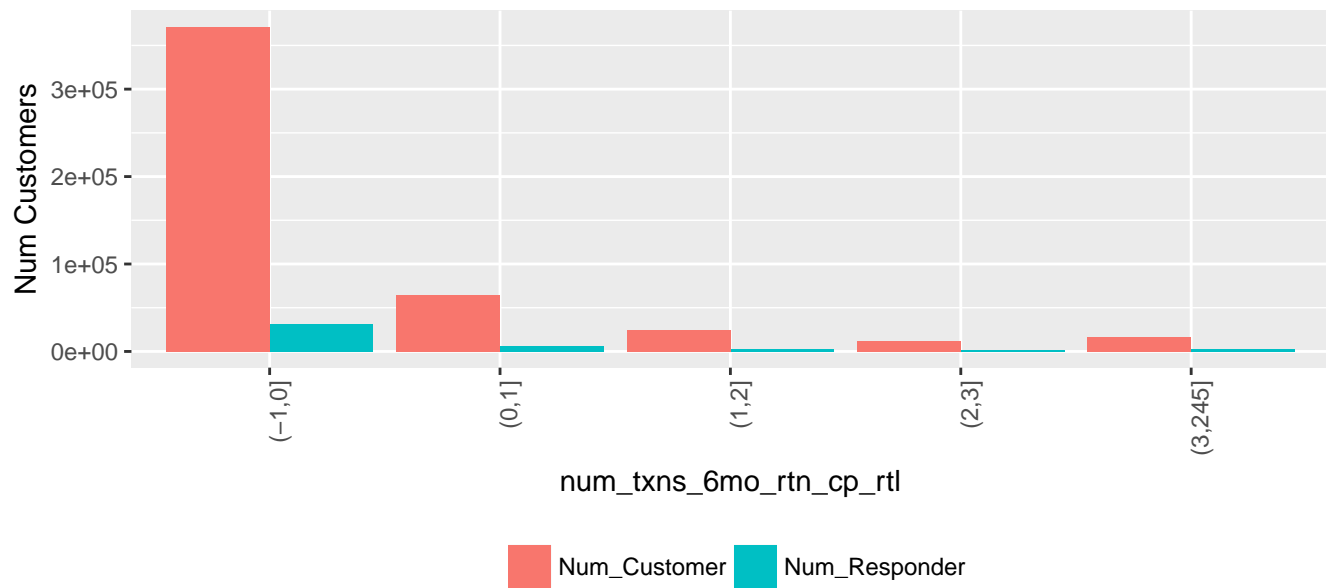
Distribution of response across num_txns_12mo_rtn_cp



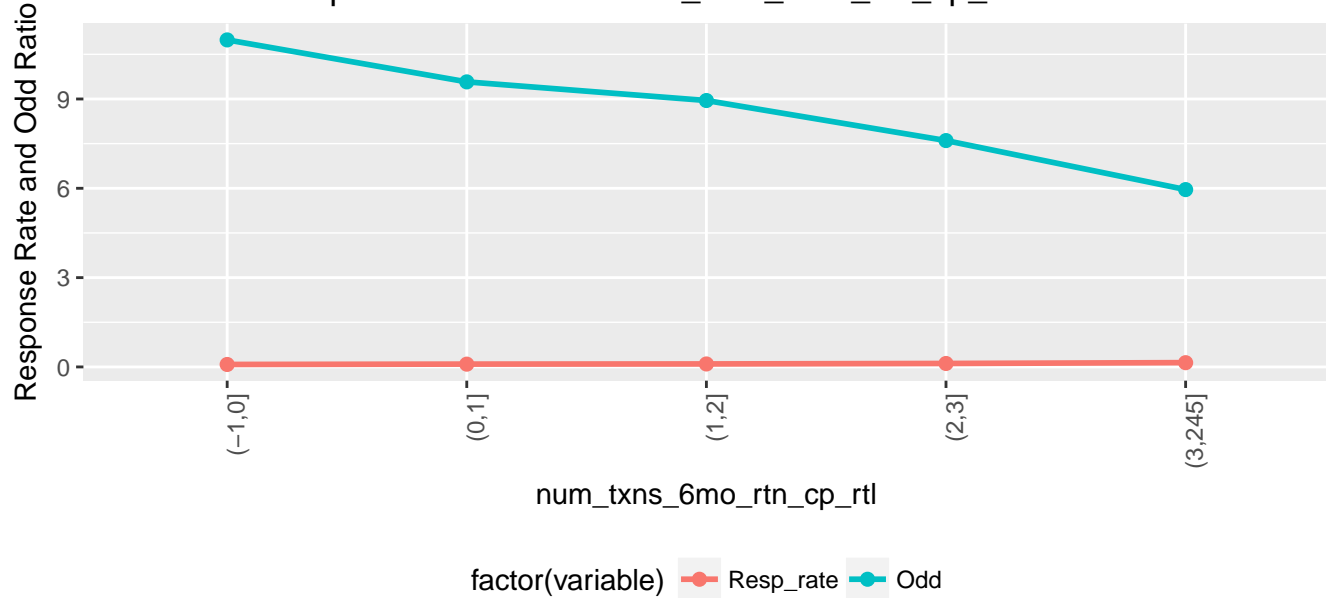
Odd ratio & Response rate across num_txns_12mo_rtn_cp



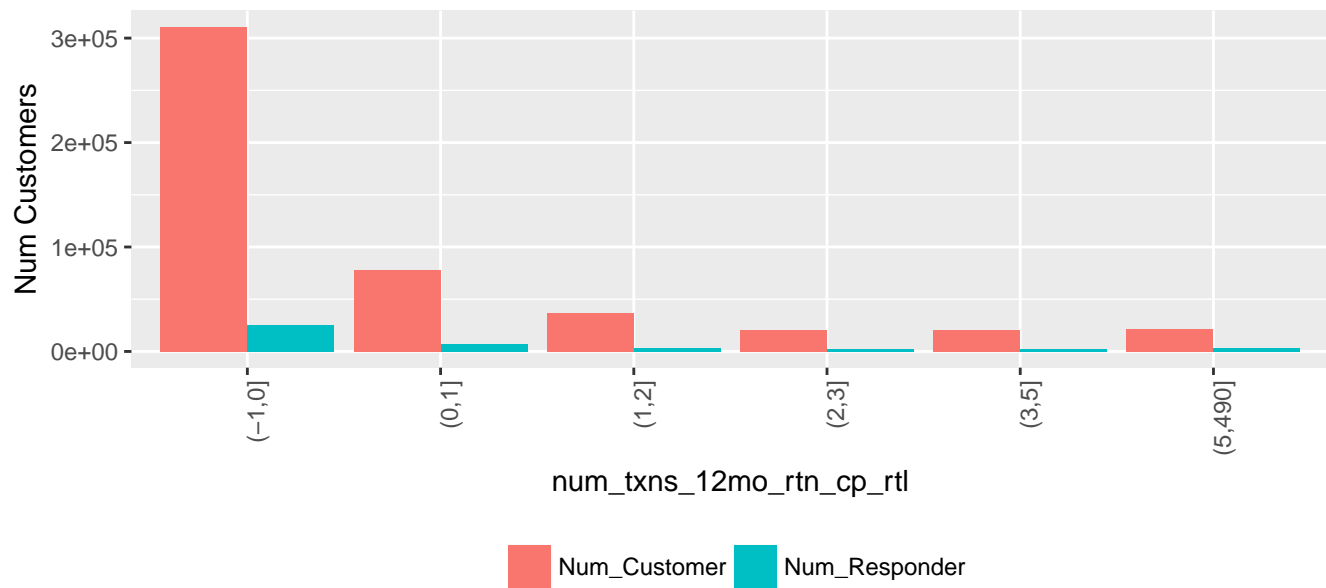
Distribution of response across num_txns_6mo_rtn_cp_rtl



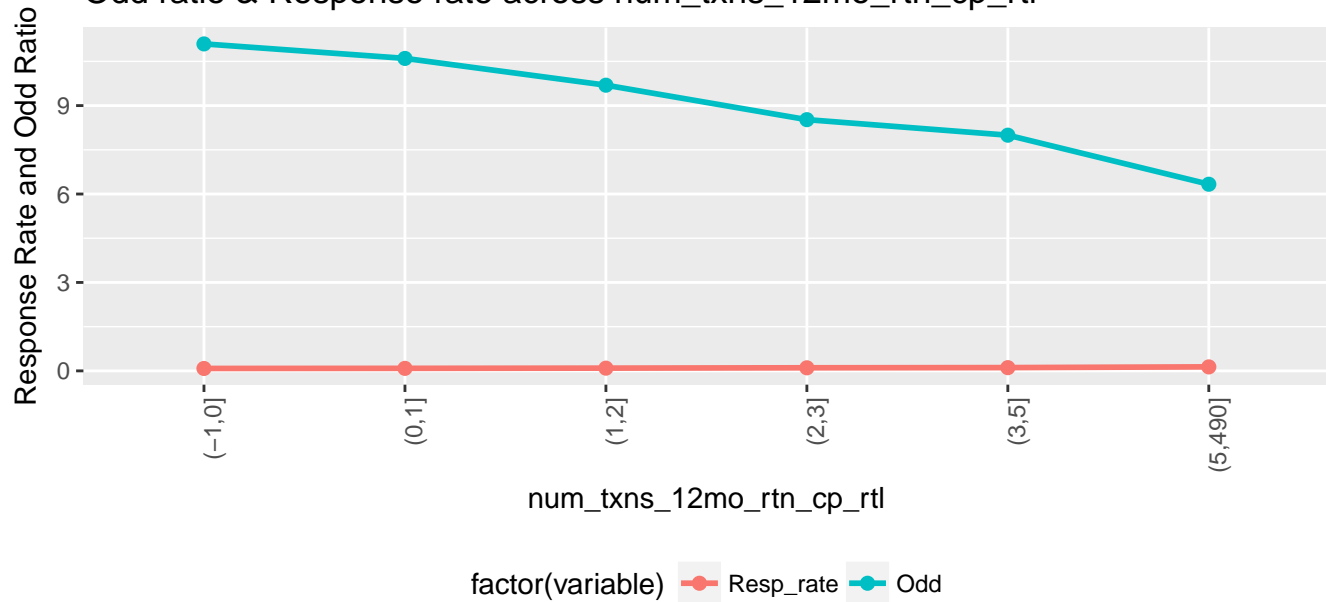
Odd ratio & Response rate across num_txns_6mo_rtn_cp_rtl



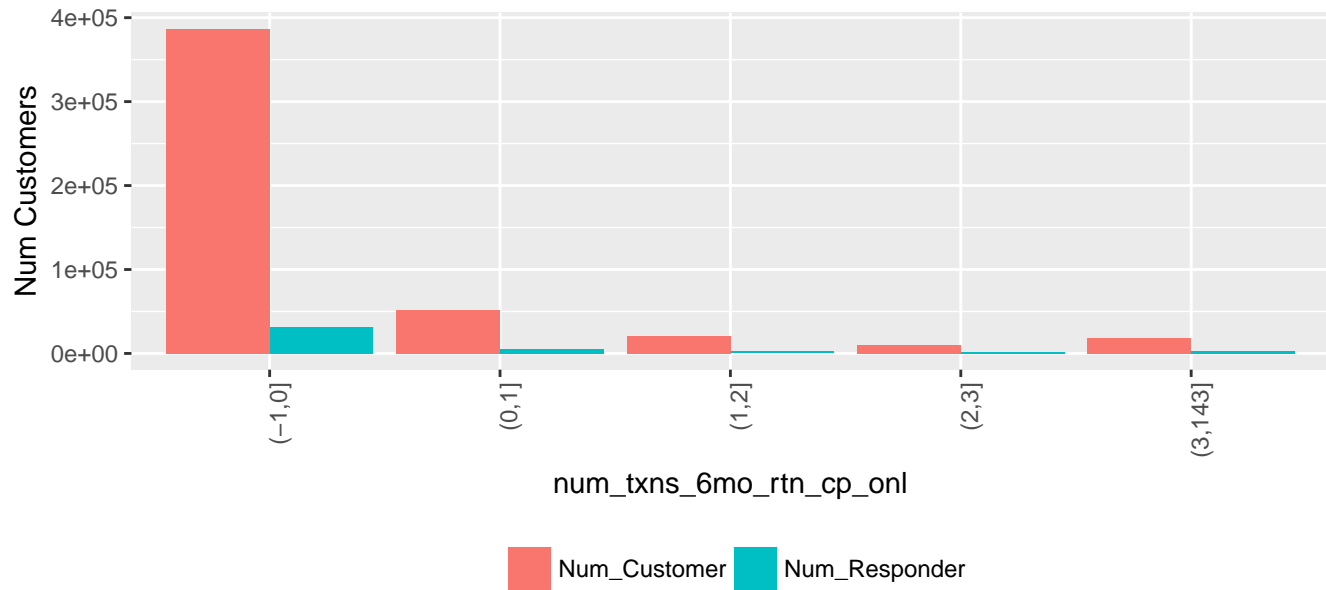
Distribution of response across num_txns_12mo_rtn_cp_rtl



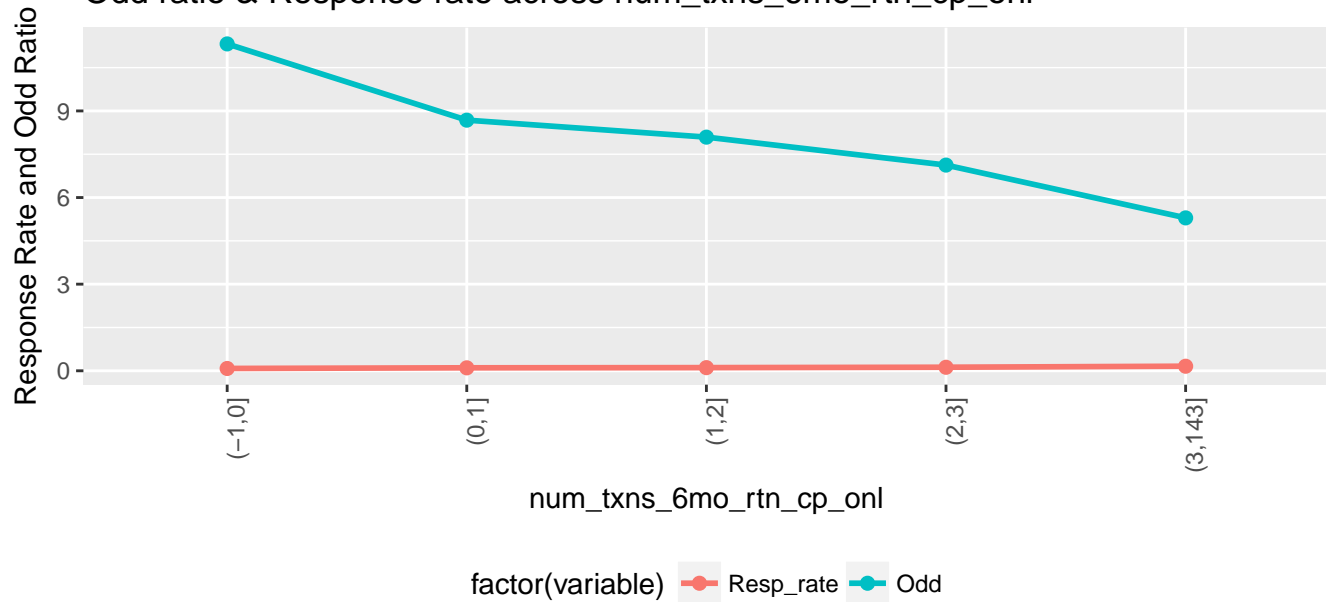
Odd ratio & Response rate across num_txns_12mo_rtn_cp_rtl



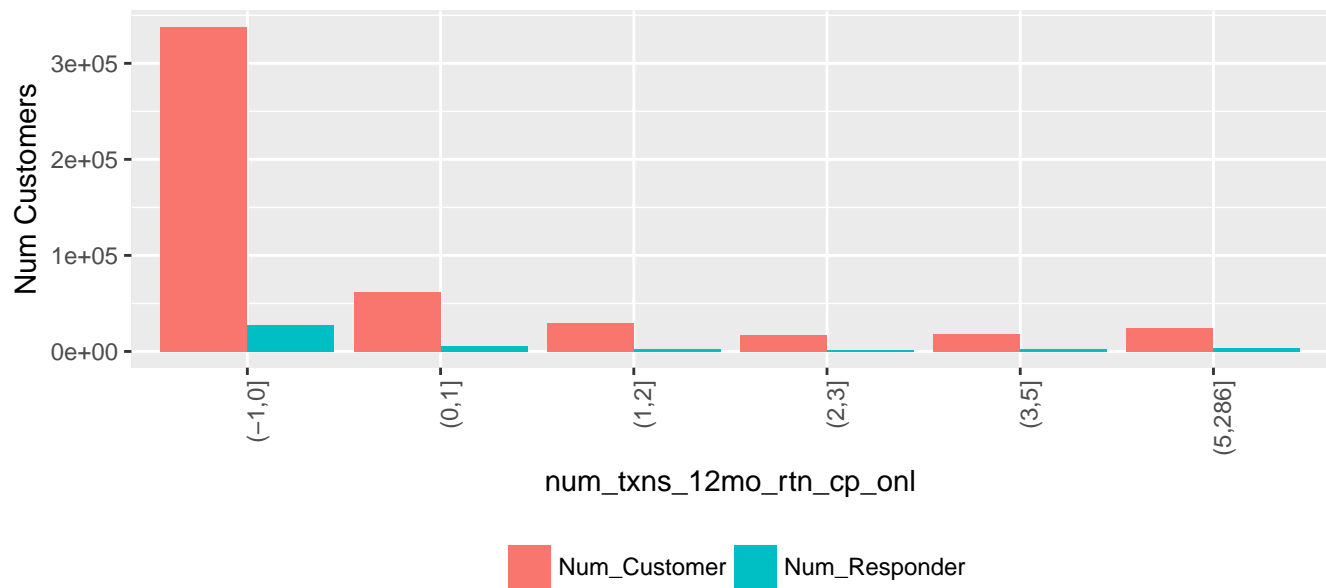
Distribution of response across num_txns_6mo_rtn_cp_onl



