

All Savers Motion: GP0284

June 7, 2016

The following figure shows how the proportion of registered members for each of the treatments has changed since the mailing. The table gives the current value of each treatment.

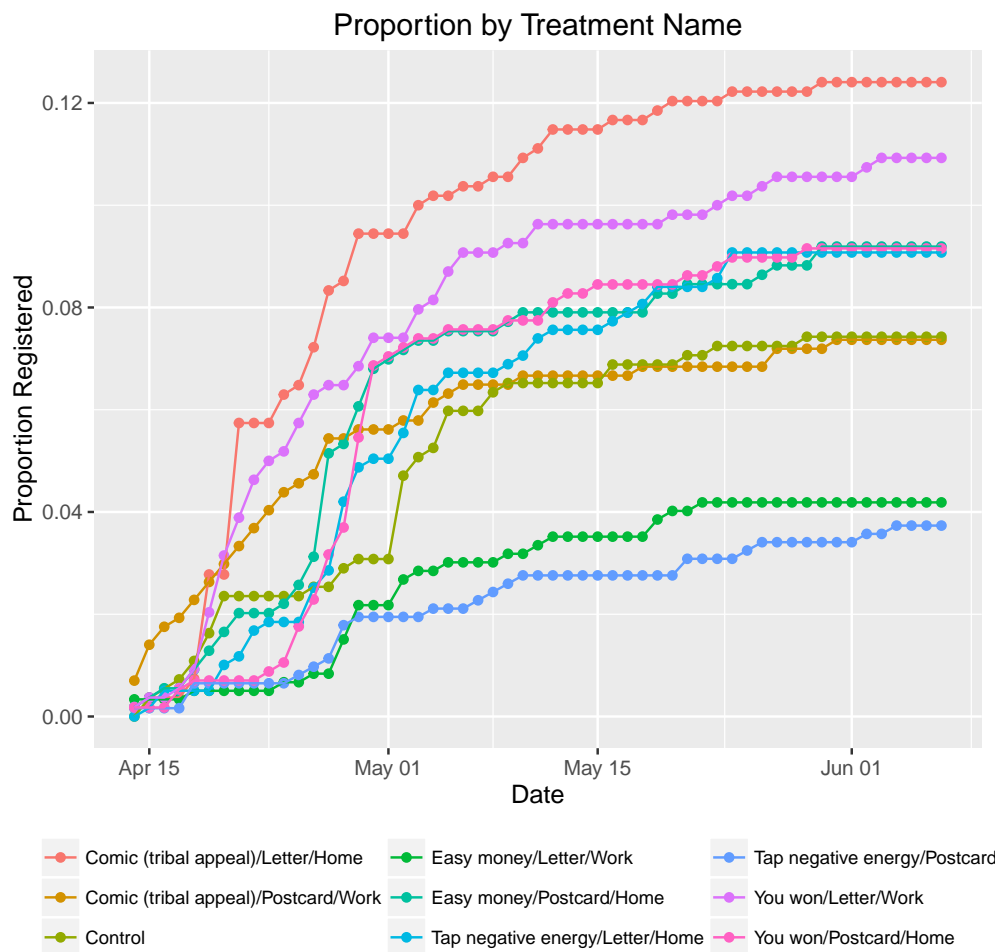


Table 1: Results by Treatment Name as of 2016-06-07

TreatmentName	Registered	N	Proportion	P-value vs Control
Comic (tribal appeal)/Letter/Home	67	540	0.124	0.004
You won/Letter/Work	59	540	0.109	0.029
Easy money/Postcard/Home	50	544	0.092	0.171
You won/Postcard/Home	52	568	0.092	0.174
Tap negative energy/Letter/Home	54	595	0.091	0.183
Control	41	552	0.074	
Comic (tribal appeal)/Postcard/Work	42	570	0.074	0.500
Easy money/Letter/Work	25	597	0.042	0.987
Tap negative energy/Postcard/Work	23	616	0.037	0.996

The following figure shows how the proportion of registered members for each of the treatment methods has changed since the mailing. The table gives the current value of each treatment method.

