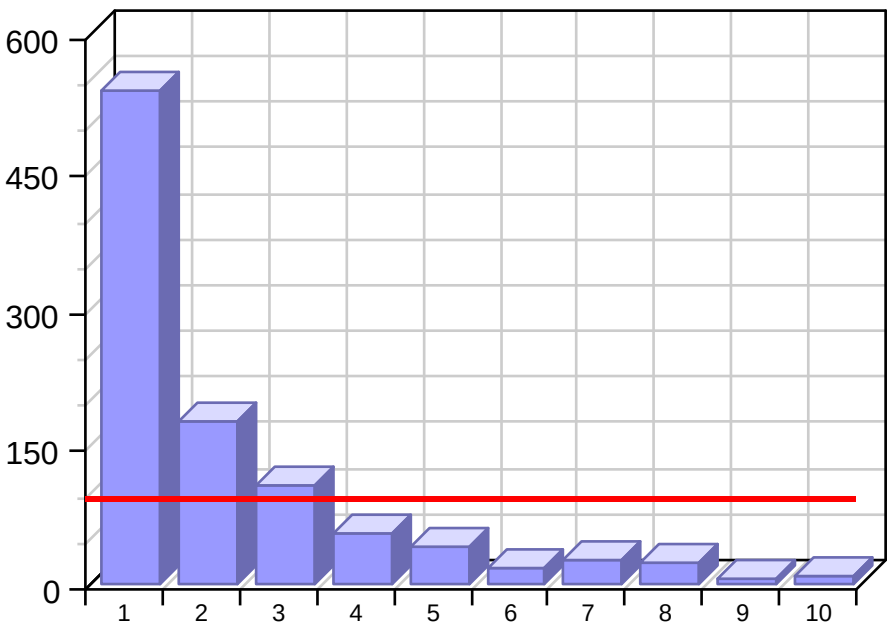
Model Report - Quik - all

Customer File Name	Upload Date	Match Count
quik Prospect.txt	04/11/06	768 of 999 names

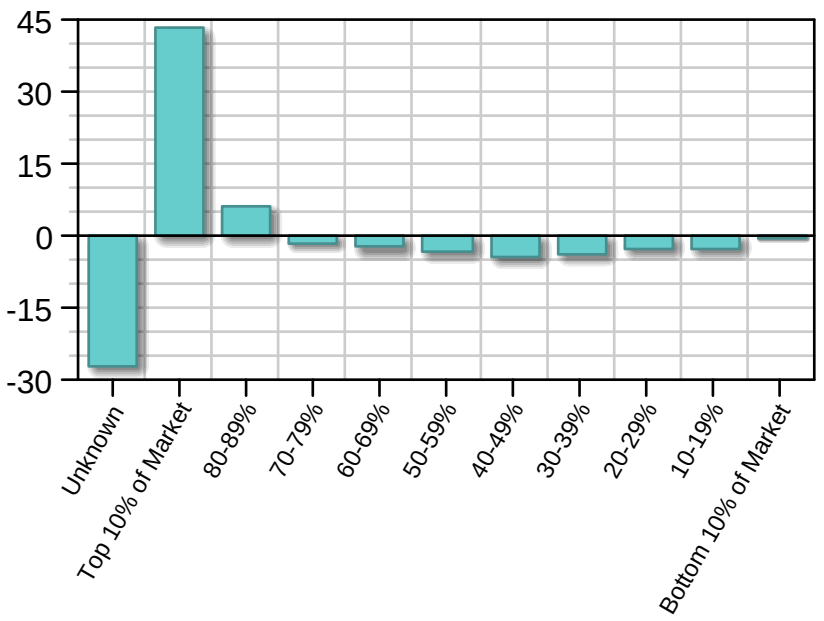
Used a random sample of 3781 names.