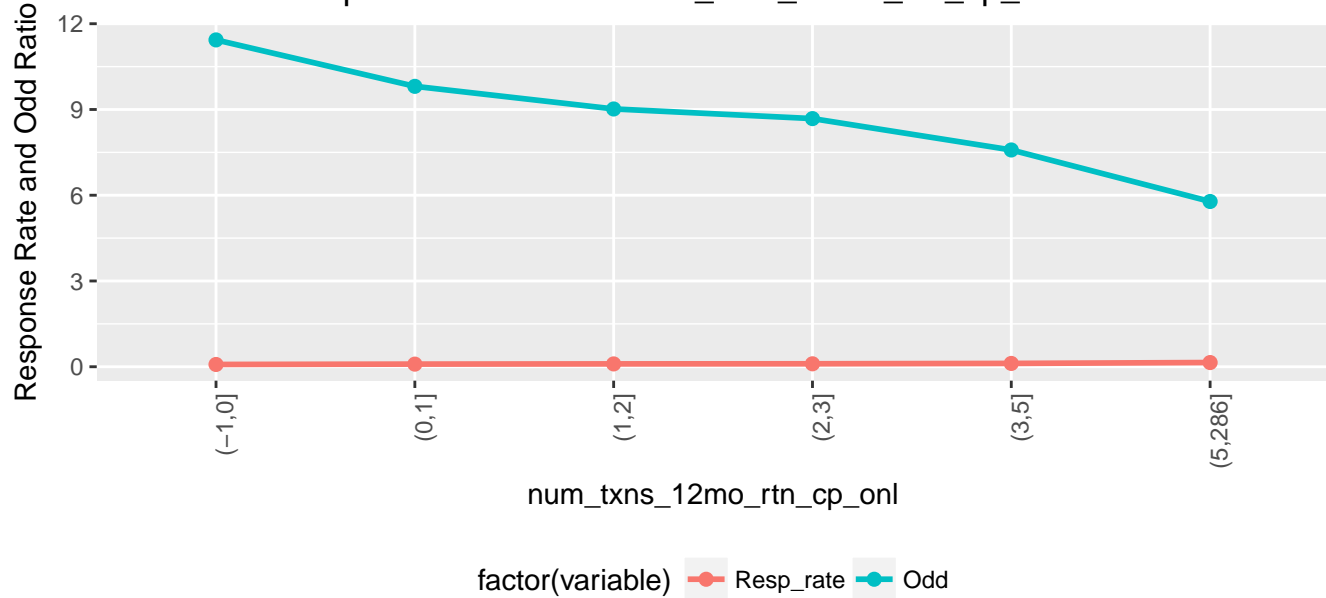
Odd ratio & Response rate across num_txns_6mo_rtn_cp_onl



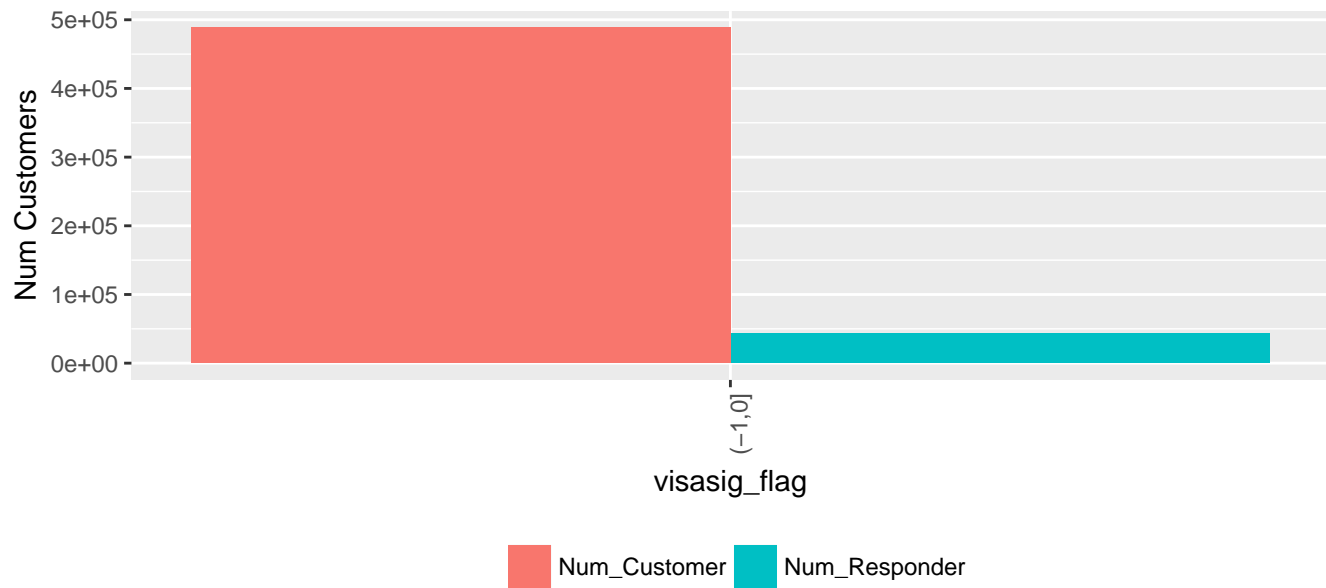
Distribution of response across num_txns_12mo_rtn_cp_onl



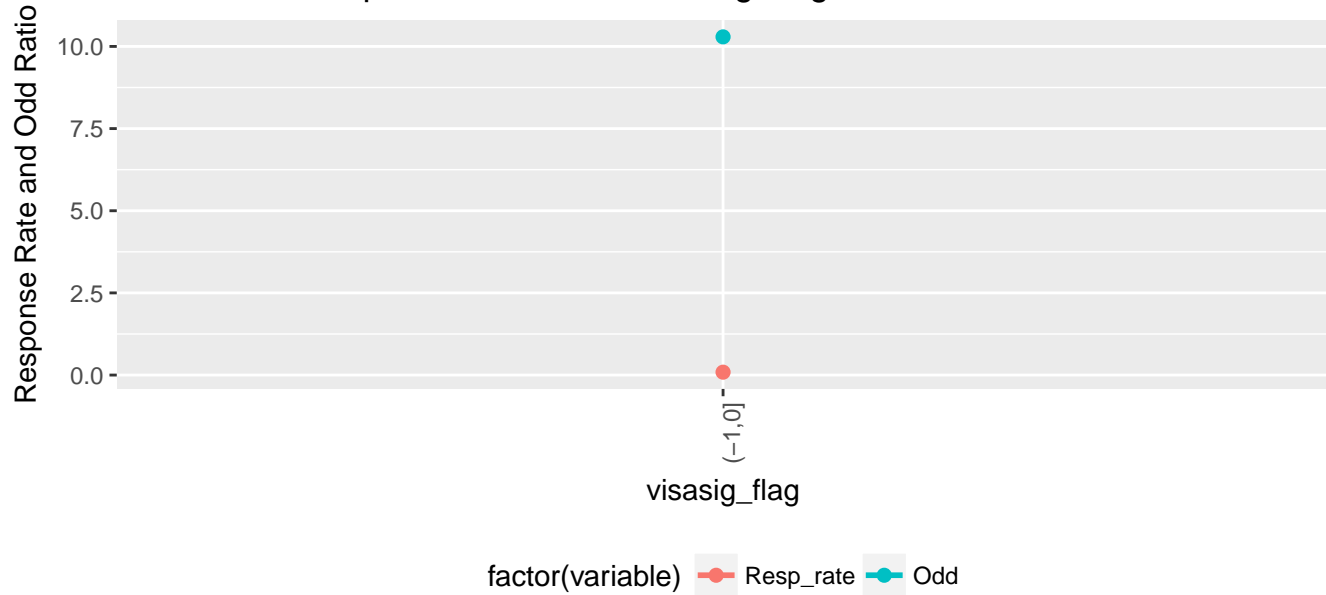
Odd ratio & Response rate across num_txns_12mo_rtn_cp_onl



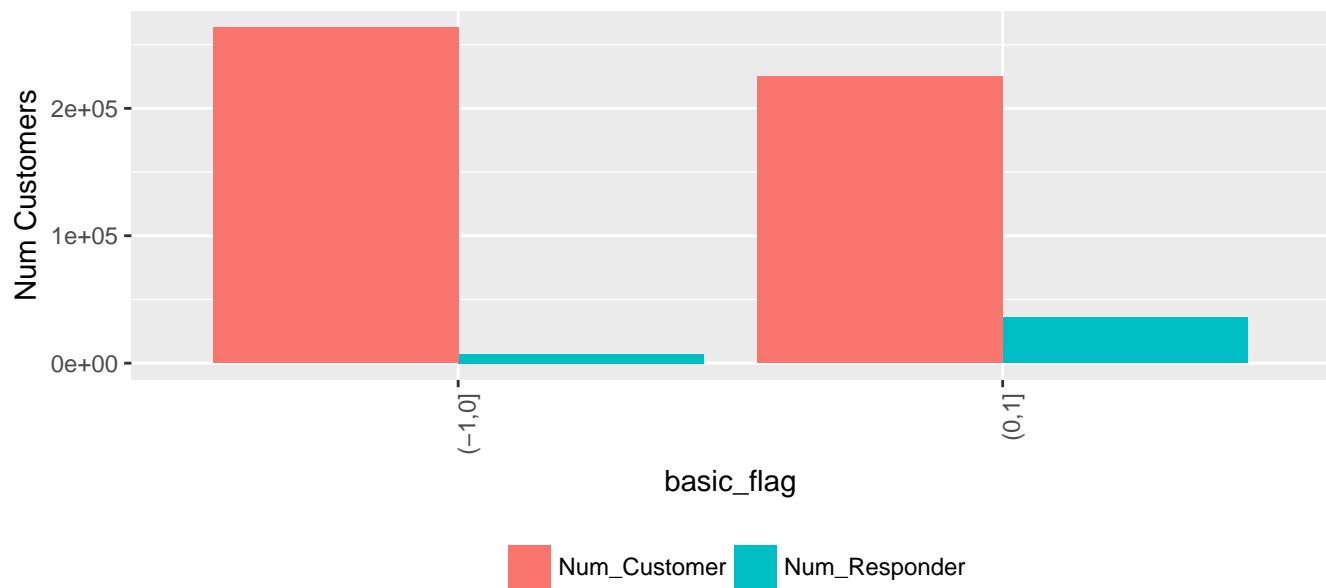
Distribution of response across visasig_flag



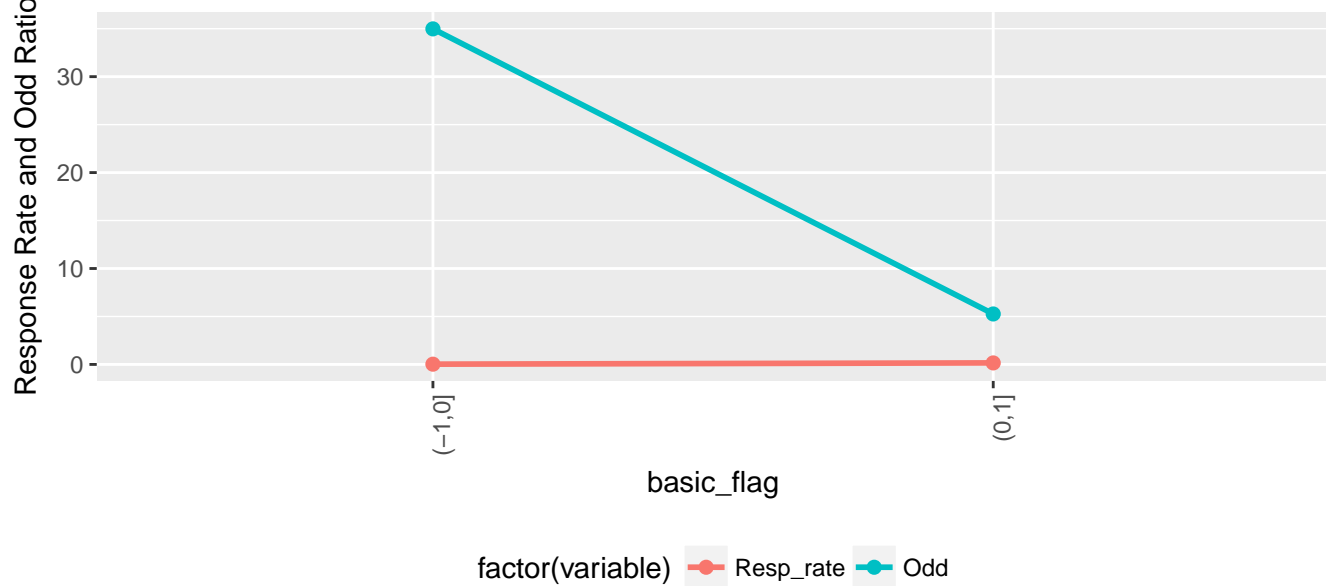
Odd ratio & Response rate across visasig_flag



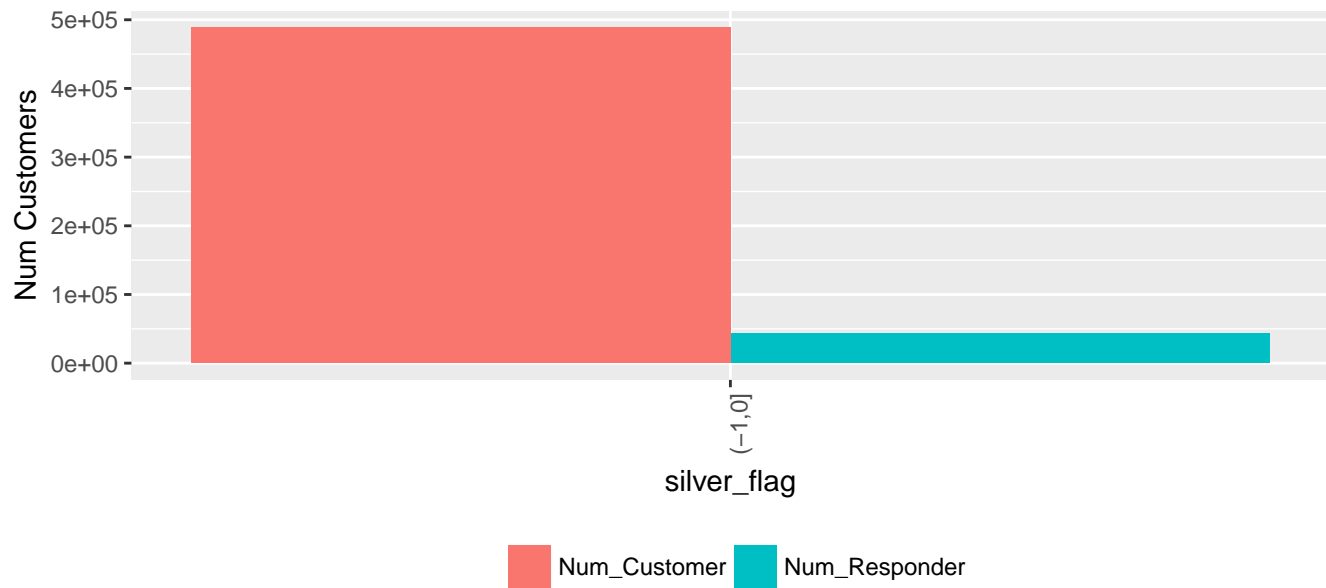
Distribution of response across basic_flag