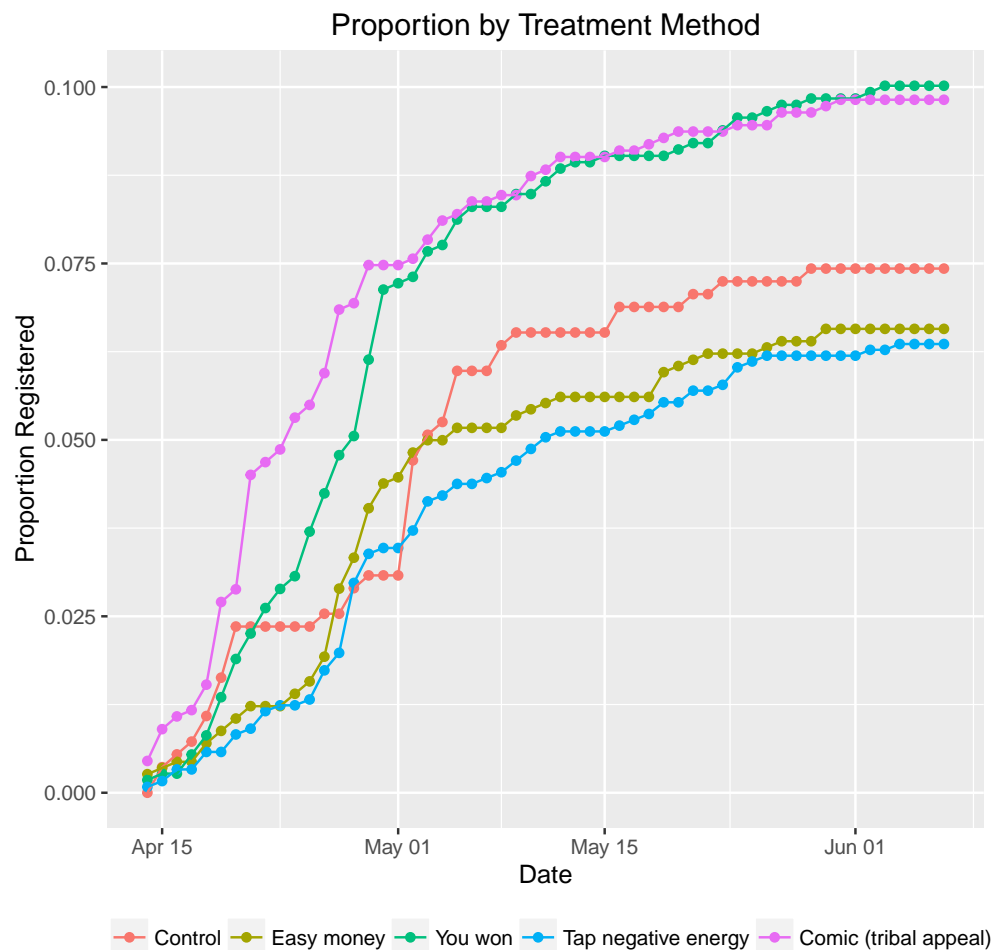


Table 2: Results by Treatment Method as of 2016-06-07

TreatmentMethod	Registered	N	Proportion	P-value vs Control
You won	111	1108	0.100	0.051
Comic (tribal appeal)	109	1110	0.098	0.065
Control	41	552	0.074	
Easy money	75	1141	0.066	0.709
Tap negative energy	77	1211	0.064	0.767

The following figure shows how the proportion of registered members for each of the treatment formats has changed since the mailing. The table gives the current value of each treatment format.

