



### DirectMAX™ ROI Scenario

Campaign Overview					
Average Monthly Volume	Avg Total Cost p/piece	Total Cost To Mail	Avg Resp. Rate	Avg. # New Clients	Cost Per Acquisition
1,000,000	\$ 0.40	\$400,000	1.00%	10,000	\$ 40.00

Low Yield/Non-deliverable File Segment					
Average Number of Corrections	Average Response Pre D-Max	Average Response Post D-Max	Average Response Increase	Net D-Max Clients Gained	Adjusted Cost Per Acquisition
100,000	0.33%	1.33%	403%	1,000	\$ 36.36

### Projected Economic Impact Summary

**Cost Savings:**

**Non-deliverable mail cost savings:**

*Savings from **NOT** mailing bad addresses*

Projected Monthly Impact	Projected Quarterly Impact	Projected Annual Impact
\$ 39,868	\$ 119,604	\$ 478,416

**PLUS**

**Added Revenue:**

**Est. revenue from new netted D-MAX clients:**

*Assumes **\$150** in annual revenue per new client*

Monthly	Quarterly	Annual
\$ 150,000	\$ 450,000	\$ 1,800,000

**Total Economic Benefit:**

Monthly	Quarterly	Annual
\$ 189,868	\$ 569,604	\$ 2,278,416