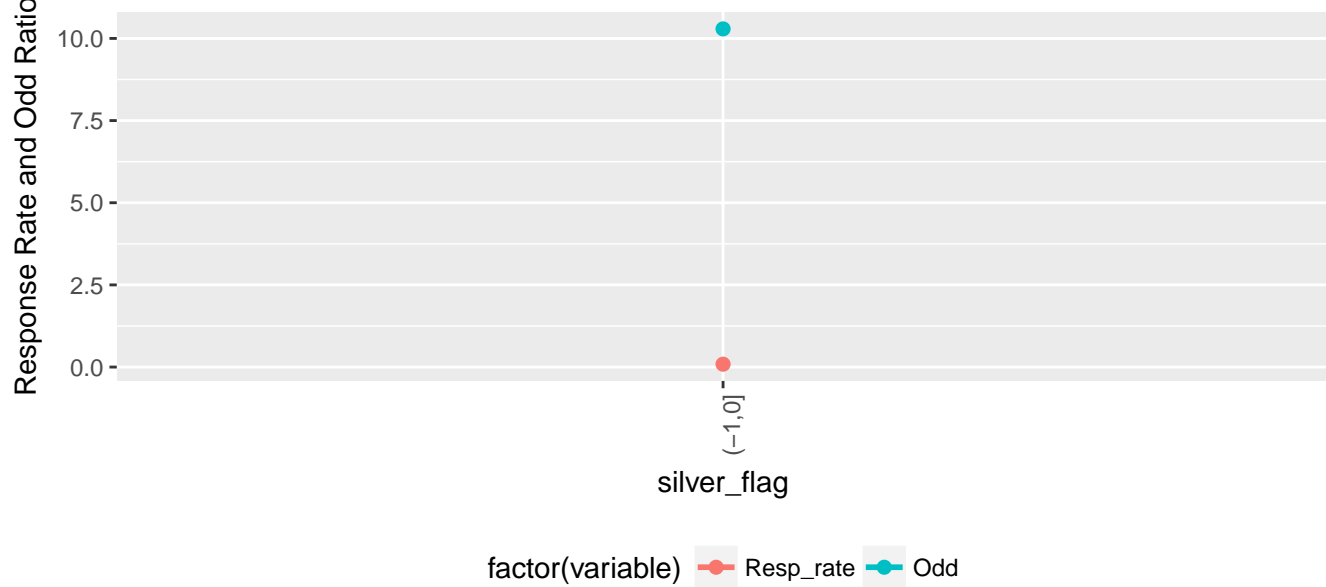
Odd ratio & Response rate across basic_flag



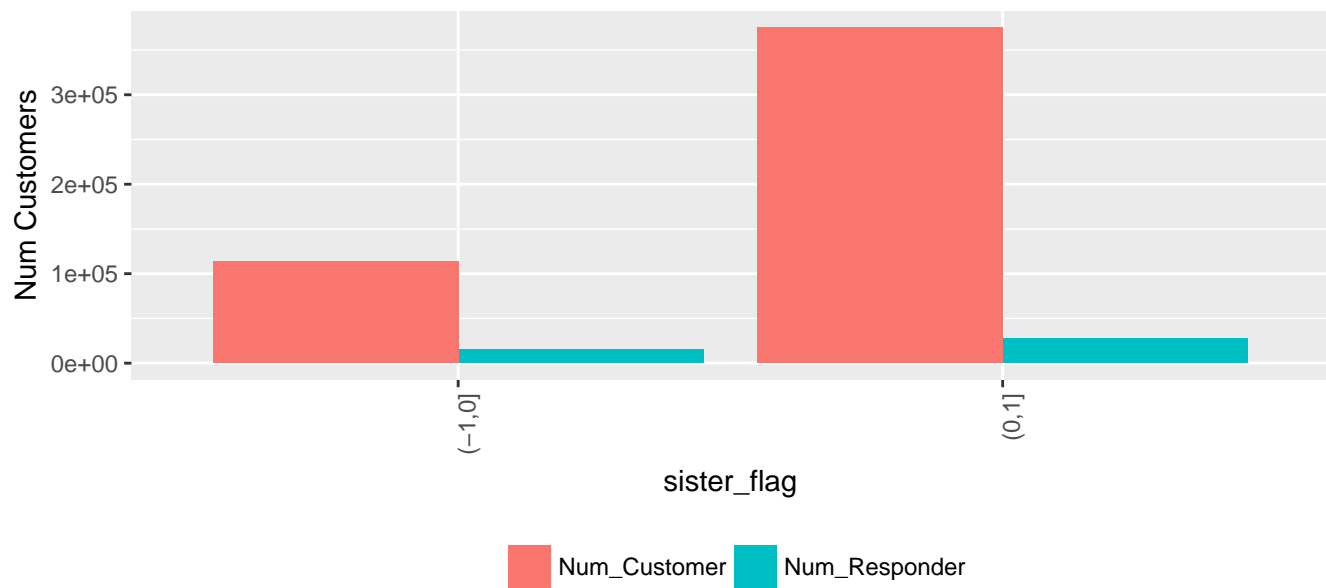
Distribution of response across silver_flag



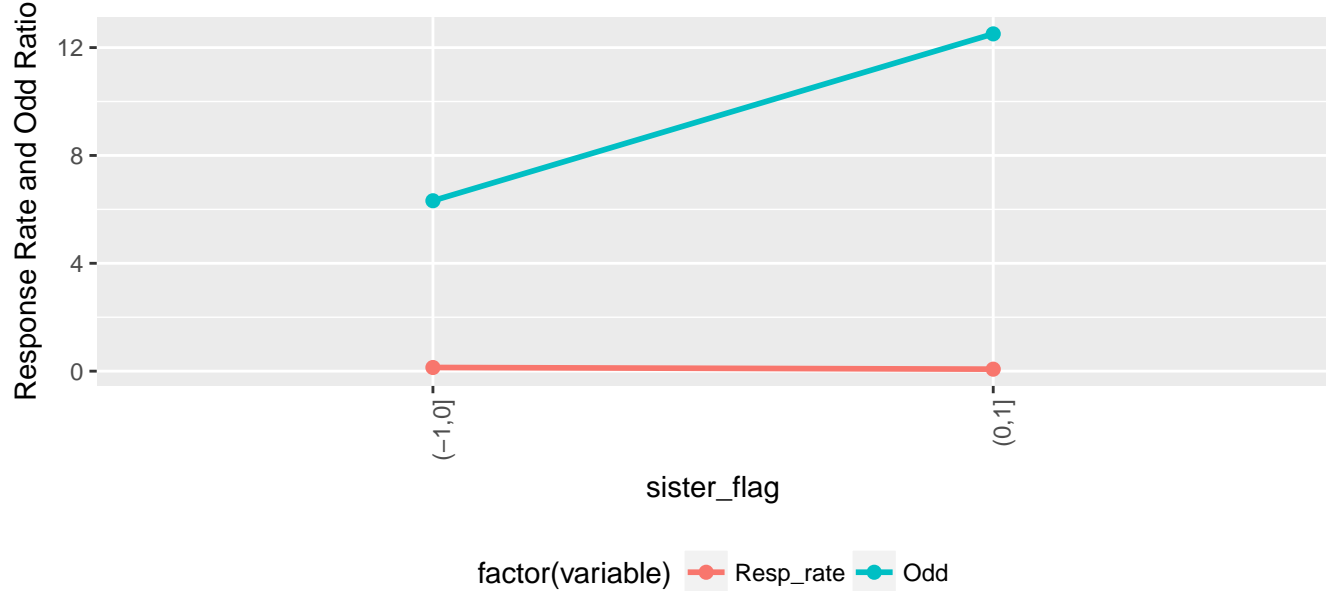
Odd ratio & Response rate across silver_flag



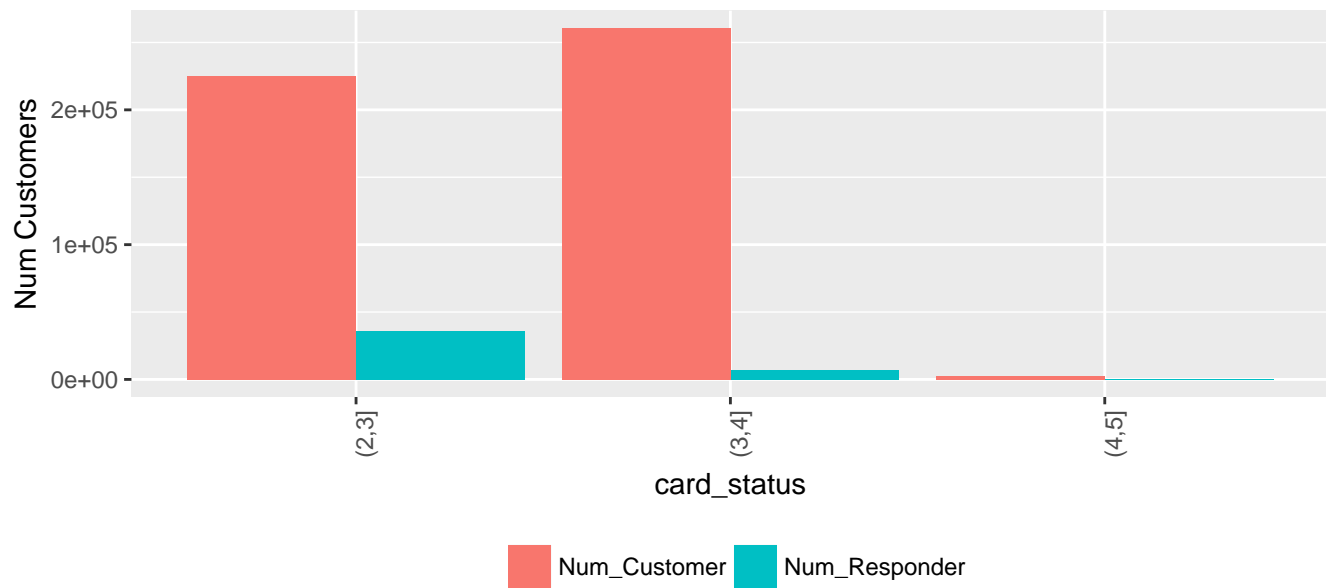
Distribution of response across sister_flag



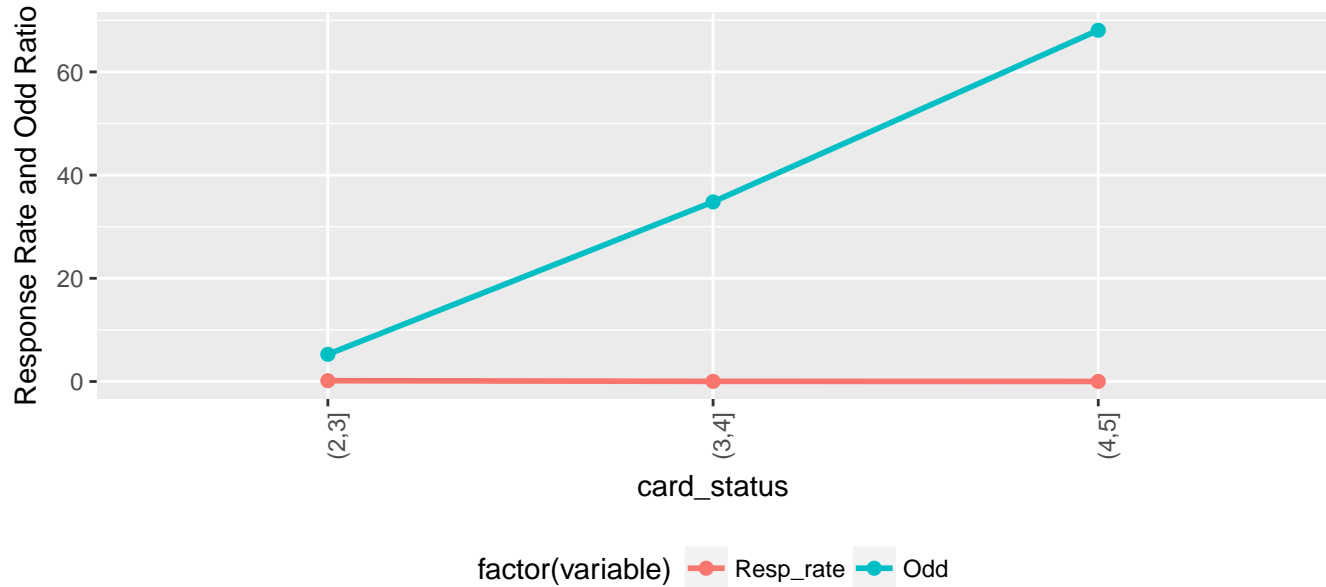
Odd ratio & Response rate across sister_flag



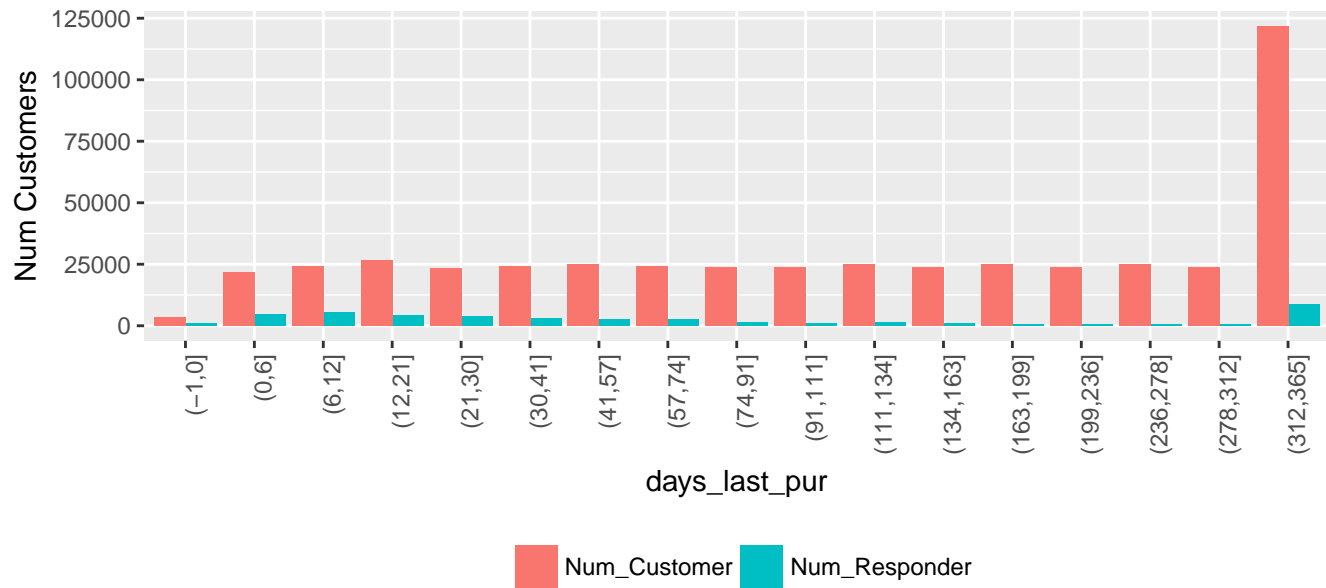
Distribution of response across card_status



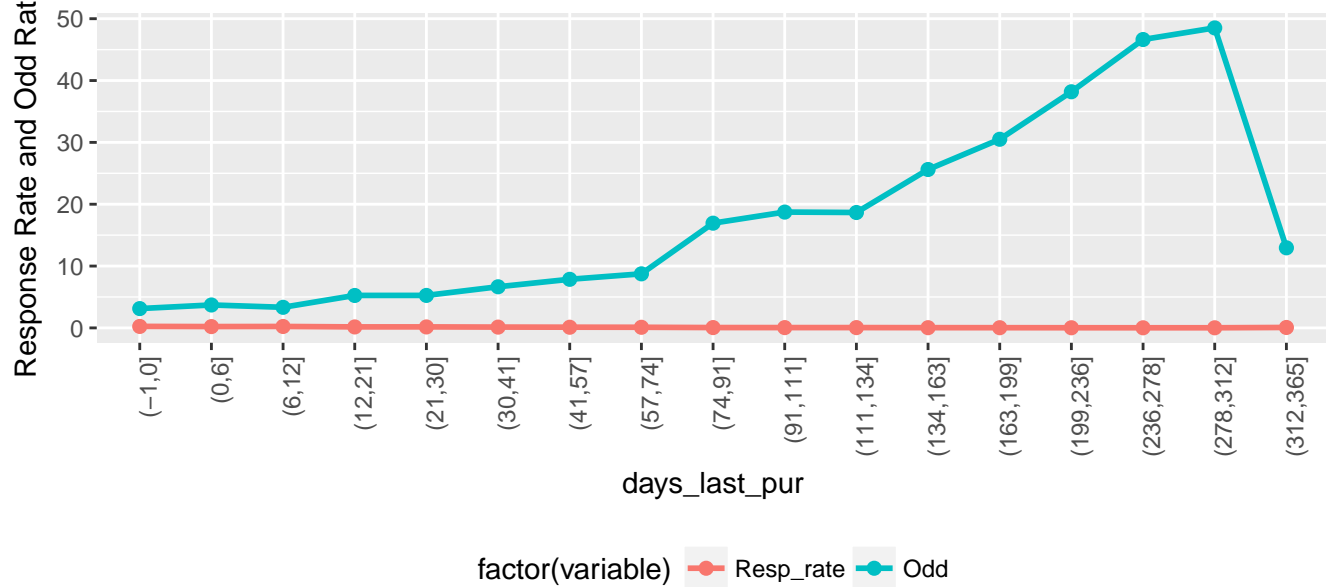
Odd ratio & Response rate across card_status