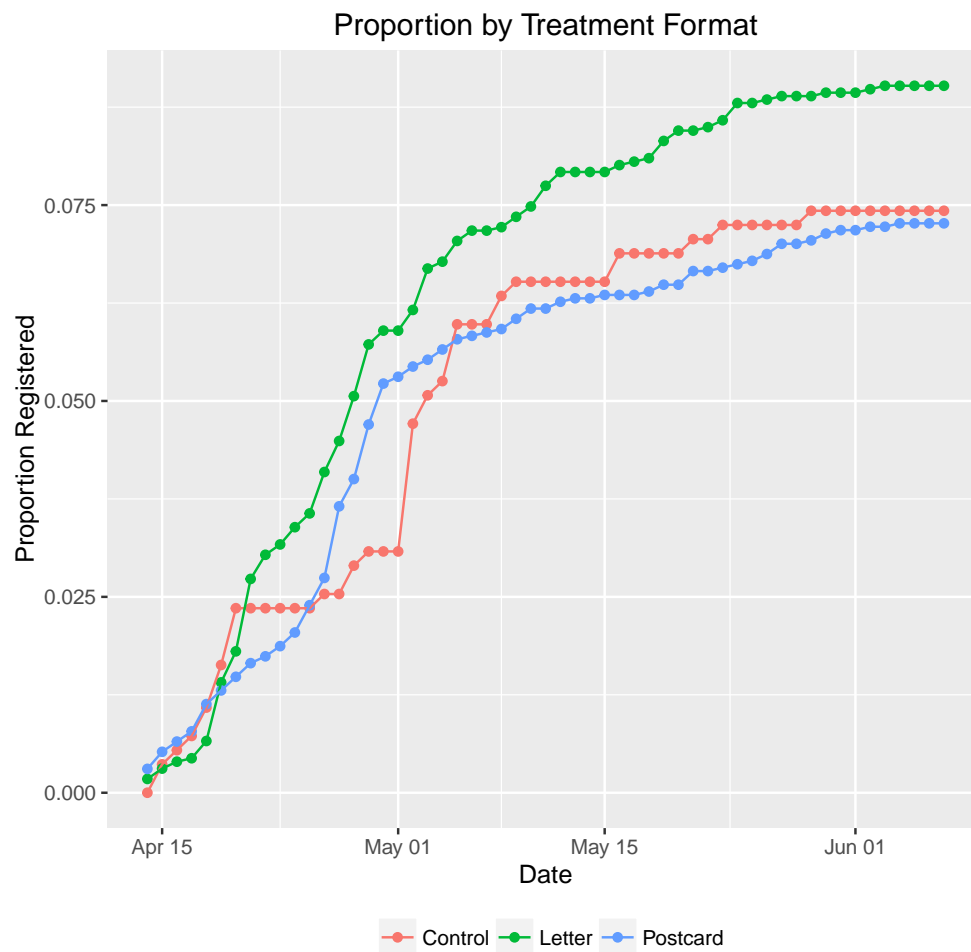


Table 3: Results by Treatment Format as of 2016-06-07

TreatmentFormat	Registered	N	Proportion	P-Value vs Control
Letter	205	2272	0.090	0.134
Control	41	552	0.074	
Postcard	167	2298	0.073	0.516

The following figure shows how the proportion of registered members for each of the treatment destination has changed since the mailing. The table gives the current value of each treatment destinations.

