

Dashboard Reporting

Infolure reports are available via secure web access and feature statistical data designed for easy drill-down access to your mail campaign information. Avoid the hassle of trying to write queries to obtain the data you need. Let Infolure post your results to your very own customized dashboard.

Your Logo Here Show Detail Print Summary

Your Program Title
ProgramSubtitle
Data as of: June 06, 2003

MailName(MailDate)
1 Program1(01/06/03)
2 Program2(01/06/03)
3 Program3(01/13/03)
4 Program4(01/13/03)
5 Program5(01/13/03)
6 Program6(01/06/03)
7 Program7(01/13/03)
8 Program8(01/20/03)
9 Program9(01/27/03)
10 Program10(02/03/03)
11 Program11(02/10/03)
12 Program12(02/17/03)
13 Program13(02/24/03)
14 Program14(03/03/03)
15 Program15(03/10/03)
16 Program16(03/17/03)
17 Program17(03/24/03)
18 Program18(03/31/03)
19 Program19(01/27/03)
20 Program20(01/27/03)

MailPopulation	ResponseStatus					Responses	GrossResponse			Booked			Funded(000's)		
	Actual	Control	Booked	Canceled	NotAccepted		Denied	Pipeline	Actual	b(w)Fcst	b(w)Cntrl	Actual	b(w)Fcst	b(w)Cntrl	Total
41,992	3,972	92	6	17	16	11	142	0.34%	(0.61%)	0.19%	0.22%	(0.45%)	0.17%	\$ 7,571	\$ 82.3
18,141	1,967	494	49	60	35	20	658	3.63%	2.63%	1.95%	2.72%	2.02%	1.60%	\$ 43,761	\$ 88.6
15,235	1,644	372	25	62	43	51	553	3.63%	1.91%	1.99%	2.44%	1.22%	1.16%	\$ 31,680	\$ 85.2
21,843	2,361	445	31	44	44	181	745	3.41%	2.31%	1.59%	2.04%	1.25%	1.02%	\$ 36,560	\$ 82.2
154,164	15,537	287	55	72	96	36	546	0.35%	(0.65%)	0.16%	0.19%	(0.54%)	0.08%	\$ 27,898	\$ 97.2
139,150	6,453	232	44	79	63	53	471	0.34%	(2.27%)	0.15%	0.17%	(1.66%)	0.04%	\$ 21,260	\$ 91.6
43,720	4,625	567	71	124	104	32	898	2.05%	(0.55%)	1.06%	1.30%	(0.53%)	0.56%	\$ 60,150	\$ 106.1
218,037	15,034	1,627	205	503	249	141	2,725	1.25%	(1.36%)	0.65%	0.75%	(1.08%)	0.33%	\$ 136,762	\$ 84.1
291,495	23,383	3,311	295	598	513	404	5,121	1.76%	(0.85%)	0.52%	1.14%	(0.69%)	0.35%	\$ 295,926	\$ 89.4
17,577	1,900	195	19	26	37	27	304	1.73%	(0.88%)	0.83%	1.11%	(0.72%)	0.46%	\$ 22,839	\$ 117.1
17,174	1,589	167	17	38	39	69	330	1.92%	(0.68%)	0.54%	0.97%	(0.86%)	0.22%	\$ 16,606	\$ 99.4
162,825	17,090	3,928	283	604	466	200	5,481	3.37%	0.76%	1.34%	2.41%	0.58%	0.88%	\$ 356,052	\$ 90.6
363,927	29,315	671	125	153	185	598	1,732	0.48%	(2.13%)	0.26%	0.18%	(1.64%)	0.10%	\$ 64,904	\$ 96.7
104,636	9,019	160	11	47	39	184	441	0.42%	(2.18%)	0.20%	0.15%	(1.68%)	0.05%	\$ 14,434	\$ 90.2
21,851	2,354	432	52	89	48	25	646	2.96%	0.35%	1.09%	1.98%	0.15%	0.58%	\$ 31,693	\$ 73.4
20,830	2,235	360	35	62	36	56	549	2.64%	0.03%	1.11%	1.73%	(0.10%)	0.52%	\$ 27,735	\$ 77.0
13,609	1,458	177	24	33	25	104	363	2.67%	0.06%	1.64%	1.30%	(0.53%)	0.89%	\$ 13,539	\$ 76.5
102,353	10,481	872	137	239	174	59	1,481	1.45%	(1.16%)	0.84%	0.85%	(0.98%)	0.45%	\$ 75,933	\$ 87.1
316,939	32,853	2,070	273	455	363	583	3,744	1.18%	0.22%	0.59%	0.65%	(0.03%)	0.31%	\$ 201,984	\$ 97.6
63,409	6,653	635	105	103	155	406	1,404	2.21%	1.49%	0.94%	1.00%	0.69%	0.31%	\$ 61,640	\$ 97.1
2,148,907	189,923	17,094	1,862	3,408	2,730	3,240	28,334	1.32%	0.18%	0.54%	0.80%	0.02%	0.29%	\$ 1,548,928	\$ 90.6
	8.8%	60.3%	6.8%	12.0%	9.6%	11.4%	100.0%								

ResponseMatchDetail

LEVELMatched

SSN 26,597

MatchKey 1,165

Address 572

TOTAL 28,334

WHOMatched

Applicant 24,069

Co-Applicant 4,265

TOTAL 28,334

PIPELINE STATISTICS

AutoApproved	85.6%
AutoReferred	3.0%
RecommendDecline	14.0%
	0.4%

Product1

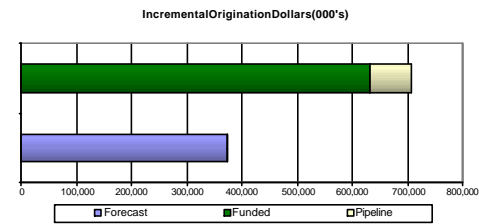
Origination\$(000's)	\$ 179,134	\$ 33,744	\$ 46,197	\$ 53,775	\$ 77,940	\$ 390,789
Average\$(000's)	\$ 71.8	\$ 95.3	\$ 72.0	\$ 74.7	\$ 92.1	\$ 77.3