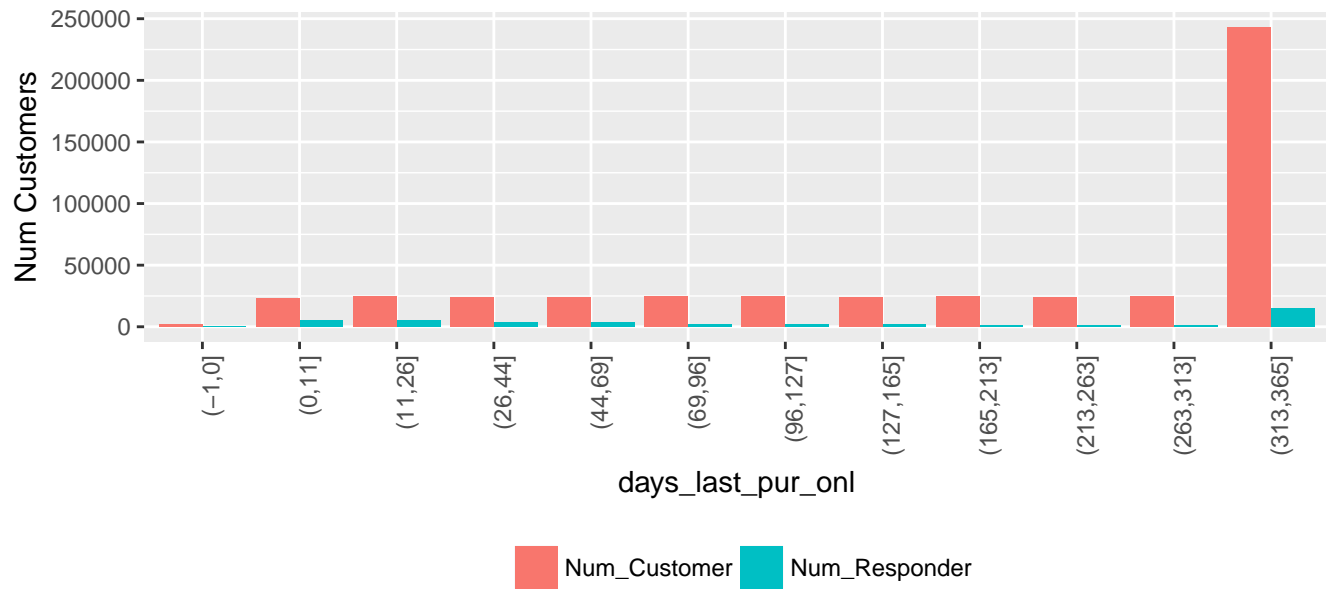
Distribution of response across days_last_pur



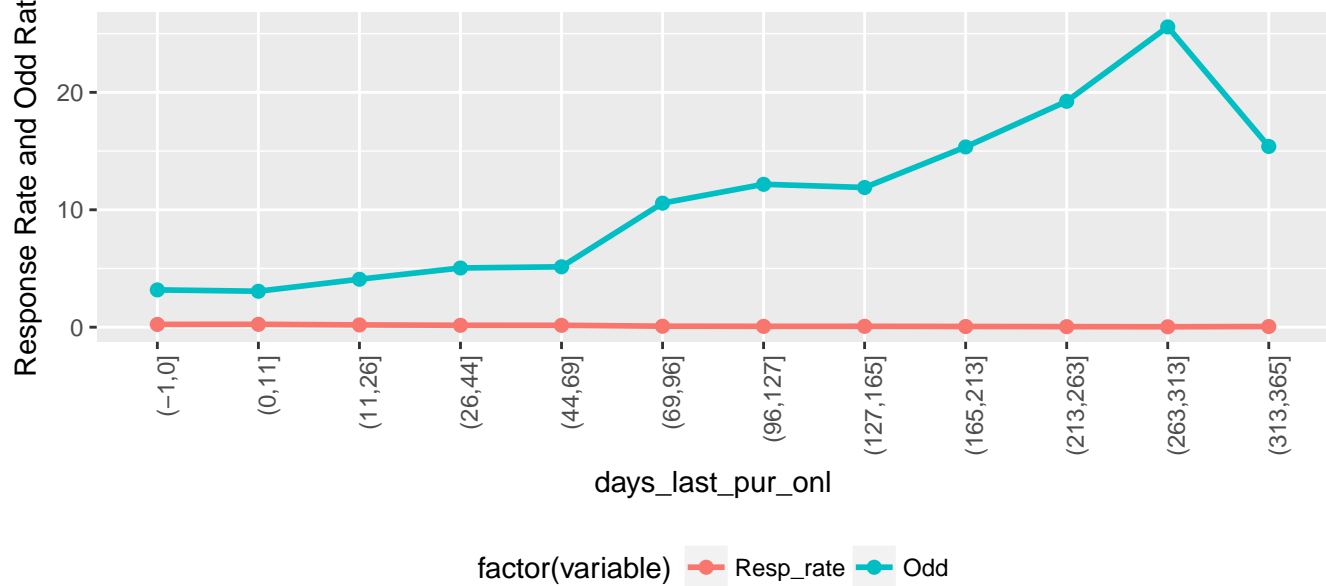
Odd ratio & Response rate across days_last_pur



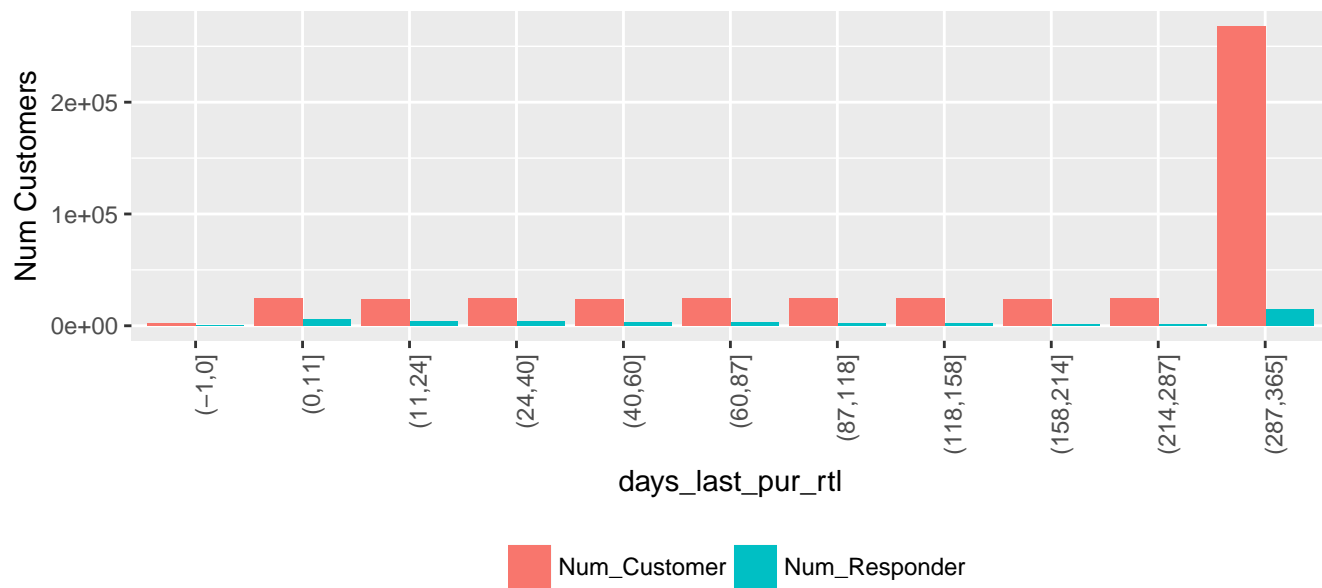
Distribution of response across days_last_pur_onl



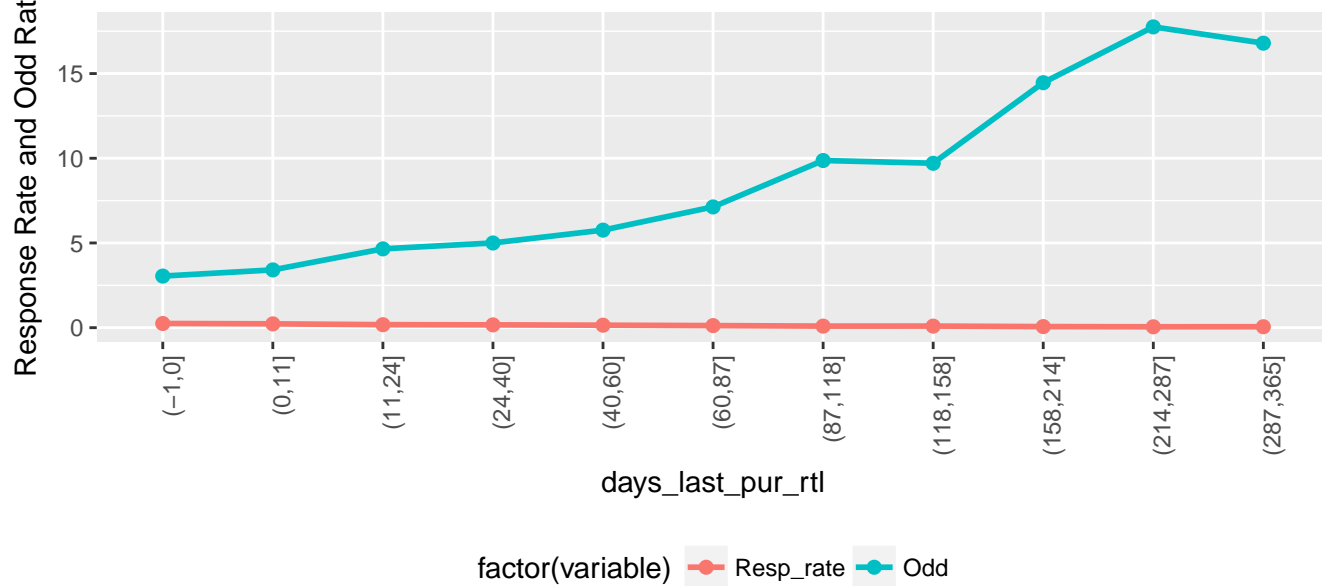
Odd ratio & Response rate across days_last_pur_onl



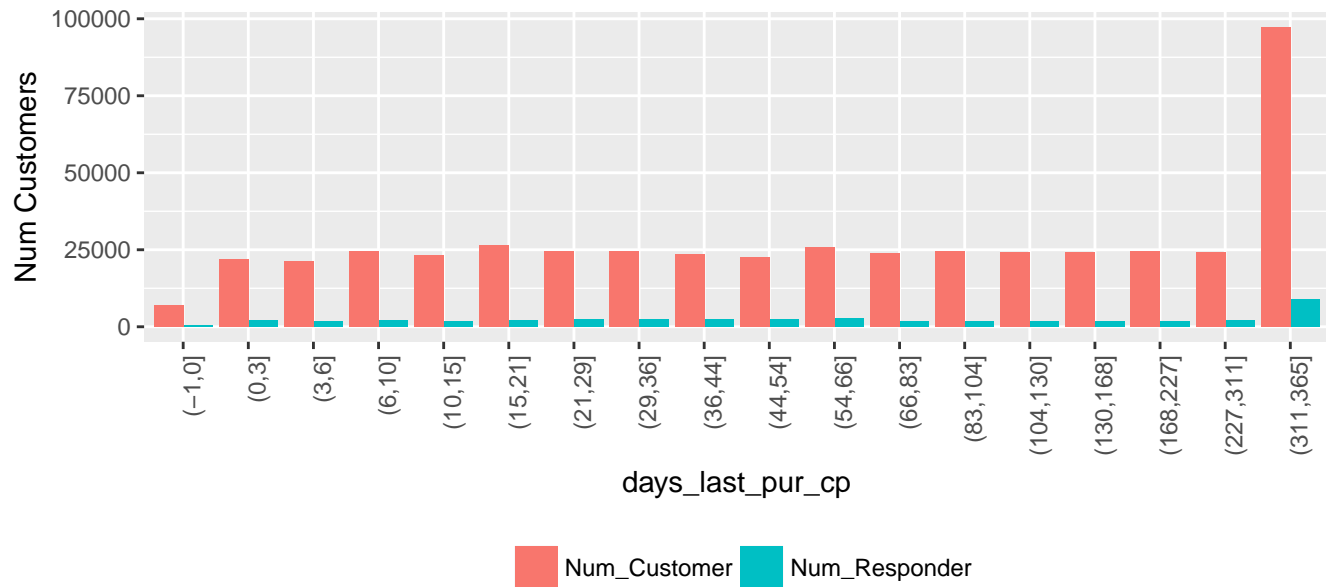
Distribution of response across days_last_pur_rtl



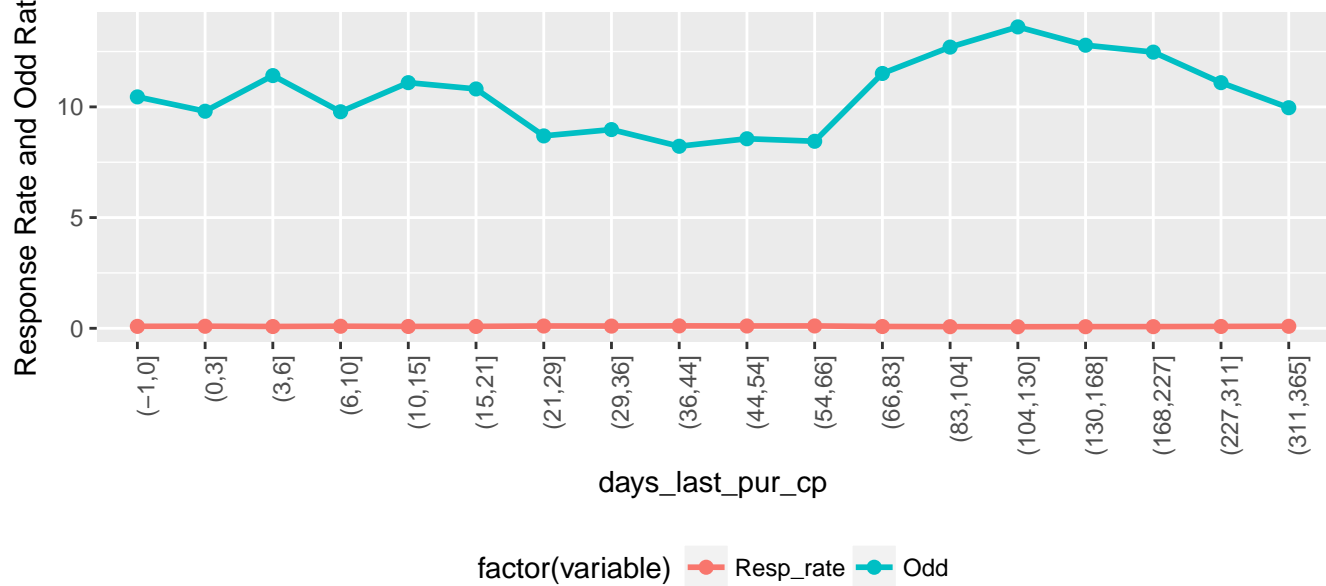
Odd ratio & Response rate across days_last_pur_rtl



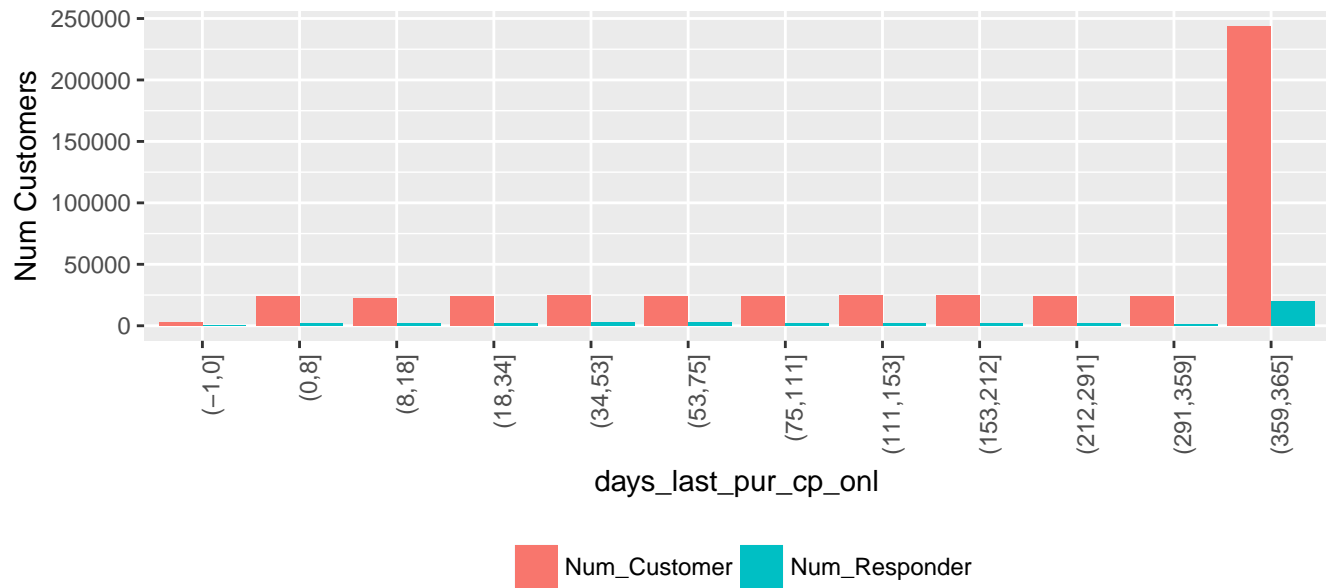
Distribution of response across days_last_pur_cp