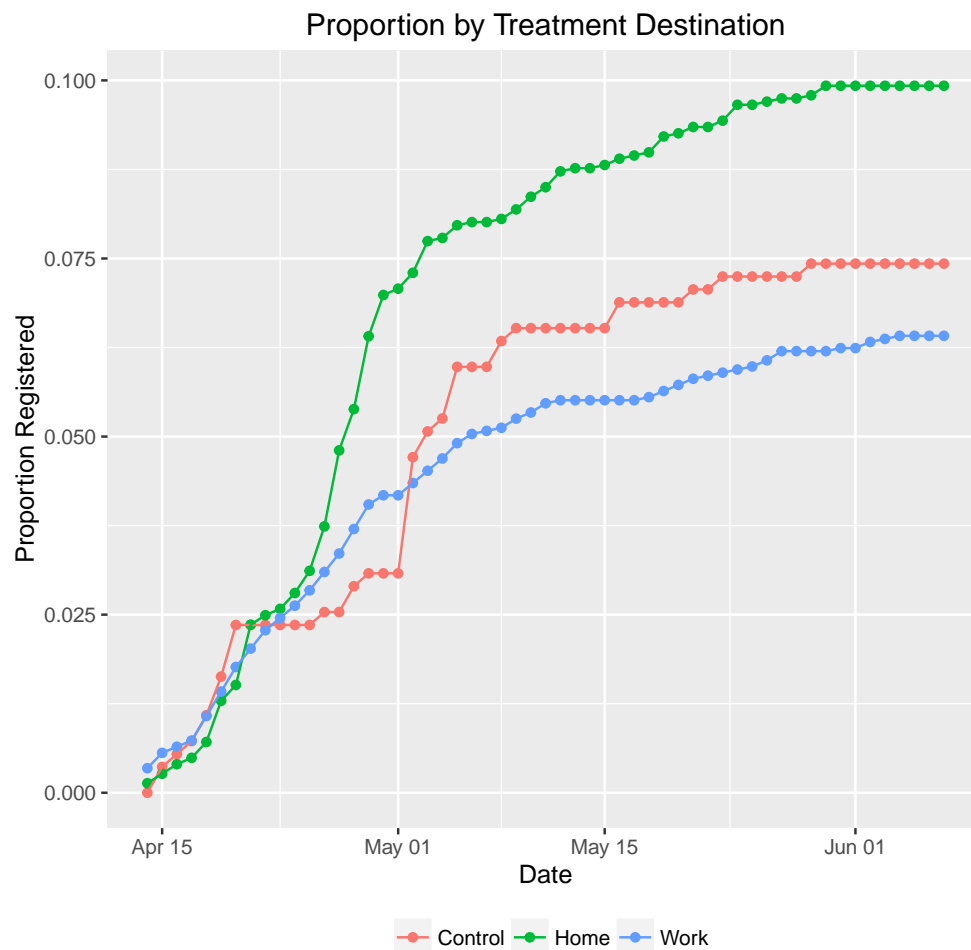


Table 4: Results by Treatment Destination as of 2016-06-07

TreatmentDestination	Registered	N	Proportion	P-Value vs Control
Home	223	2247	0.099	0.043
Control	41	552	0.074	
Work	149	2323	0.064	0.778

The following figure shows how the proportion of registered members for if others had registered in the company since the mailing. The table gives the current value of each.

