

Response Mercy Ships AQ1115 - F.CH  
(Stand 22. Januar 2016)

|                       |                           |
|-----------------------|---------------------------|
| Mailinginformationen: |                           |
| Postaufgabe regulär   | 11. Nov 15                |
|                       |                           |
| Menge                 | 100'000                   |
| Give Away             | Pflaster / Post-It / Ohne |
| Kartei                | SF / Soz. Eng. / TC       |
| ESR                   | CHF 25.00                 |
| Test Kuvert           | mit TV / mit Logo und TV  |
| Eingangstage Response | ca. 45 Tage               |

| Mailing AQ November 2015                   |                                         |         |                     |                |            |            |
|--------------------------------------------|-----------------------------------------|---------|---------------------|----------------|------------|------------|
| Download letzte Zahlungen: 22. Januar 2016 |                                         |         |                     |                |            |            |
| Code                                       | Description                             | Mailed  | # of Replied Donors | % of Responses | # of Gifts | % of Gifts |
| 51111                                      | Test_1_TV_SwissFund_Pflaster_CHF25      | 15'000  | 767                 | 5.11%          | 772        | 5.15%      |
| 51112                                      | Test_1_TV_SEP_Pflaster_CHF25            | 5'000   | 223                 | 4.46%          | 225        | 4.50%      |
| 51113                                      | Test_1_TV_TC_Pflaster_CHF25             | 5'000   | 193                 | 3.86%          | 193        | 3.86%      |
| 51114                                      | Test_2_TV/Logo_SwissFund_Pflaster_CHF25 | 15'000  | 793                 | 5.29%          | 798        | 5.32%      |
| 51115                                      | Test_2_TV/Logo_SEP_Pflaster_CHF25       | 5'000   | 222                 | 4.44%          | 223        | 4.46%      |
| 51116                                      | Test_2_TV/Logo_TC_Pflaster_CHF25        | 5'000   | 183                 | 3.66%          | 184        | 3.68%      |
| 51117                                      | Test_3_TV_SwissFund_PostIt_CHF25        | 10'000  | 442                 | 4.42%          | 444        | 4.44%      |
| 51118                                      | Test_3_TV_SEP_PostIt_CHF25              | 5'000   | 180                 | 3.60%          | 181        | 3.62%      |
| 51119                                      | Test_4_TV/Logo_SwissFund_PostIt_CHF25   | 10'000  | 442                 | 4.42%          | 446        | 4.46%      |
| 51120                                      | Test_4_TV/Logo_SEP_PostIt_CHF25         | 5'000   | 176                 | 3.52%          | 179        | 3.58%      |
| 51121                                      | Test_5_TV_SwissFund_Ohne_CHF25          | 5'000   | 179                 | 3.58%          | 179        | 3.58%      |
| 51122                                      | Test_5_TV_SEP_Ohne_CHF25                | 5'000   | 141                 | 2.82%          | 142        | 2.84%      |
| 51123                                      | Test_6_TV/Logo_SwissFund_Ohne_CHF25     | 5'000   | 165                 | 3.30%          | 166        | 3.32%      |
| 51124                                      | Test_6_TV/Logo_SEP_Ohne_CHF25           | 5'000   | 135                 | 2.70%          | 137        | 2.74%      |
| TOTAL                                      |                                         | 100'000 | 4'241               | 4.24%          | 4269       | 4.27%      |
| TOTAL_Giveaway_Pflaster                    |                                         | 50'000  | 2'381               | 4.76%          | 2'395      | 4.79%      |
| TOTAL_Giveaway_PostIt                      |                                         | 30'000  | 1'240               | 4.13%          | 1'250      | 4.17%      |
| TOTAL_Giveaway_Ohne                        |                                         | 20'000  | 620                 | 3.10%          | 624        | 3.12%      |
| TOTAL_Kuvert_TV                            |                                         | 50'000  | 2'125               | 4.25%          | 2'136      | 4.27%      |
| TOTAL_Kuvert_TV/Logo                       |                                         | 50'000  | 2'116               | 4.23%          | 2'133      | 4.27%      |
| TOTAL SwissFund                            |                                         | 60'000  | 2'788               | 4.65%          | 2'805      | 4.68%      |
| TOTAL Sozial Engagierte Personen           |                                         | 30'000  | 1'077               | 3.59%          | 1'087      | 3.62%      |
| TOTAL TopCare                              |                                         | 10'000  | 376                 | 3.76%          | 377        | 3.77%      |