

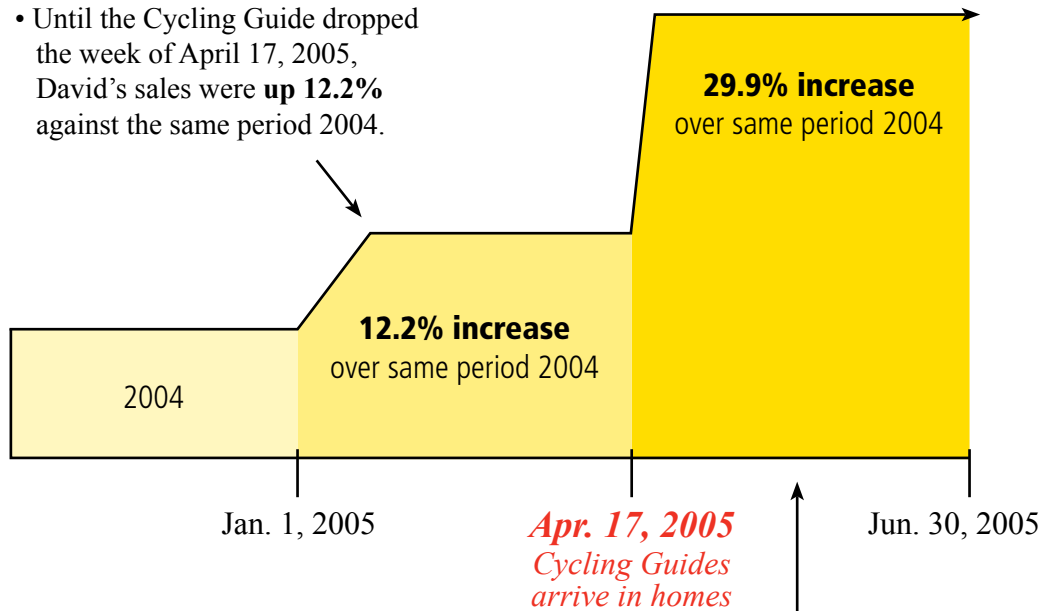


"The Guide caused a sales lift of at least 15% during it's three month active period. I saw the spike as soon as it hit and sales remained elevated. I estimate it created sales worth over 10 times it's cost."



David Sanborn: Owner David's World Cycle, Orlando, Florida

- Until the Cycling Guide dropped the week of April 17, 2005, David's sales were **up 12.2%** against the same period 2004.



- For the effective period of the Guide, (through the expiration of the last coupon in June) **same-store sales lifted 29.9%** or **\$136,794**, over same period 2004.

Money Making

- 12.2% is 41% of the increase so lift would be 59% of \$136,794.69 = **\$80,708**.
- After subtracting his **cost of goods sold** and the total cost of the mailing, \$7,623, this represents a **384% ROI**.

Bottom Line: \$80,708 – (cogs + \$7,623) = 384% ROI

What other factors could explain this growth?

Q&A with David

Catalyst: **For the period April 17 through July 2 how much was the aggregate increase in % over the past year?**

David: **29.94%**

Catalyst: **Did you have better weather than last year?**

David: **It was the same.**

Catalyst: **Did you use other media?**

David: **Not during this period.**

Catalyst: **Did competitors go out of business?**

David: **No.**

Catalyst: **Did competitors use aggressive marketing?**

David: **One used a mailer made by QBP.**

Catalyst: **Thanks very much David.**



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