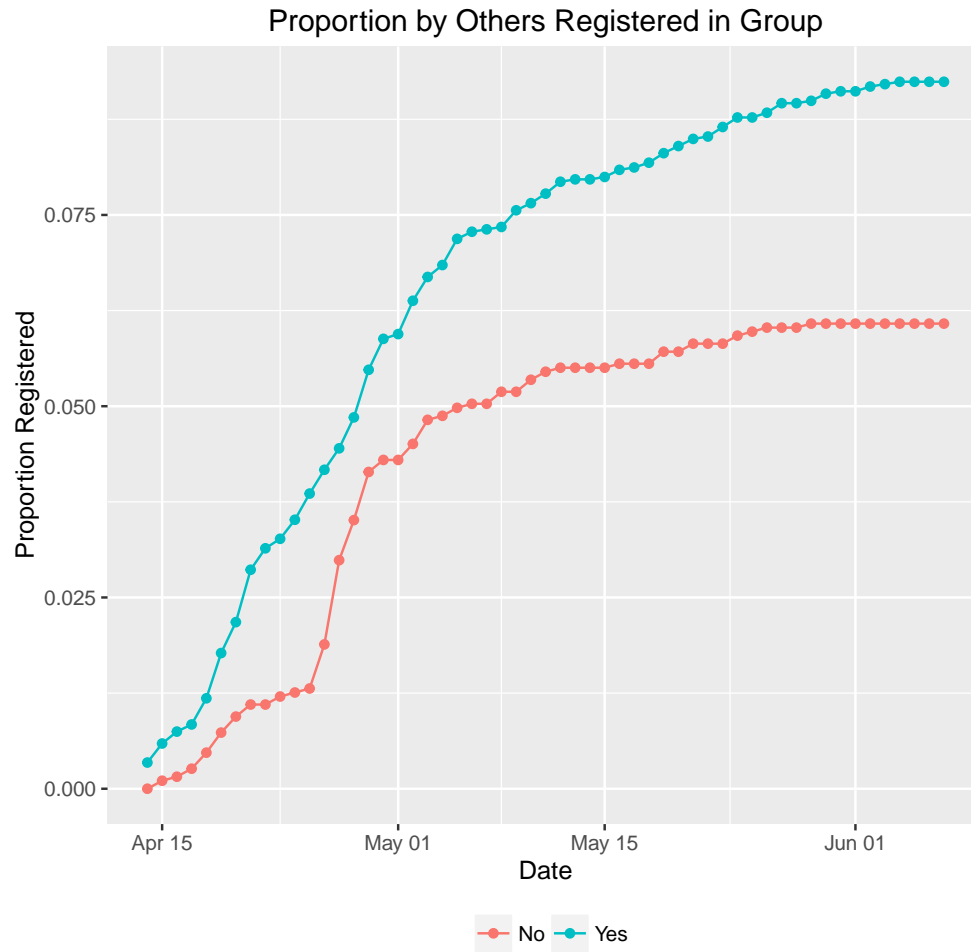


Table 5: Results by Others Registered in Group as of 2016-06-07

OthersRegistered	Registered	N	Proportion
Yes	297	3214	0.092
No	116	1908	0.061

The following figure shows how the proportion of registered members for gender since the mailing. The table gives the current value of each.

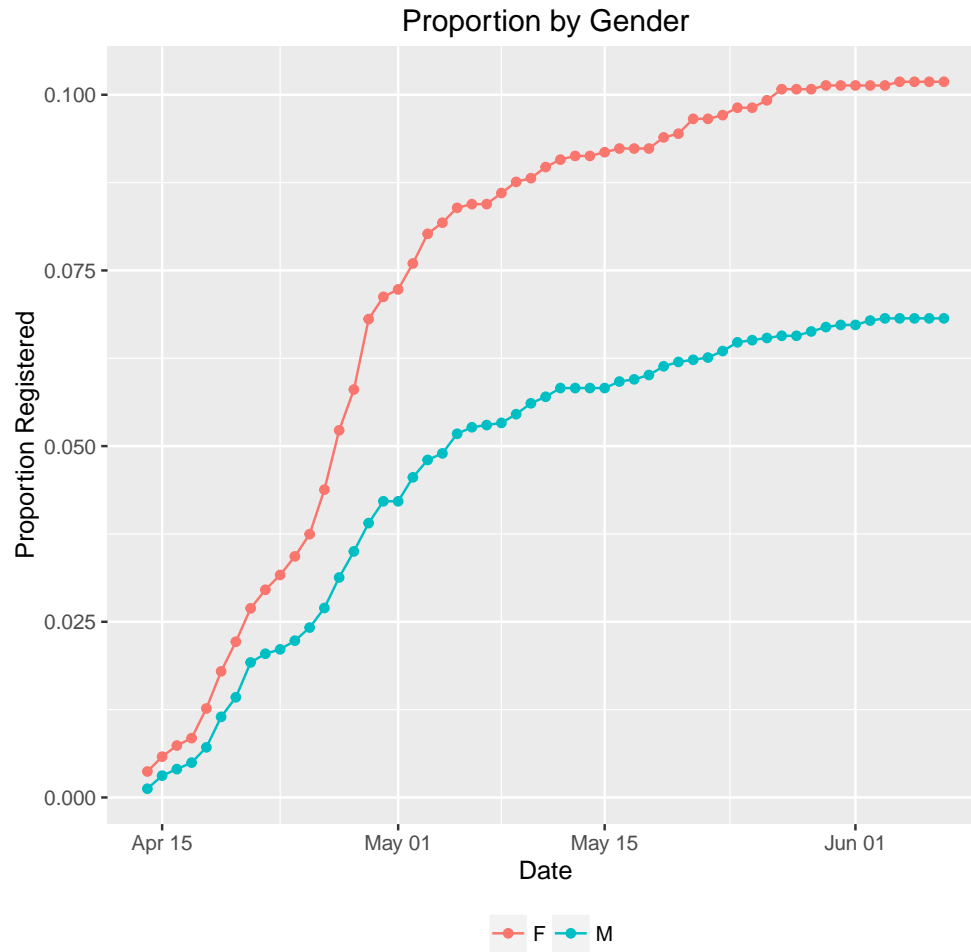


Table 6: Results by Gender as of 2016-06-07

Gendercode	Registered	N	Proportion
F	193	1895	0.102
M	220	3227	0.068

The following figure shows how the proportion of registered members for age groups (age<38) since the mailing. The table gives the current value of each.