Product2

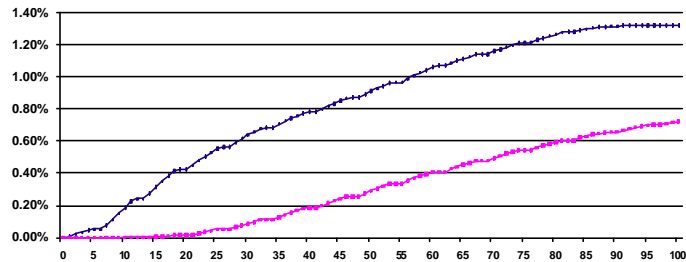
Origination\$(000's)	\$ 1,369,794	\$ 178,164	\$ 242,799	\$ 208,158	\$ 327,135	\$ 2,326,050
Average\$(000's)	\$ 93.8	\$ 118.1	\$ 87.8	\$ 103.6	\$ 136.6	\$ 99.9

TOTAL

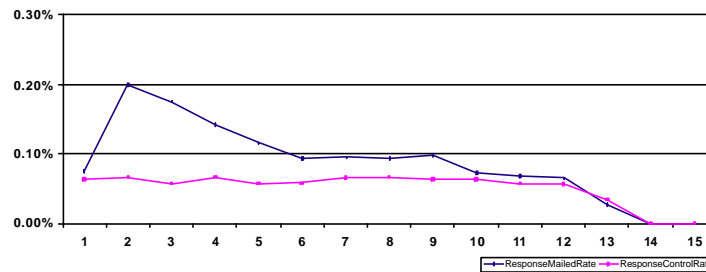
Origination\$(000's)	\$ 1,548,928	\$ 211,909	\$ 288,996	\$ 261,932	\$ 405,074	\$ 2,716,839
Average\$(000's)	\$ 90.6	\$ 113.8	\$ 84.8	\$ 95.9	\$ 125.0	\$ 95.9



GrossResponseandBookedRates



WeeklyGrossResponseRates



Dashboard Reporting - Detail

Your Logo Here

Show Summary

Print Detail

Program 7

DetailReport--Both Products

Dataasof: June06,2003

Program7

CellCode	CellCodeDescription
1 CBT2	CellCodeDescription
2 CBT3	CellCodeDescription
3 CBT4	CellCodeDescription
4 CBT5	CellCodeDescription

Mailed #
41,629
1,387
591
113
43,720

ResponseStatus							Gross	Net
Booked	Canceled	NotAccepted	Denied	Pipeline	Total			
544	69	115	102	29	859	2.06%	1.31%	
15	1	7	1	2	26	1.87%	1.08%	
6		1	1	1	9	1.52%	1.02%	
2	1	1			4	3.54%	1.77%	
567	71	124	104	32	898	2.05%	1.30%	
63.1%	7.9%	13.8%	11.6%	3.6%	100.0%			

Funded	
Total	Average
\$ 57,582,832	\$ 105,851
\$ 1,427,313	\$ 95,154
\$ 629,620	\$ 104,937
\$ 510,700	\$ 255,350
\$ 60,150,465	\$ 106,085

ResponseMatchDetail	
LEVELMatched	
SSN	857
MatchKey	29
Address	12
TOTAL	898
WHOMatched	
Applicant	749
Co-Applicant	149
TOTAL	898

AutoApproved
AutoReferred
RecommendDecline

ORIGINATION\$(000's)
AVERAGES\$(000's)

ORIGINATION\$(000's)
AVERAGES\$(000's)

ORIGINATION\$(000's)
AVERAGES\$(000's)

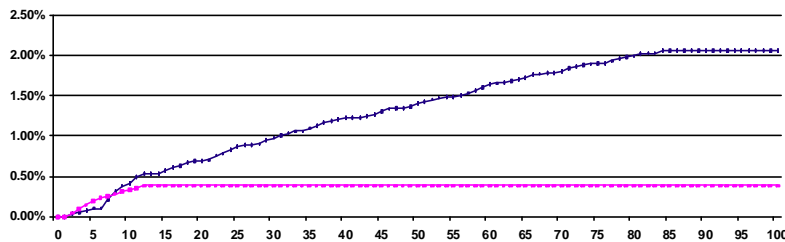
PIPELINE STATISTICS					
84.5%	7.0%	87.9%	22.1%	65.6%	70.9%
15.0%	93.0%	12.1%	49.0%	28.1%	25.2%
0.5%			28.8%	6.3%	3.9%

Product1					
\$ 4,390	\$ 1,914	\$ 1,400	\$ 1,011	\$ 704	\$ 9,418
\$ 74.4	\$ 112.6	\$ 82.4	\$ 77.8	\$ 117.3	\$ 84.1

Product2					
\$ 55,761	\$ 6,219	\$ 11,152	\$ 8,624	\$ 3,170	\$ 84,924
\$ 109.8	\$ 115.2	\$ 104.2	\$ 94.8	\$ 121.9	\$ 108.0

TOTAL					
\$ 60,150	\$ 8,133	\$ 12,552	\$ 9,635	\$ 3,873	\$ 94,343
\$ 106.1	\$ 114.5	\$ 101.2	\$ 92.6	\$ 121.0	\$ 105.1

GrossResponseandBookedRates



WeeklyGrossResponseRates