Lift Chart



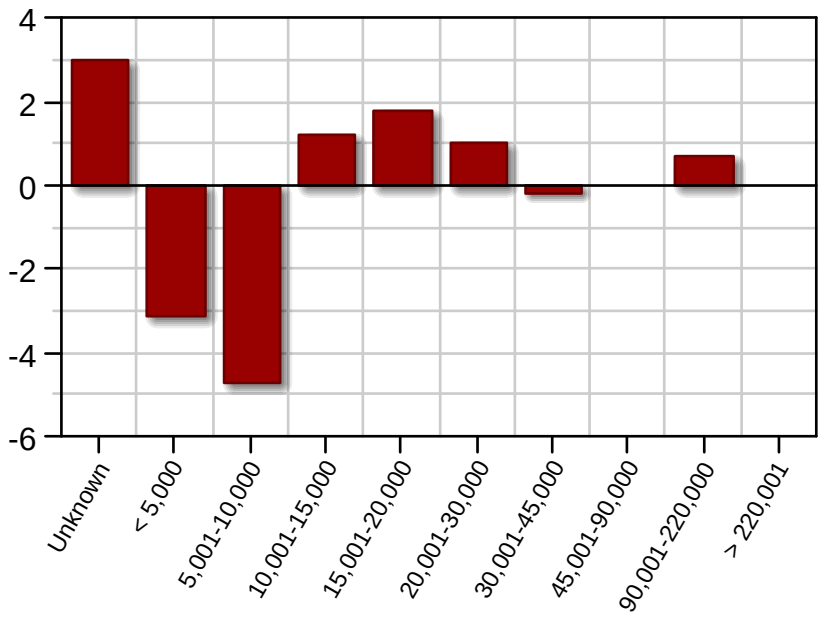
Top 10 percent of prospects are 5.38 times more likely to respond than average. Top 1 percent of prospects are 8.35 times more likely to respond than average.

Market Value Decile



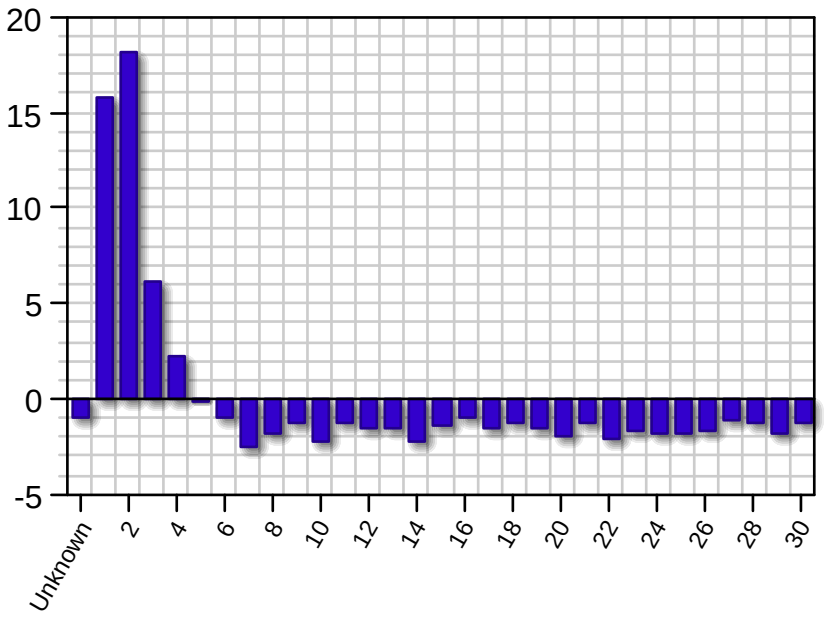
Relative Impact of Market Value Decile on Model: Top 10% of Market are most likely to respond, Unknown are least likely to respond.

Lot size (Square Feet)



Relative Impact of Lot size (Square Feet) on Model: Unknown are most likely to respond, 5,001-10,000 are least likely to respond.

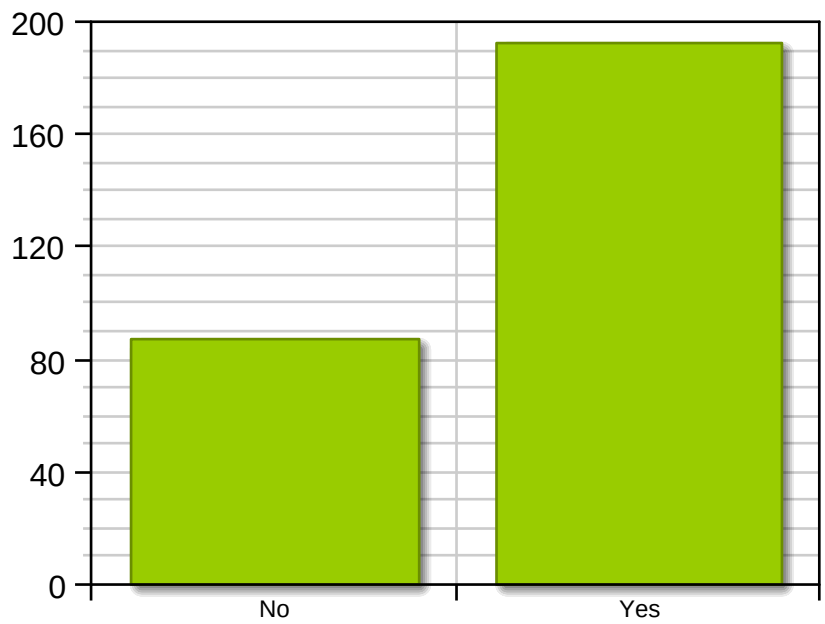
Ranking Invitation to Apply Approvals (1=Most Likely; 30=Least Likely)



Relative Impact of Ranking Invitation to Apply Approvals (1=Most Likely; 30=Least Likely) on Model: 2 are most likely to respond, 7 are least likely to respond.