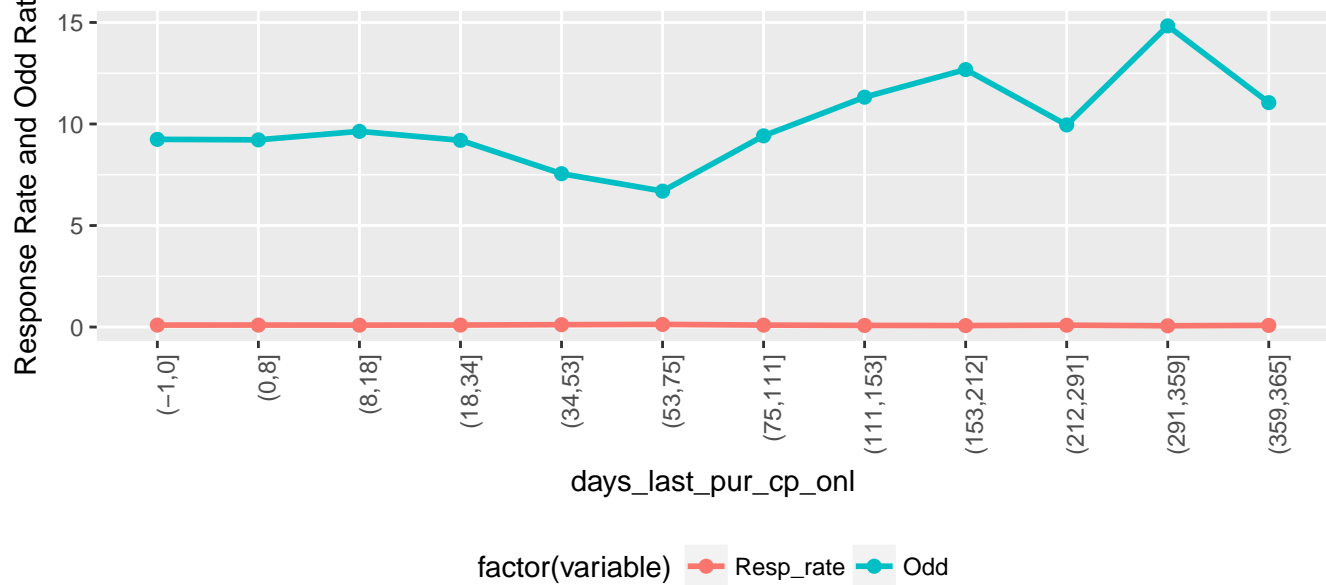
Odd ratio & Response rate across days_last_pur_cp



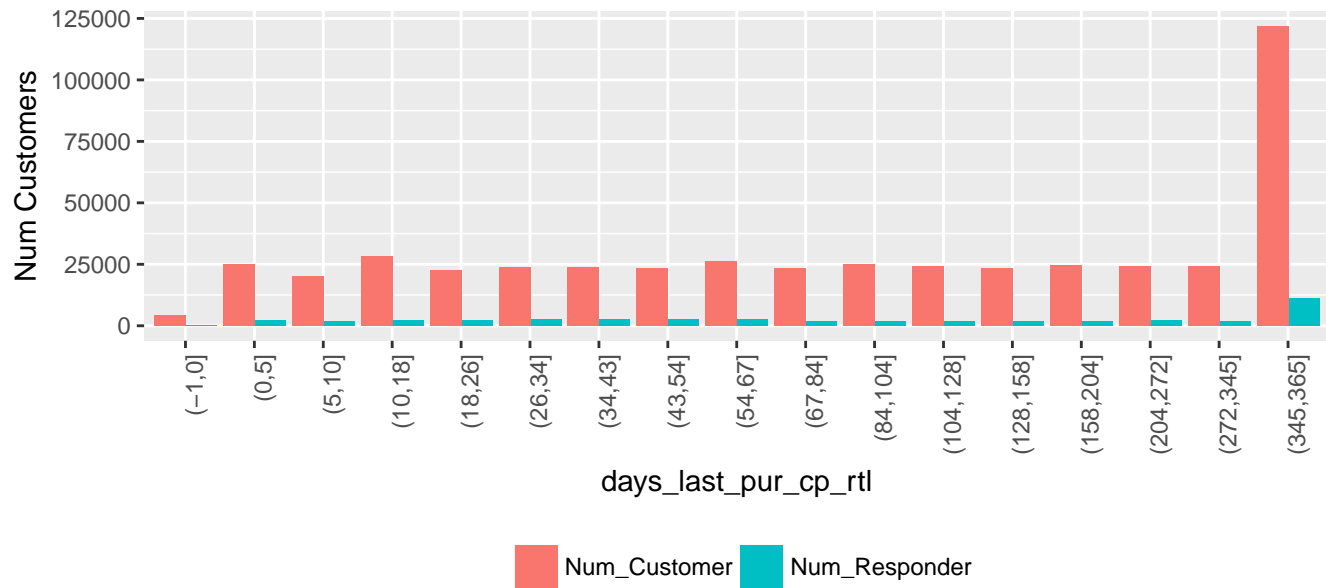
Distribution of response across days_last_pur_cp_onl



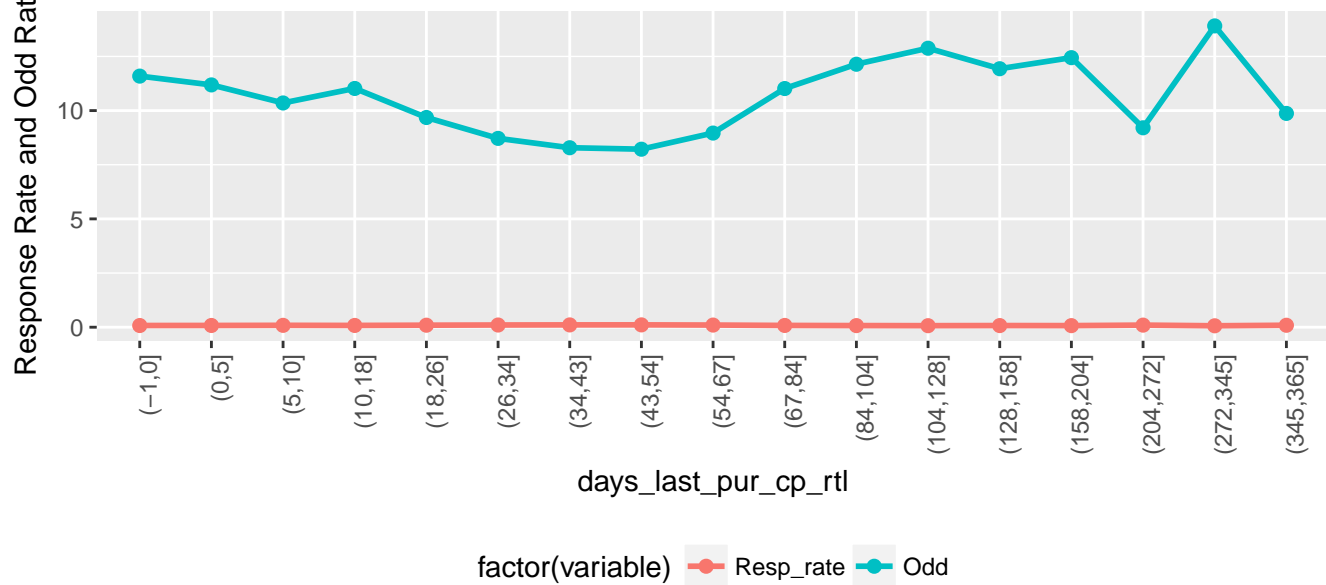
Odd ratio & Response rate across days_last_pur_cp_onl



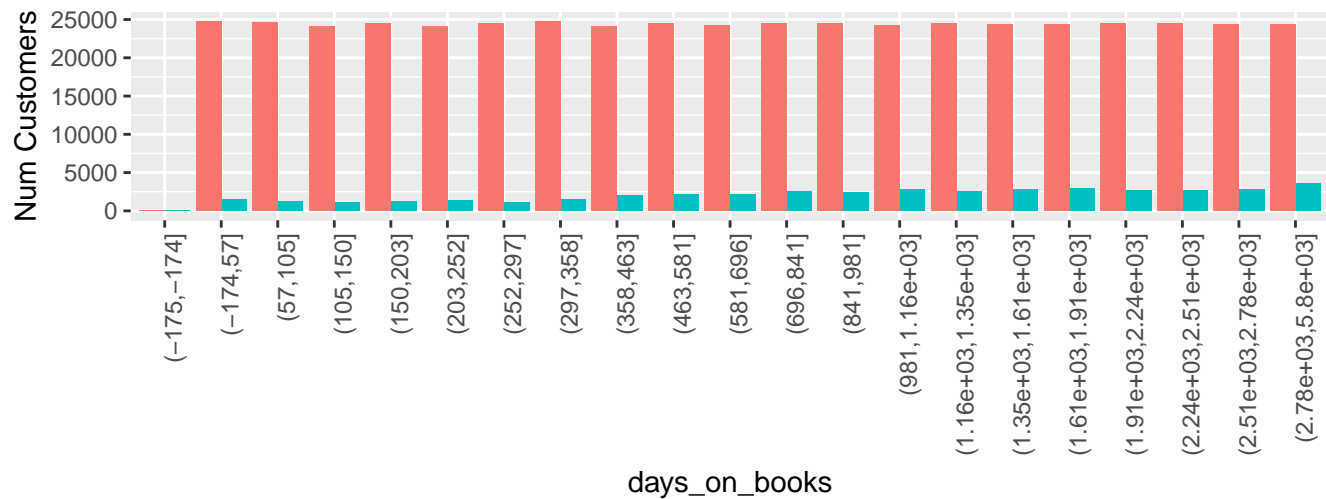
Distribution of response across days_last_pur_cp_rtl



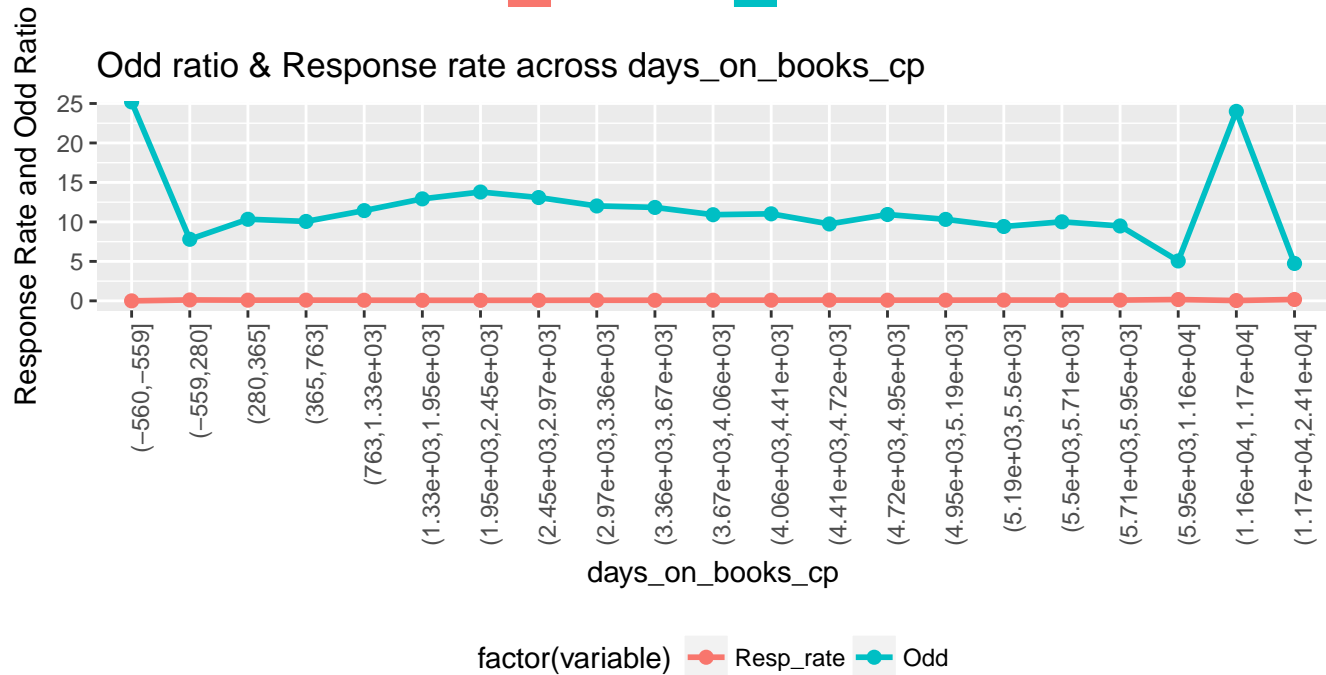
Odd ratio & Response rate across days_last_pur_cp_rtl



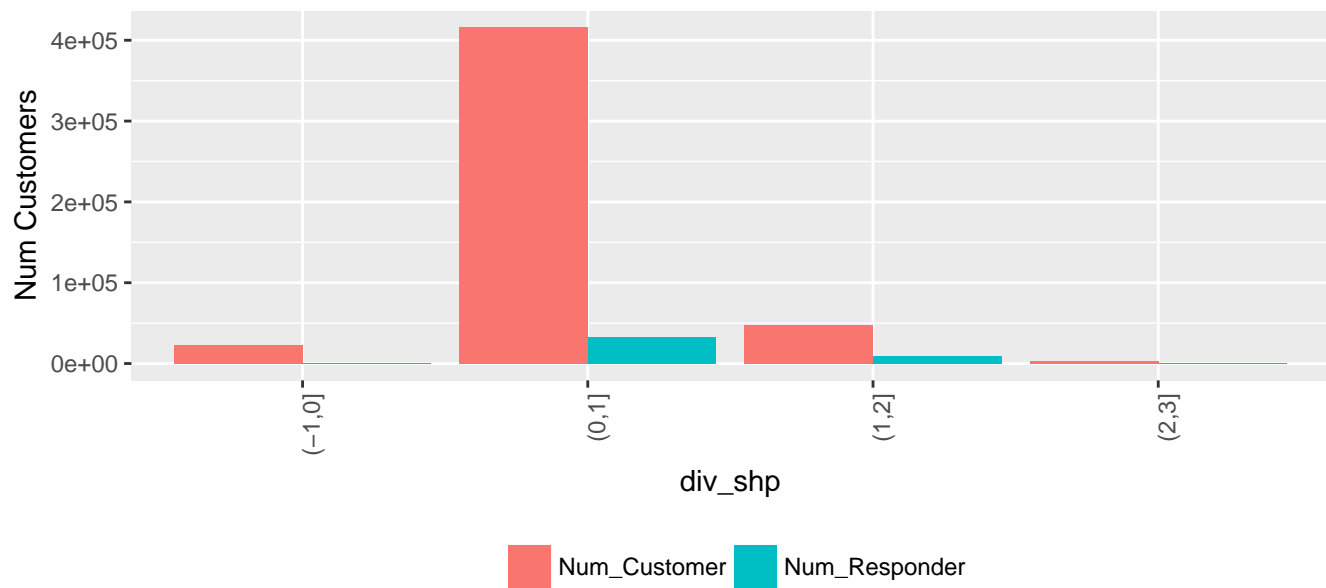
Distribution of response across days_on_books



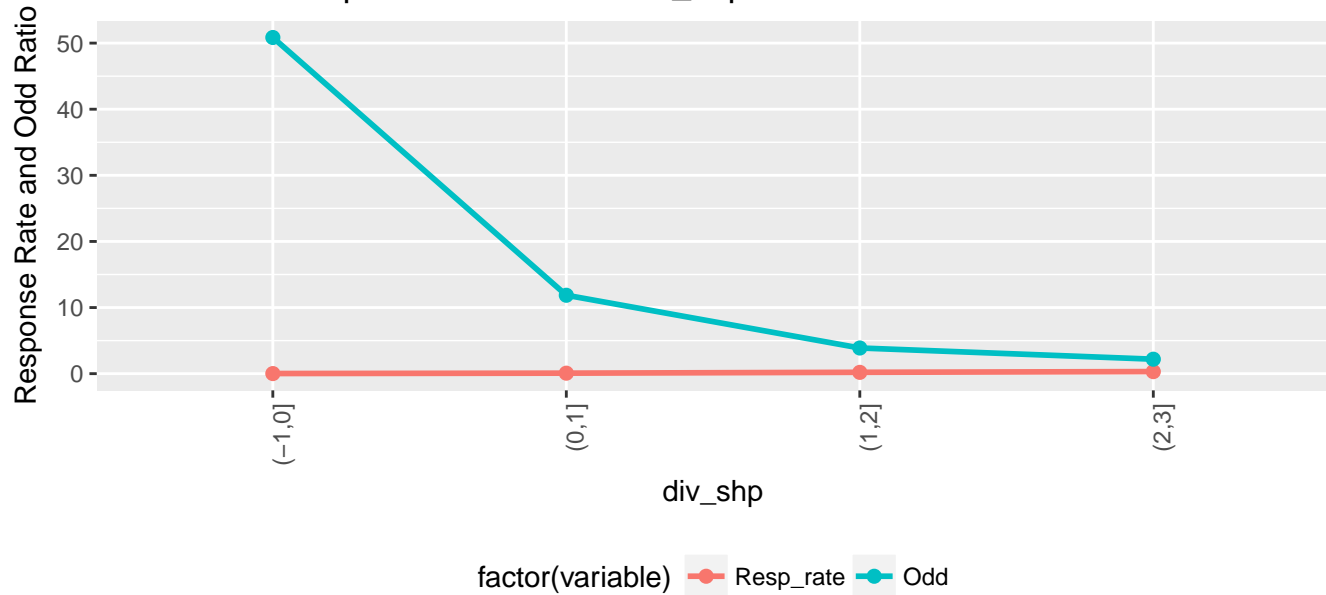
Distribution of response across days_on_books_cp



