

DURATION

Catalyst Outdoor Guide drives sales for at least three months

Tabulated via POS system by Joe Butler, Jr., Owner, based on sales with redemption of coupons in his Spring 2006 Outdoor Guide mailer.



CASE STUDY HIGHLIGHTS:

- Study Focus: Black Creek Outfitters, Jacksonville, Florida
- Duration of Program: 3 months

Total sales: \$58,782 • COG: \$35,269 • Cost of mailer: \$12,251 • Net profit: \$13,025



Outdoor Guides were received starting April 10 th	April	May	June
Recorded coupon uses*	120	114	72
Average number of items per sale	3.4	4.5	3.5
Average sale	\$133.22	\$268.00	\$170.06
Total sales per coupon	\$15,986	\$30,552	\$12,224

*Total Outdoor Guide response is estimated to be at least 1/3 greater than coupon response.
31 coupon uses were redeemed but not assigned to these timeframes.

"The Catalyst Outdoor Guide is profitable advertising."

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Coupon tracking only tells part of the story

We estimate that only 3 of 4 customers who respond to the Outdoor Guide use the included coupons. This is a conservative estimate. Coupon capture is often incomplete at point of sale.

How much did Joe really make?

While Joe's measured profit was about \$10,000, we estimate his actual profit was almost \$18,000 — an additional profit of 80 percent.

Outdoor Guide coupon results, April-June 2006	Measured	Estimated
Sales data based on	Actual coupons captured	Measured sales / 0.75
Sales	\$52,647	\$70,196
Cost of Goods @ 43% margin (Sales x 0.57)	\$30,009	\$40,012
Cost of 14,443 Outdoor Guides, delivered	\$12,251	\$12,251
Net Profit	\$10,387	\$17,933