



## TARGETED RESPONSE IMPROVEMENT METHOD (TRIM)

TRIM is a proprietary mathematical modeling template designed to create a unique model for each mailer. In creating a TRIM model, EnerTex Marketing looks at characteristics of the client's current subscriber base. Equally important, TRIM analyzes those who have received the client's mail and those that have responded. The information is cumulative; for each campaign a new model is built based on the last model and the new information from the current mailing.

The factors considered include:

**List** – TRIM takes into account prior response rates and, for test lists, cross over with house files.

**Geography** – To the level of Zip+4 code. TRIM uses response rates from previous campaigns rather than density.

**Individual Characteristics** – Name and title can yield important information. Factors such as gender, marital status and ethnicity can affect response rates.

**Demographics** – Demographic data, often to the level of "Block Group."

**Merge/Purge Analysis** – Data can be gathered by examining the various relationships that occur within a merge/purge. These factors can help generate a strong predictive model.

TRIM analysis not only isolates which of the above factors may influence response, it also defines to what degree they are effective and how they interact. Data from the above factors are applied to the completed merge/purge which is then run through a final proprietary formula that determines the probability of response. The individual records are given a TRIM value which has a theoretical range of 0 to 99.

The numeric scores are translated into letter TRIM codes. The top 10% of the merge/purge output based on the numeric scores is given a TRIM code of "A"; the next 10% a "B" and so on.

Samples of variable factors analyzed:

**Zip Code Assignment** – Scoring and ranking of post merge/purge records by historically best and poorest responding zip codes

**Zip +4 Code Assignment** – Zip +4 provides the basis for appending PRIZM cluster codes.

**PRIZM Cluster Code Assignment** – Once the PRIZM cluster codes are assigned, the records are segmented into 62 cluster codes. Scoring and ranking of post merge/purge records takes into account the historically best and poorest responding PRIZM clusters.

**Historical List Response Rates** – Scoring and ranking of post merge/purge records takes into account the historically best and poorest responding list segments.

**Title/Suffix Analysis** – Analysis of prefixes and suffixes for each record as potential response indicator.

**Recency** – Analysis of post-merge/purge records with purchase activity within the last four years, versus older records.

**Frequency** – Analysis of how often the post merge/purge records appear within house list segments.

**Multi-buyer Frequency** – Analysis of records on one list only versus multiple lists.