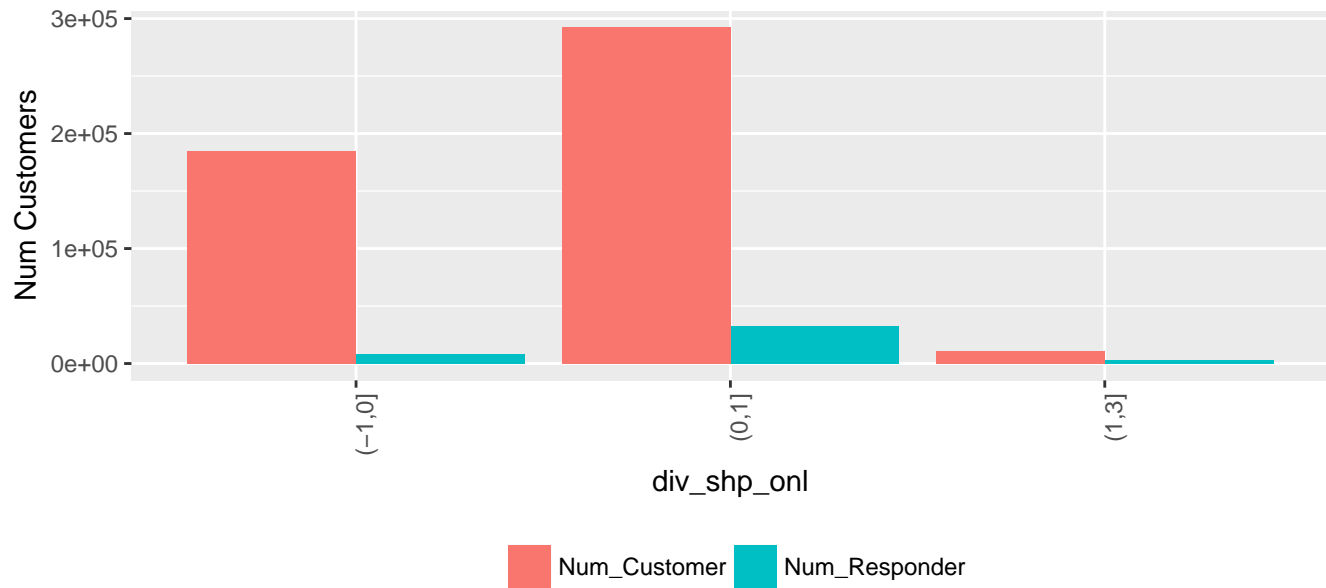
Distribution of response across div_shp



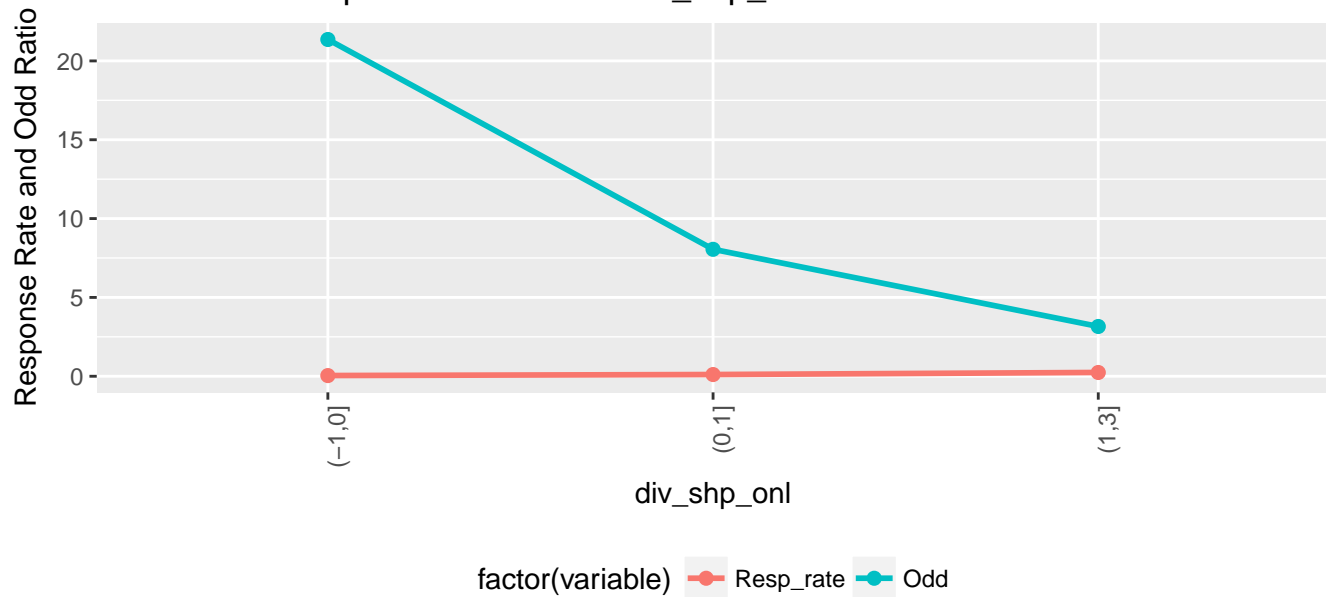
Odd ratio & Response rate across div_shp



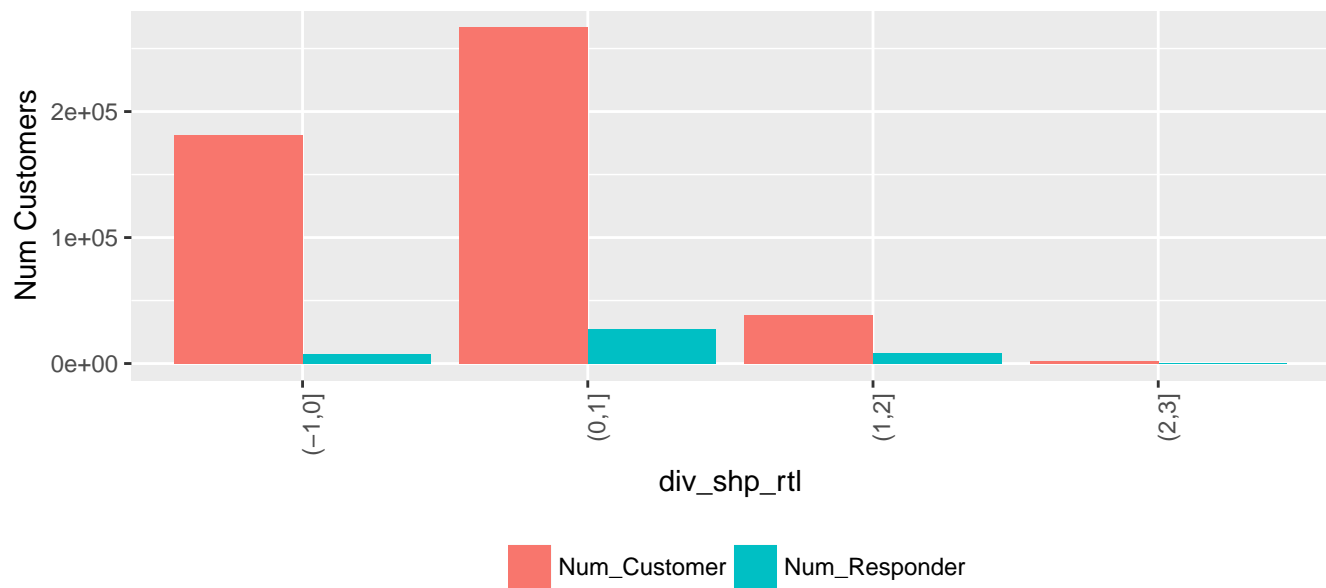
Distribution of response across div_shp_onl



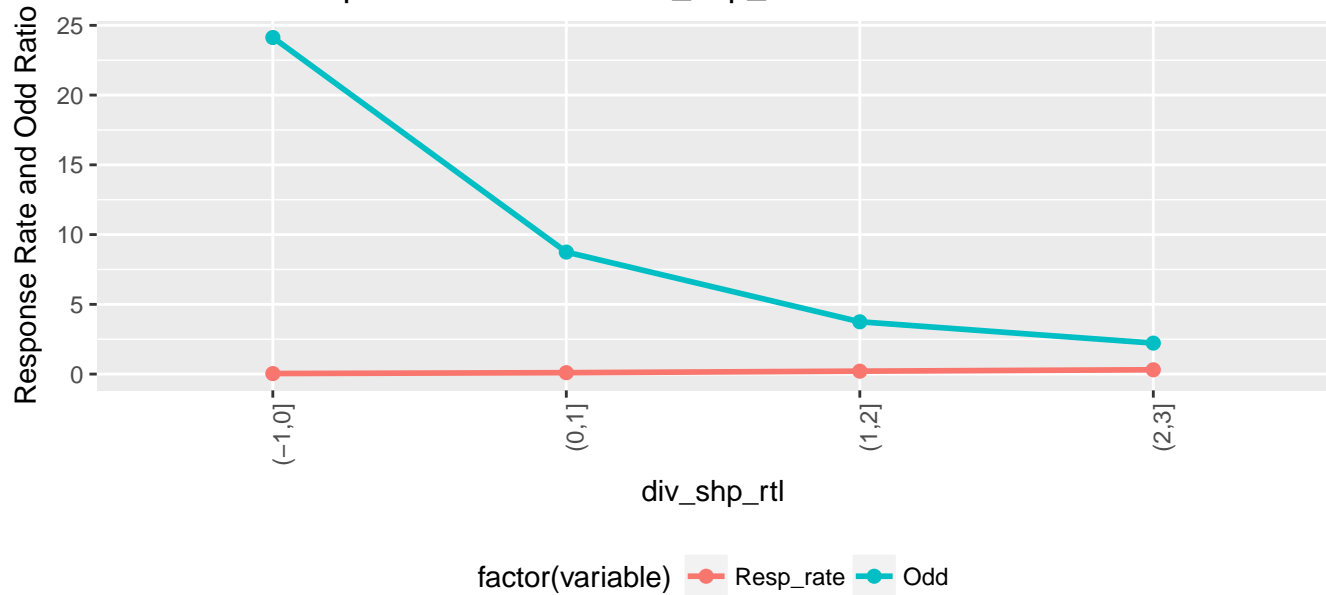
Odd ratio & Response rate across div_shp_onl



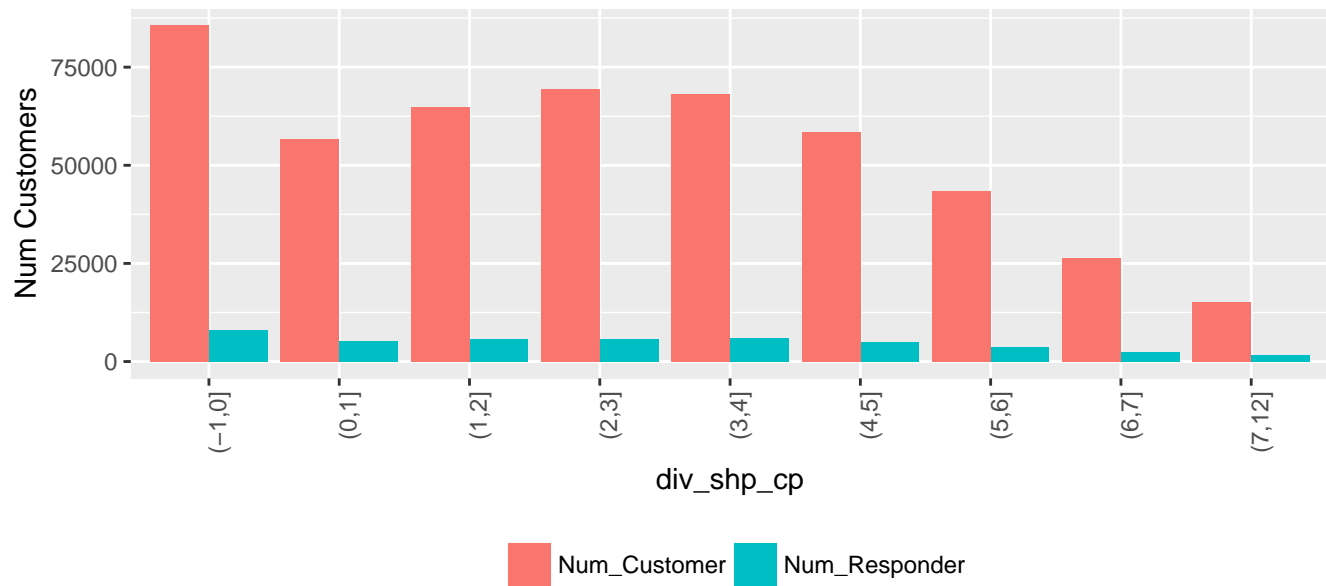
Distribution of response across div_shp_rtl



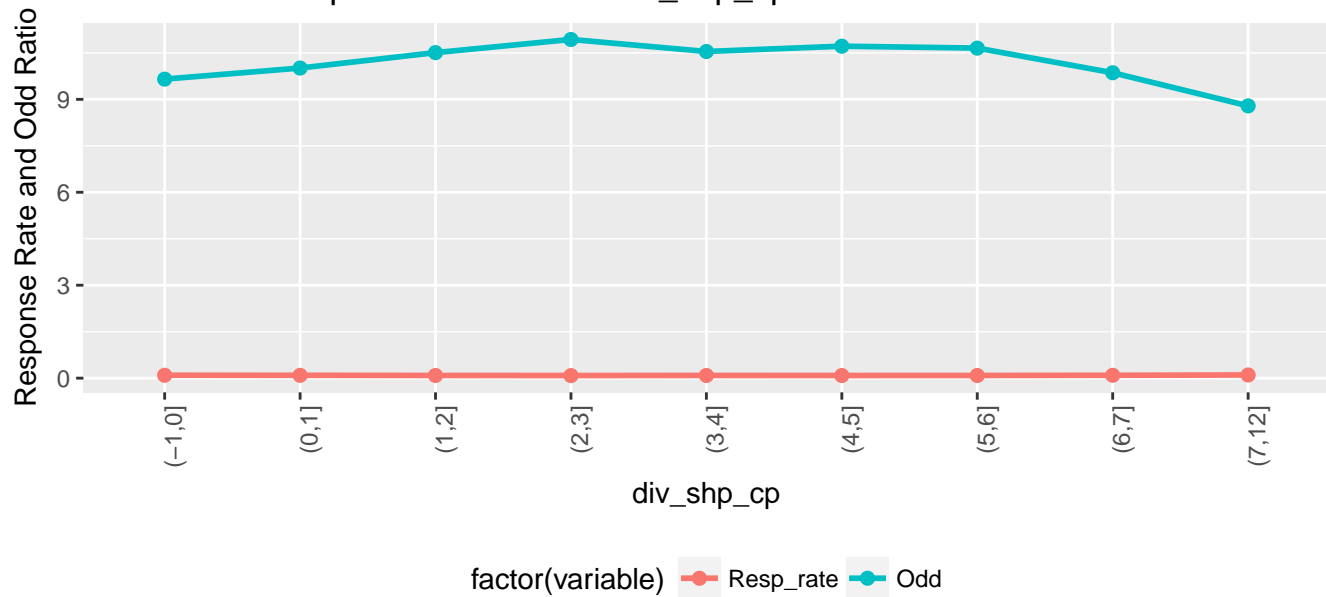
Odd ratio & Response rate across div_shp_rtl



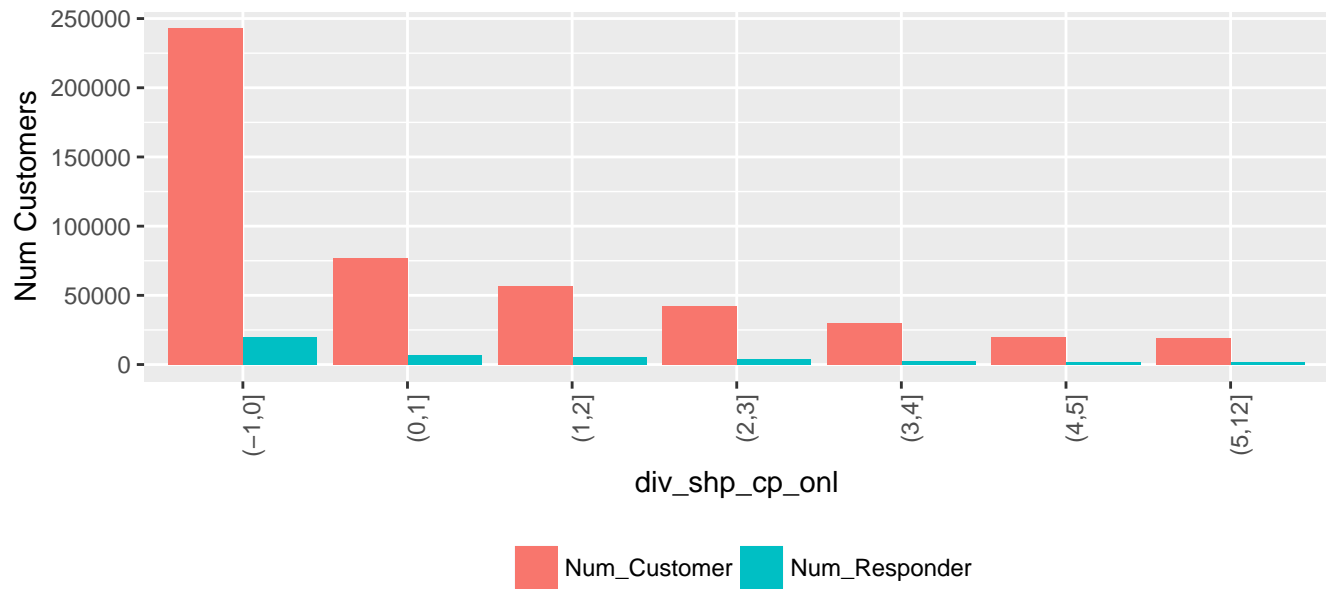
Distribution of response across div_shp_cp



