

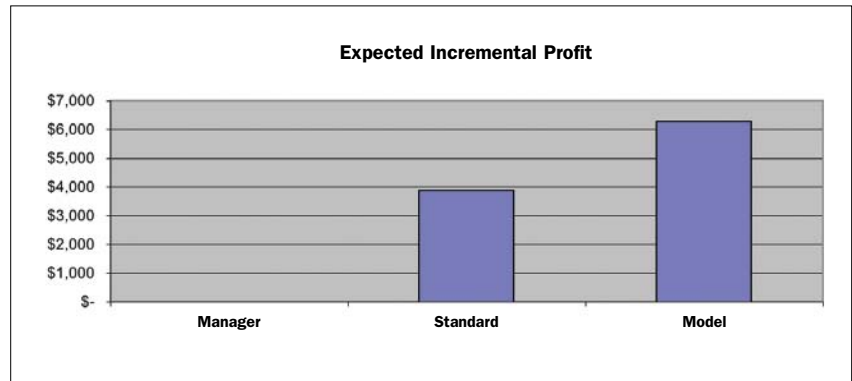






# DETERMINE THE OPTIMAL SIZE FOR A MAILING BASED ON A TEST MAILING

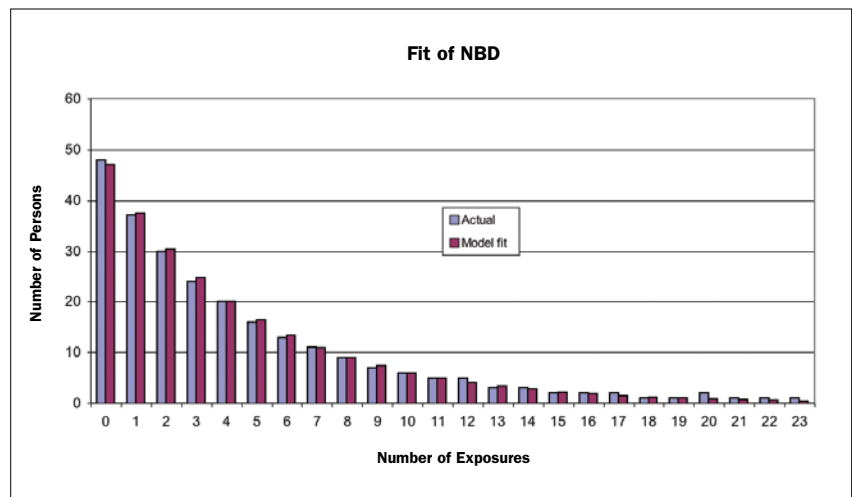
Improve the rate of return on test mailings and other components of the marketing mix.



# GENERATE EFFECTIVENESS MEASURES FOR MEDIA EXPOSURE

Shorten the amount of time needed to estimate reach, frequency and gross ratings points.

	L	M
Reach:		94.4%
Frequency:		18.9
GRPs:		1782



Format Wizard		
System requirements	Microsoft Windows operating system	✓
	Microsoft Excel 2000 or later	✓
General features	Reads data in simple tabular format	✓
	Helps select the best technique	✓
	Automated set up problem and estimates model	✓
	Creates charts and graphs ready for pasting into other Office applications	✓
	Extensive tutorial help, including pictorials and animations	✓
	Free version explains Fader-Hardie probability models	✓

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