

KAB Company

Date Range: 10/1/16 - 10/19/17

Source Category: All

Drop Code: All

Report: Ordered Dollars

Source	Description	Gross Input	Net Output	Net Qty Mailed	Net % Mailed	List Cost	Total Orders	Unique Orders	Mult Fact	Order Resp Rate	Net Merch+	Avg Order	Amount Per Book	Unique Resp Rate	Unique Avg Order	Cat Req Tot	Cat Req Resp	Cmb Req Ord	Cmb Resp Rate	
Source Category:																				
BROKER	BROKER SOURCE CODE	4,000	5,000	3,500	70.0%	9,800.00	45	1	45.00	1.3%	820.11	18.22	0.23	0.0%	820.11	0	0.0%	45	1.3%	
OCP	WEB INTEGRATION SOURCE CODE	4,000	4,500	3,500	77.8%	8,500.00	1	1	1.00	0.0%	220.07	220.07	0.06	0.0%	220.07	0	0.0%	1	0.0%	
SOURCE	MAIN SOURCE	5,000	7,500	4,500	60.0%	10,000.00	329	11	29.91	7.3%	58,532.89	177.91	13.01	0.2%	5,321.17	0	0.0%	329	7.3%	
TEST	TEST RUN	2,589	3,500	2,445	69.9%	8,000.00	5	1	5.00	0.2%	111.25	22.25	0.05	0.0%	111.25	0	0.0%	5	0.2%	
Total for Source Category :		15,589	20,500	13,945	68.0%	36,300.00	380	14	27.14	2.7%	59,684.32	157.06	4.28	0.1%	4,263.17	0	0.0%	380	2.7%	
Final Totals :		15,589	20,500	13,945	68.0%	36,300.00	380	14	27.14	2.7%	59,684.32	157.06	4.28	0.1%	4,263.17	0	0.0%	380	2.7%	

End of Report