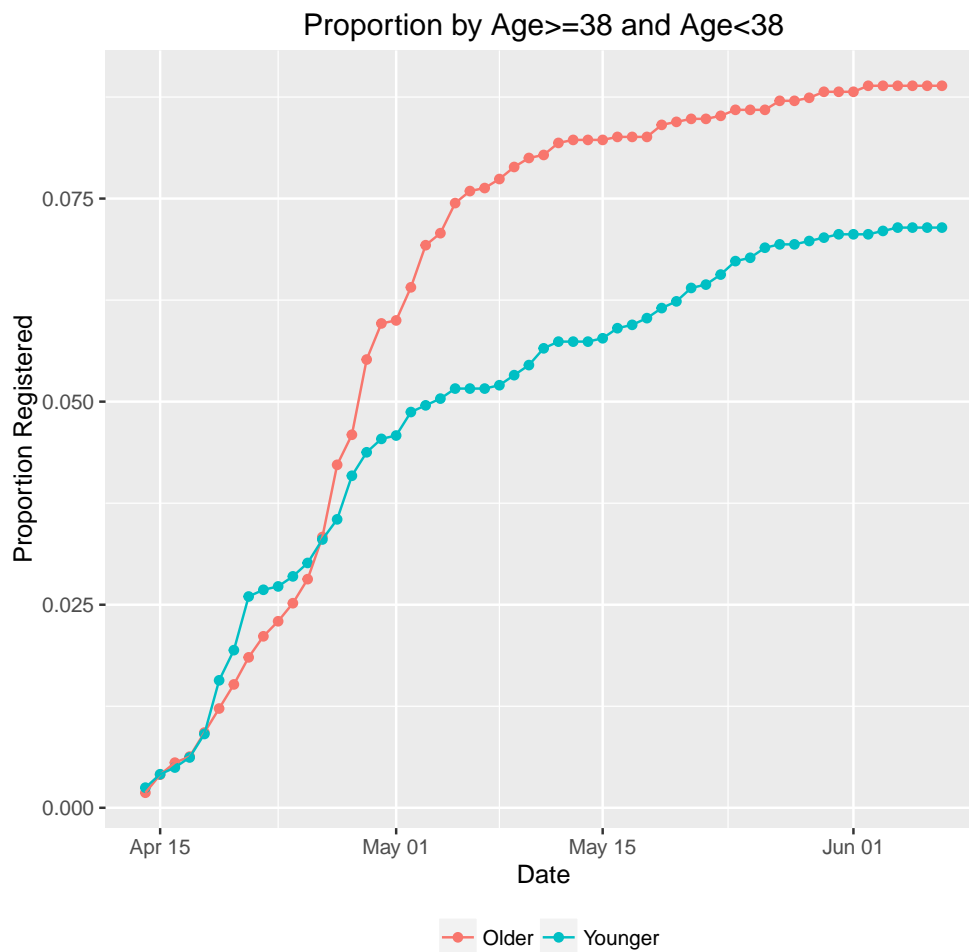


Table 7: Results by Binary Age as of 2016-06-07

BinAge	Registered	N	Proportion
Older	240	2700	0.089
Younger	173	2422	0.071

The following table shows the estimated proportions for each treatment with the blocking factors (age, gender, and others registered).