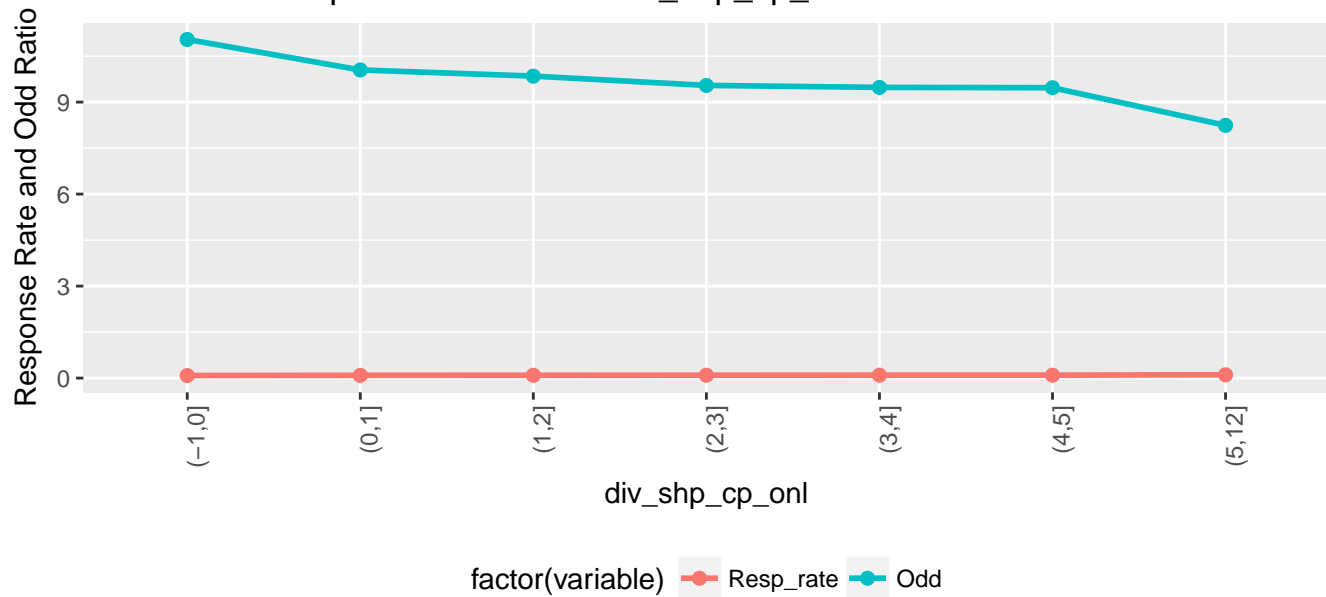
Odd ratio & Response rate across div_shp_cp



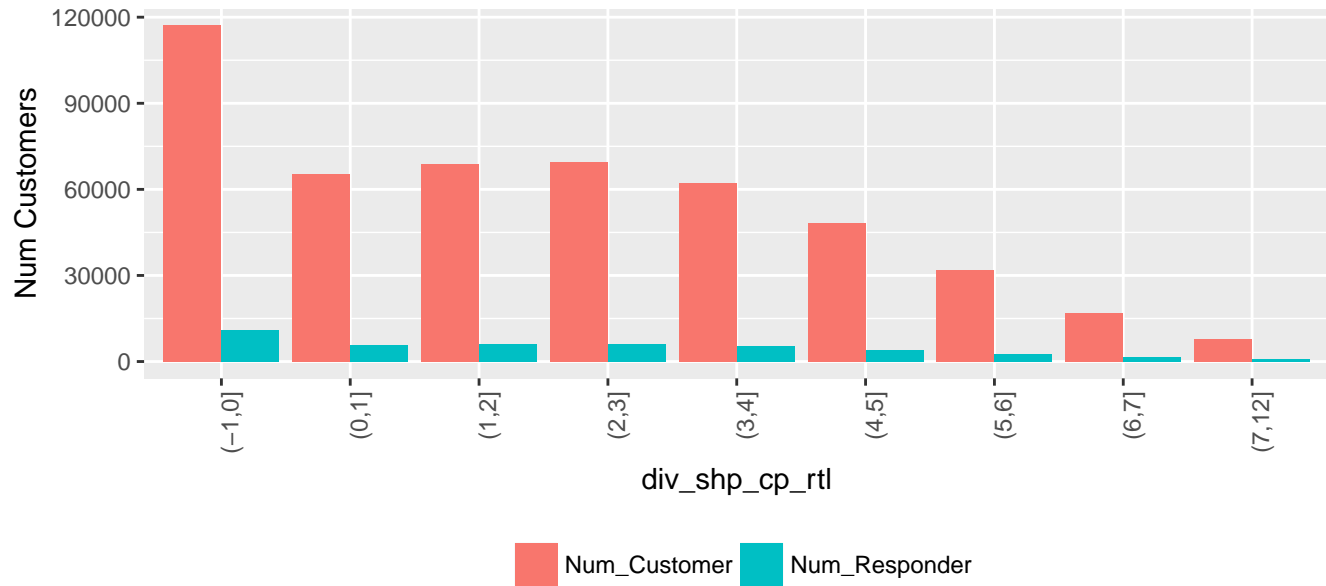
Distribution of response across div_shp_cp_onl



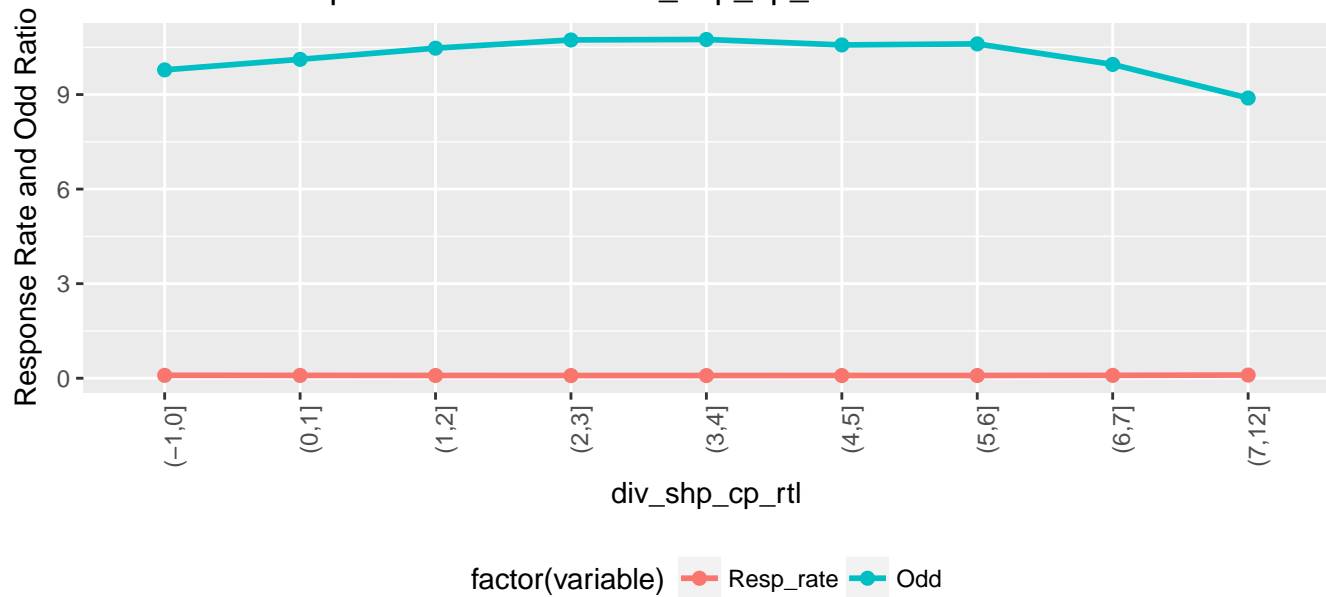
Odd ratio & Response rate across div_shp_cp_onl



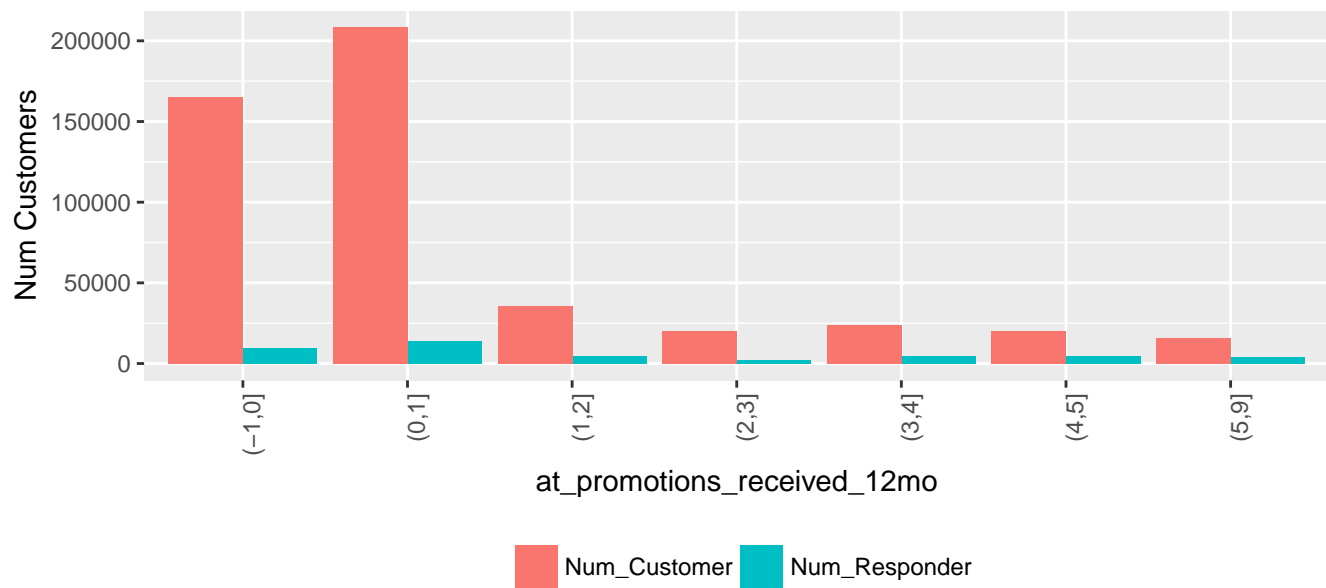
Distribution of response across div_shp_cp_rtl



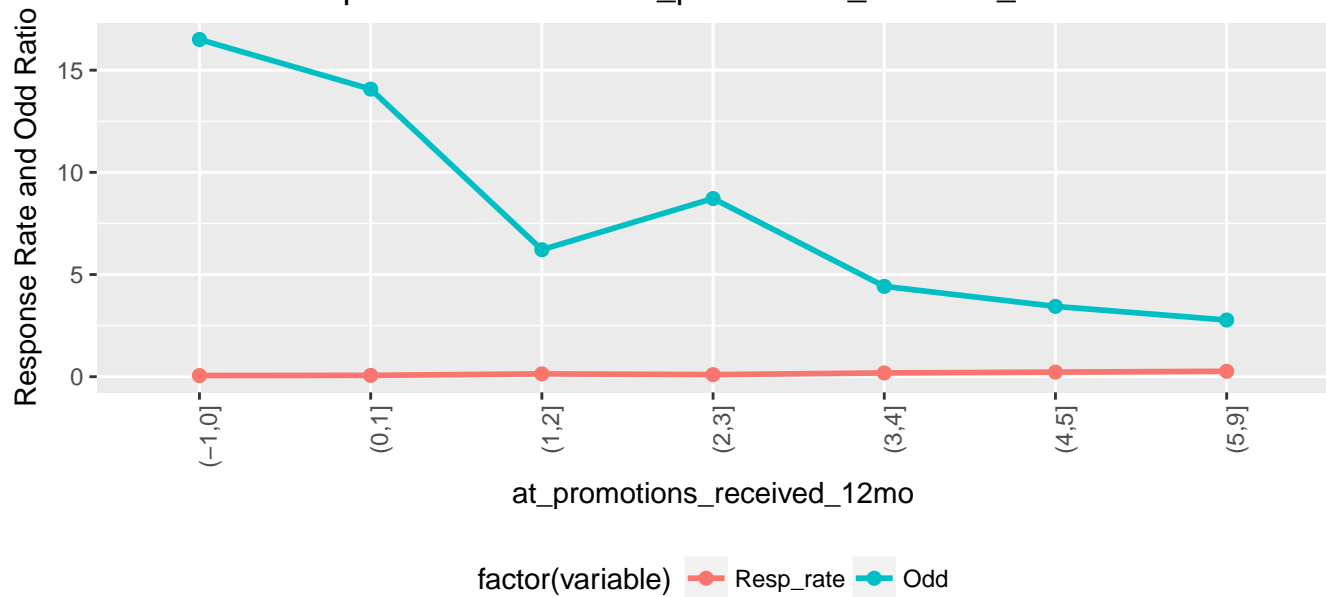
Odd ratio & Response rate across div_shp_cp_rtl



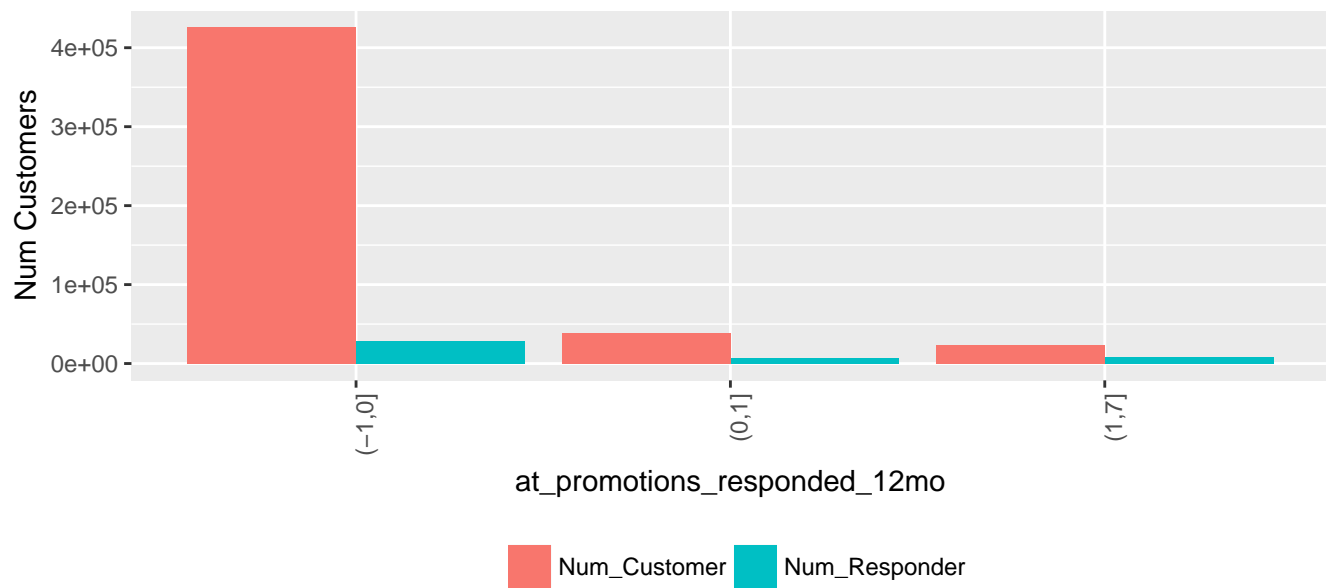
Distribution of response across at_promotions_received_12mo



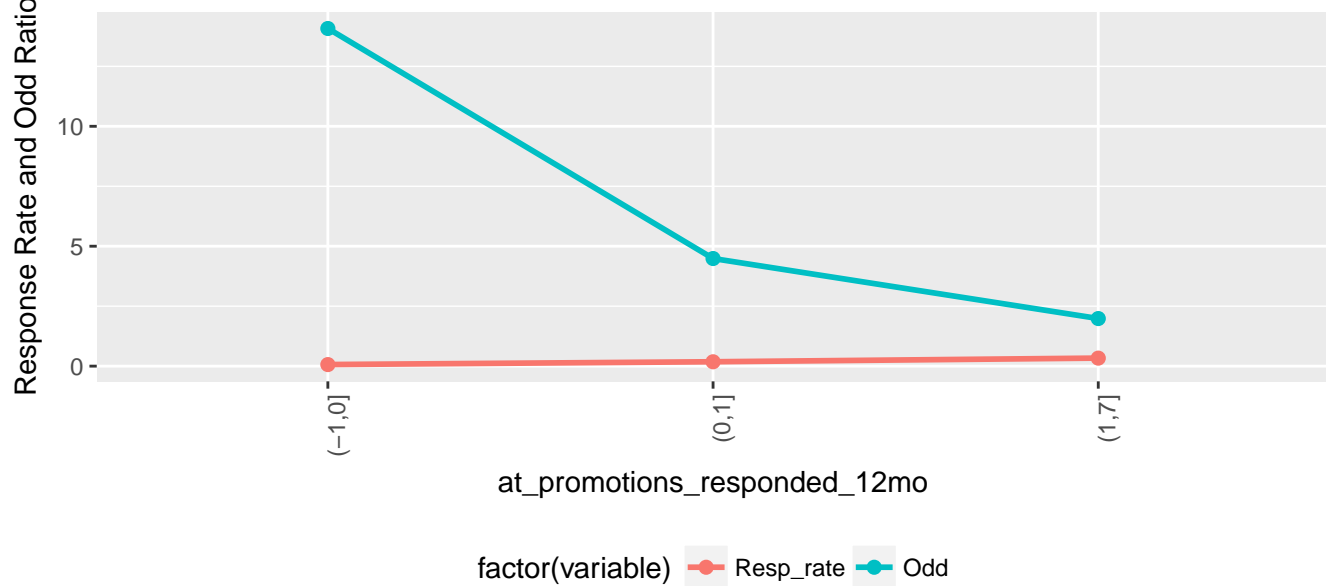
Odd ratio & Response rate across at_promotions_received_12mo