Model Report - Quik - all

Travel/Personal



When Travel/Personal is Yes, response probability increases by a factor of 1.93

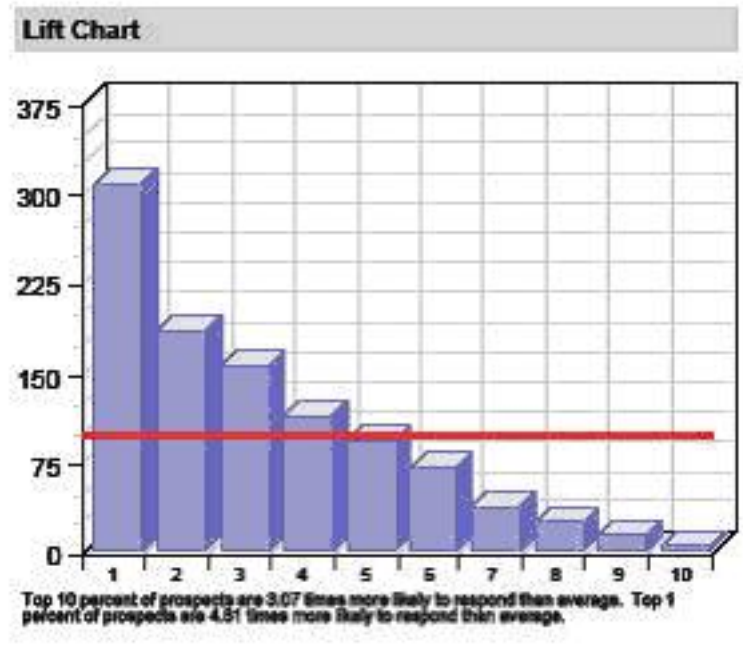
Model Report Glossary

Model Report Overview

For each model that is created, a Model Report is generated to outline the variables that were found to be most influential in the model. Charts and Graphs are then used to indicate strength of certain variables, and whether they are a positive or negative influence on the model. There are hundreds of variables at the beginning of each modeling process, and by applying Genalytics' patented technology, the variables are narrowed and improved upon with each pass in the modeler.

The following examples will help you to understand how to read each chart type. There is a lift chart, binary chart and categorical chart.

Lift Chart

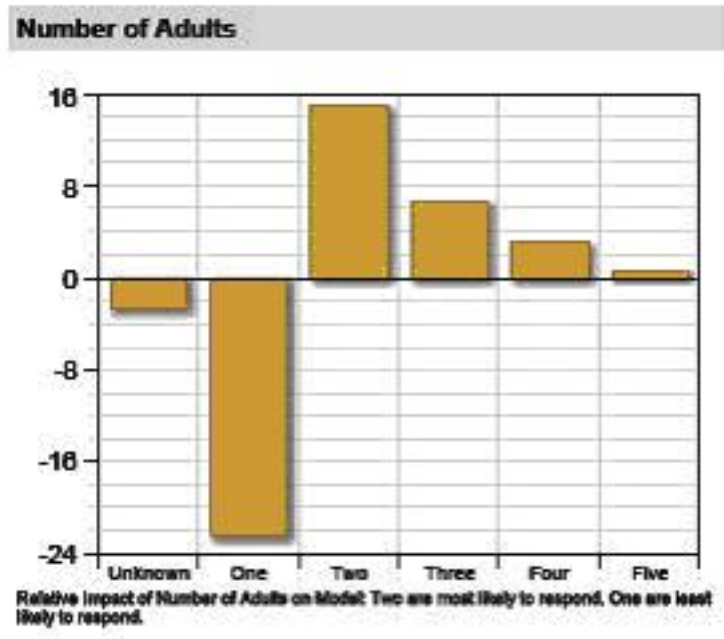


The lift chart indicates how many more times likely a prospect is to respond than average. The chart is delimited by deciles, and the straight line represents the average for a non-targeted, random sample of prospects.

Binary Charts

The binary charts display binary variables that indicate a negative or positive influence on response probability.

Categorical Charts



The categorical charts display variables, by categories, which have a relative impact on response probability. The straight line indicates a baseline, and each category is measured against that baseline. In some cases, negative values may be more of an impact than positive values.