Table 8: Results by Treatment and Blocking Factors as of 2016-06-07

Block 1:Others registered at the same company?			Yes	Yes	Yes	Yes	No	No	No	No	
Block 2:Gender			Male	Male	Female	Female	Male	Male	Female	Female	
Block 3:Age			≥ 38	<38	≥ 38	<38	≥ 38	<38	≥ 38	<38	
Method	Format	location	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8	Total
Easy money	Postcard	Home	0.056	0.088	0.103	0.109	0.174	0.043	0.229	0.04	0.092
			6/107	10/113	7/68	6/55	8/46	3/70	8/35	2/50	50/544
Easy money	Letter	Work	0.05	0.057	0.072	0.069	0.012	0.01	0.069	0	0.042
			6/120	5/87	6/83	4/58	1/82	1/101	2/29	0/37	25/597
You won	Postcard	Home	0.105	0.051	0.2	0.114	0.085	0.052	0.143	0.018	0.092
			14/133	5/99	13/65	5/44	5/59	4/77	5/35	1/56	52/568
You won	Letter	Work	0.154	0.128	0.135	0.133	0.065	0.014	0.105	0.148	0.109
			16/104	14/109	7/52	8/60	5/77	1/73	4/38	4/27	59/540
Tap negative energy	Postcard	Work	0.036	0.05	0.027	0.056	0.04	0.014	0.029	0.026	0.037
			4/112	6/119	2/74	5/90	3/75	1/72	1/35	1/39	23/616
Tap negative energy	Letter	Home	0.05	0.074	0.119	0.077	0.084	0.068	0.258	0.119	0.091
			6/120	7/94	10/84	5/65	7/83	4/59	8/31	7/59	54/595
Comic (tribal appeal)	Postcard	Work	0.081	0.086	0.156	0.129	0.023	0	0.02	0	0.074
			10/124	7/81	15/96	8/62	1/43	0/60	1/49	0/55	42/570
Comic (tribal appeal)	Letter	Home	0.114	0.183	0.125	0.196	0.047	0	0.238	0.086	0.124
			13/114	20/109	7/56	11/56	3/64	0/64	10/42	3/35	67/540
Control	Control	Control	0.05	0.096	0.092	0.067	0.07	0.043	0.129	0.125	0.074
			9/179	9/94	9/98	2/30	4/57	2/47	4/31	2/16	41/552
Total			0.075	0.092	0.112	0.104	0.063	0.026	0.132	0.053	0.081
			84/1113	83/905	76/676	54/520	37/586	16/623	43/325	20/374	413/5122

The following two tables seem to suggest there is a company effect of some kind. Meaning that these companies could have some sort of "peer pressure" or "its the cool thing" effect on our registration rates. This could support the idea of getting the CEO on board to make it "cool" or "peer pressure" to register. Or the company does a better job of letting the employees know what the motion program is all about.

The following table shows how the top 7 companies we mailed to have done compared to the rest (892 companies). These are only companies that DID have others registered at the time of the mailing.

Table 9: Results by Company, with Registered

CompanyID	GroupDate	Treatment	Registered	Total	Proportion
3348	2016-03-01	Comic (tribal appeal)/Letter/Home	25	29	0.862
3452	2016-03-01	You won/Postcard/Home	19	73	0.260
3477	2016-03-01	Control	13	34	0.382
514	2015-04-01	Comic (tribal appeal)/Postcard/Work	9	17	0.529
3389	2016-03-01	You won/Letter/Work	7	25	0.280
3415	2016-03-01	Easy money/Letter/Work	6	65	0.092
512	2015-04-01	Tap negative energy/Letter/Home	6	25	0.240
Combined Top 7		Combined Top 7	85	268	0.317
All Others (863)		All Others (863)	212	2946	0.072

The following table shows how the top 7 companies we mailed to have done compared to the rest (204 companies). These are only companies that DID NOT have others registered at the time of the mailing.

Table 10: Results by Company, without Registered

CompanyID	GroupDate	Treatment	Registered	Total	Proportion
3413	2016-03-01	Easy money/Postcard/Home	17	22	0.773
3533	2016-03-01	Comic (tribal appeal)/Letter/Home	13	27	0.481
3588	2016-03-01	You won/Postcard/Home	13	34	0.382
3595	2016-03-01	Tap negative energy/Letter/Home	12	39	0.308
3138	2016-01-01	Tap negative energy/Letter/Home	8	13	0.615
3349	2016-03-01	You won/Letter/Work	8	16	0.500
3535	2016-03-01	Control	5	24	0.208
Combined Top 7		Combined Top 7	76	175	0.434
All Others (198)		All Others (198)	40	1733	0.023

How many days after the members effective date began until the member registered? The figure shows the count of members that registered from that date.

