Maximize: Total revenue from campaign (Objective Function) =

Rrevenue after offer is being selected by customer - Opportunity loss by not selecting right customer – Cost of Campaign

Subject To :

P – Probability of response (based on channel used, email/direct email score)

D- Discount Sensitivity Score , sensitivity to offer

N- Total Number of customer

Xi – Indicator stating whether that particular customer to be picked or not

LTV – Revenue estimated from the customer upon response

UL- Upper limit of circulation size

LL – Lower limit of circulation size