



Case Study

List Services Fundraising is the low-risk, high-impact list solution in the industry today.

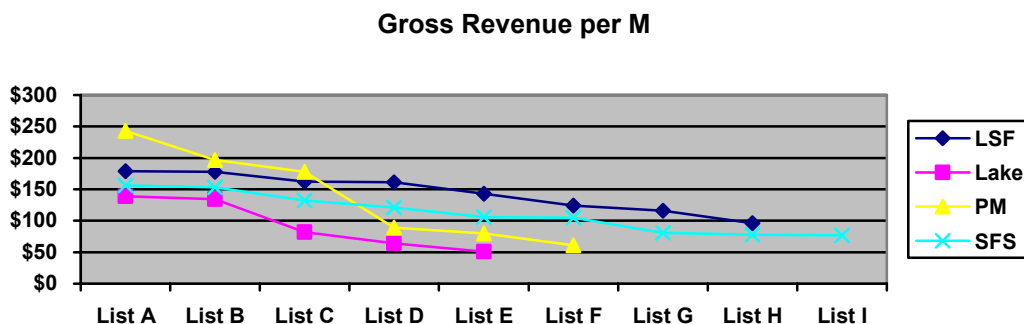
In the fall of 2007 we had the opportunity to back up this claim with a head to head test against three very competent and well-respected competitors.

A large national mailer was searching for new list opportunities and decided to test several brokers in a two-phase test. The participating brokers were the incumbent—Specialized Fundraising Services—List Services Fundraising, Lake Group Media, and Paradysz Matera.

The primary client goals were to expand mailable universe and increase response rates. Each broker was asked to submit a full testing plan and then tier their results by preferred priority.

Below are the results of both phases. Lake Group Media was not selected to participate in the second phase and Paradysz Matera opted not to participate in phase two.

November 2007 Results



In these results we see that List Services clearly outperformed both the incumbent and Lake Group. When analyzing the performance of Paradysz Matera against List Services, PM had one list that significantly outperformed and two lists that slightly outperformed. However, the drop-off in gross yield for the next three lists was dramatic.

When selecting lists, consistency is critical. One or two winners cannot offset the negative impact of having an equivalent (or greater) number of losers—especially in a sustained effort where lists must be selected for each campaign. Mitigation of risk is equally important to strong upside performance on a long-term basis. This point is further illustrated below.

Client Goal Evaluation

The client's two goals were to expand mailable universe and increase response rates. Because Paradysz Matera's success relies heavily on 3 lists and List Services' recommendations were more consistent throughout, List Services was able to expand mailable universe by approximately 298,000 names versus 147,000 for PM. *(Based on the performance threshold that the client deemed acceptable).*

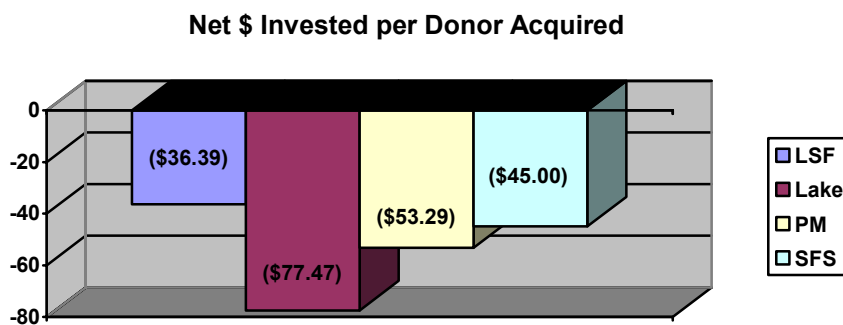
Additionally, List Services response rates were **22% higher** than PM's across all test lists. Among the "acceptable" lists which would be rolled out, List Services response rates were 9.5% higher.

Once again these results illustrate how in a head to head test, List Services not only provides better rollout potential in terms of expanded universe and response rates but also less upfront risk in achieving these results.

Additional Success - Less Expense with List Services

In this case the client was only interested in gross revenue metrics to evaluate results. However, at List Services we prefer to focus on net revenue metrics because they determine the ultimate success of the acquisition program by dictating how much money must be "earned back" from each new donor once they are on the house file. Particularly useful to this evaluation is the metric of Net Revenue per Donor Acquired.

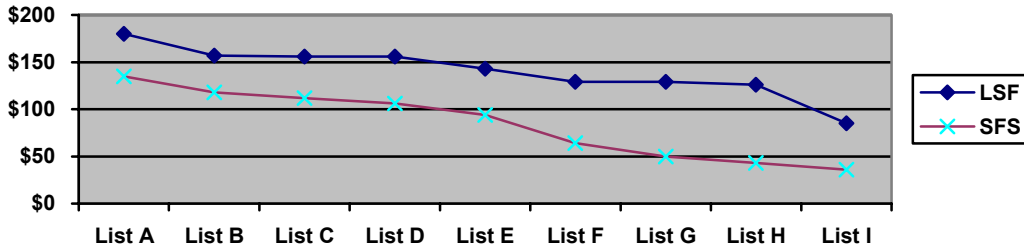
A net calculation of course considers expense as an important variable. Whether during testing or rollout, List Services prefers to prioritize exchange lists and negotiates strongly for pricing discounts on those lists that must be rented.



Further testing against the incumbent broker in the following month illustrates that List Services' performance in November was replicable and our list selection advantage holds true over a long-term period. Overall results were down in December due to seasonality but the relative performance depicts a continuing trend of List Services' out-performance.

December 2007 Results

Gross Revenue per M



Net \$ Invested per Donor Acquired