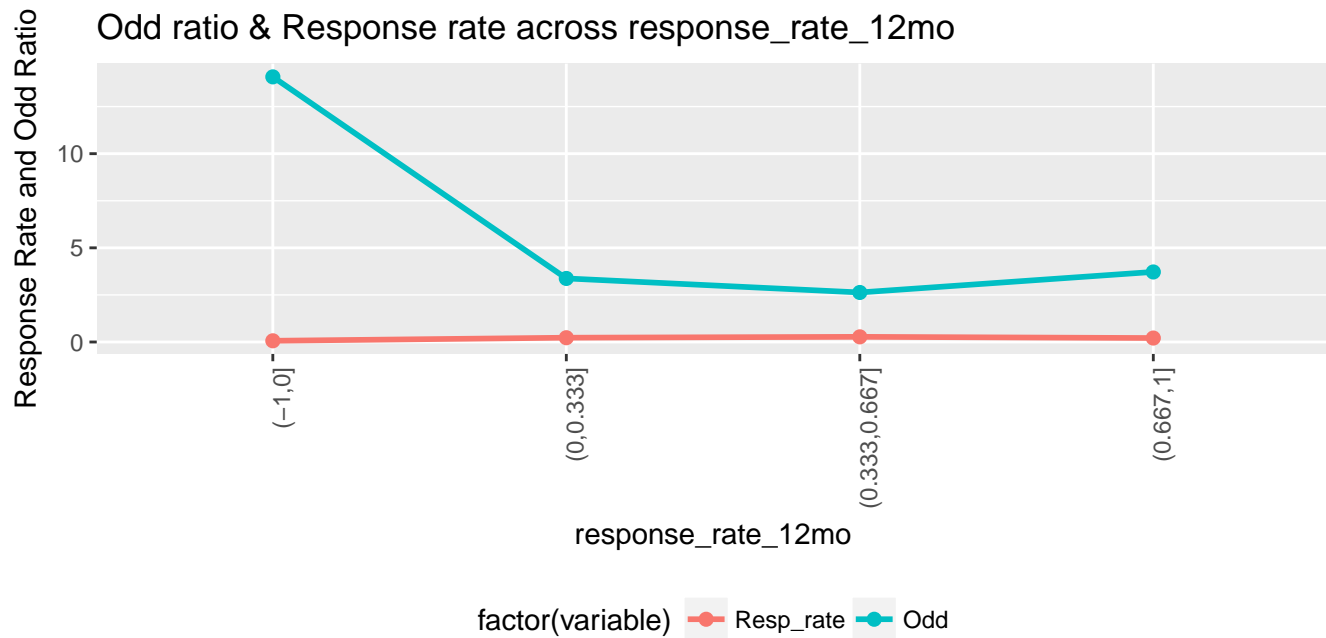
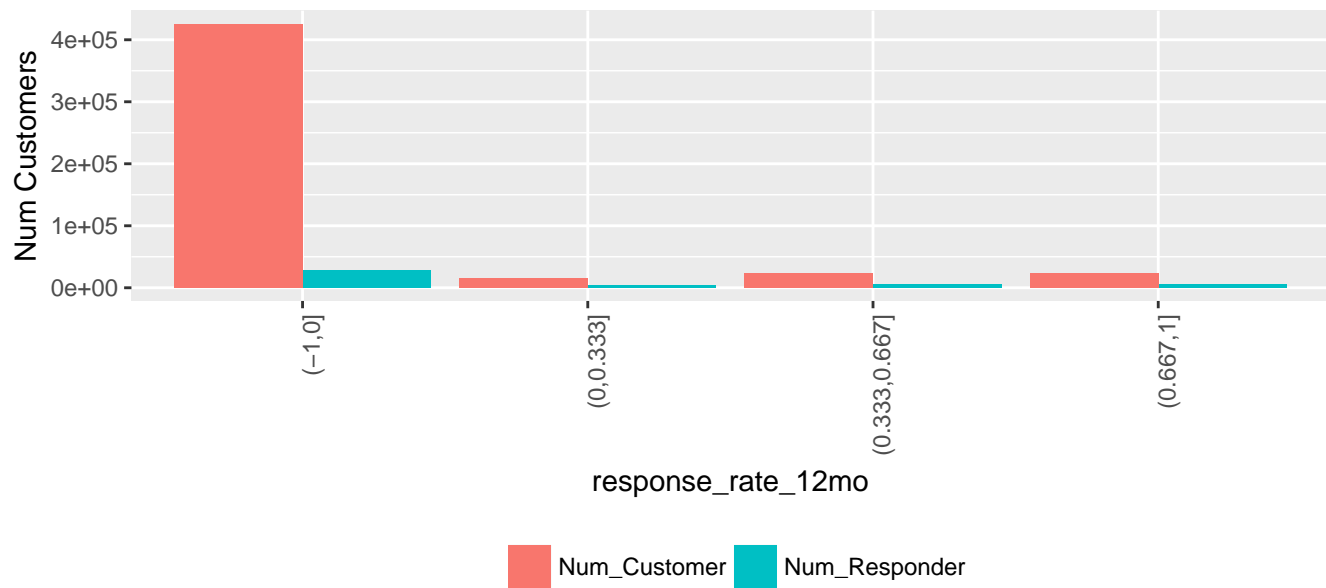
Distribution of response across at_promotions_responded_12mo



Odd ratio & Response rate across at_promotions_responded_12mo



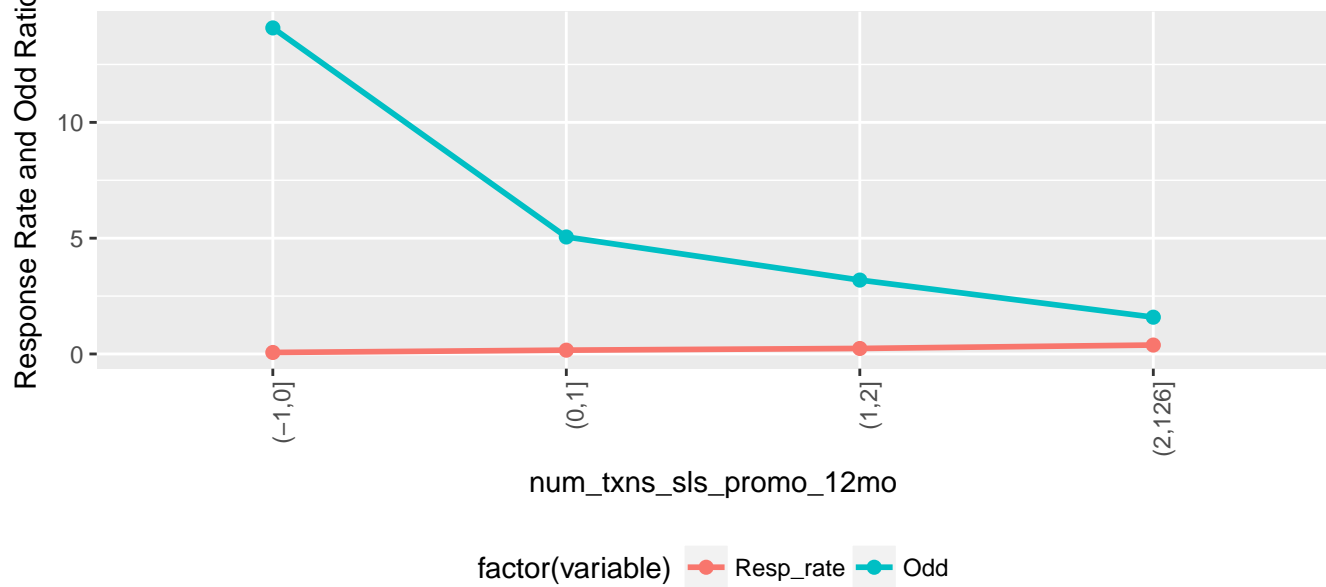
Distribution of response across response_rate_12mo



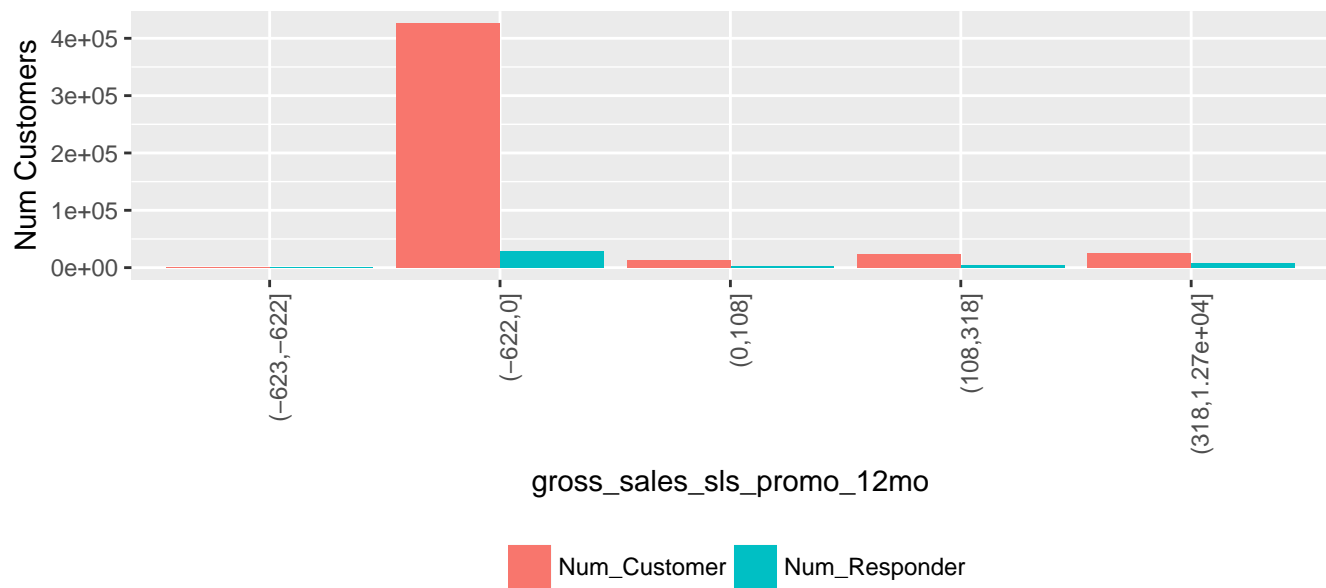
Distribution of response across num_txns_sls_promo_12mo



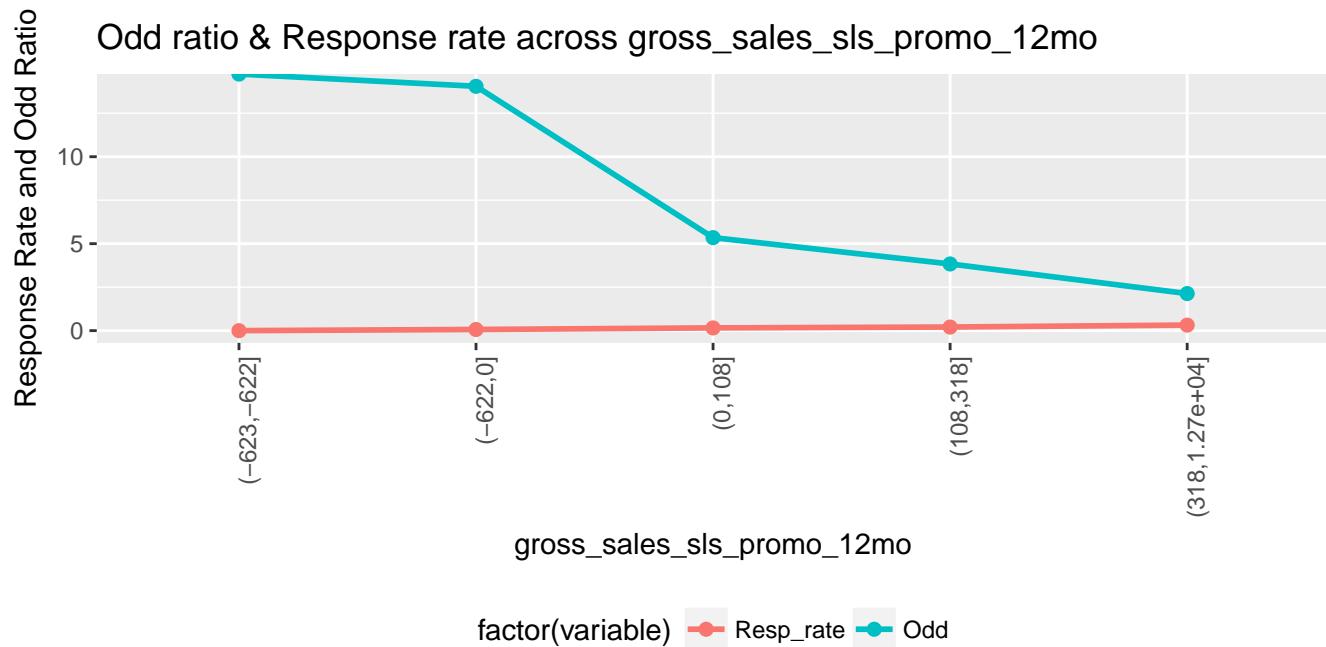
Odd ratio & Response rate across num_txns_sls_promo_12mo



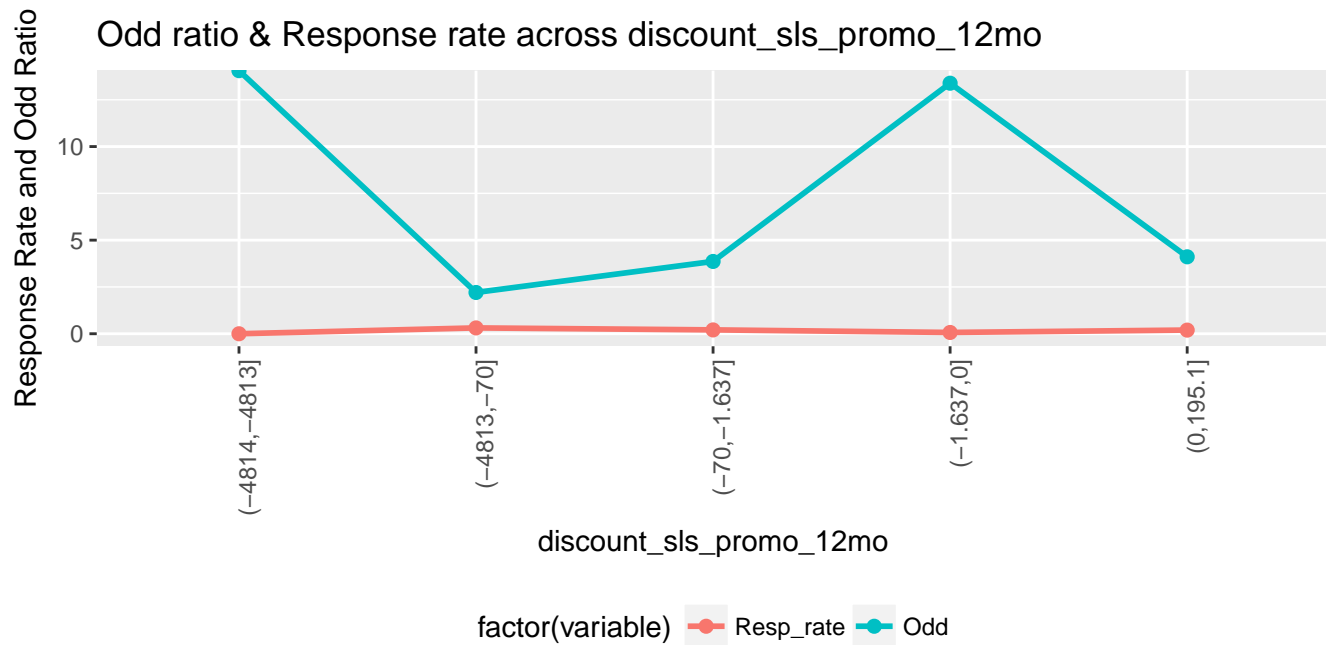
Distribution of response across gross_sales_sls_promo_12mo



Odd ratio & Response rate across gross_sales_sls_promo_12mo



Distribution of response across discount_sls_promo_12mo



Distribution of response across net_sales_sls_promo_12mo

