



DTI Circulation InSight Explained

A business intelligence solution designed to support more informed decision-making to increase revenue, customer retention and optimize retail sales potential.

DTI Circulation InSight is a collection of interactive summaries, customized dashboards accessible via a self-service Web portal designed to give you the reports you want, when you want them without IT intervention. *DTI Circulation InSight* uses a collection of data models, SQL server databases, script files, report scheduling, macros and DTI Circulation menu options to provide a seamless end-to-end solution.

Business intelligence and reporting will help you make more informed business decisions including:

- How are my sales sources performing?
- Which campaigns have the best retention rate?
- Which customers continually churn?
- Why are customers leaving us?
- Which geographic areas have the best market penetration?
- Are our complaints/1000 rates improving?
- Which retail locations have the best performance as compared to last year, last month, and last week?
- Which retail locations have the highest sellouts and excess return rates?

ROI Opportunities with DTI Circulation InSight:

- **Maximize Retail Sales Potential** – By thoroughly analyzing sales and return activity at the outlet level, you'll quickly identify locations that underperform and locations that continually sell-out. The tools provide the suggested supply alterations that will reduce you sellouts and excessive returns and optimize your retail sales potential.
- **Easily Identify your most effective campaign offers** – Identify which offer have the highest retention and why. Understand which offers are best suited for each sales channel as well as the geographic markets that respond more favorably. Stop using your marketing budget on offers and geographic areas that don't produce positive results.

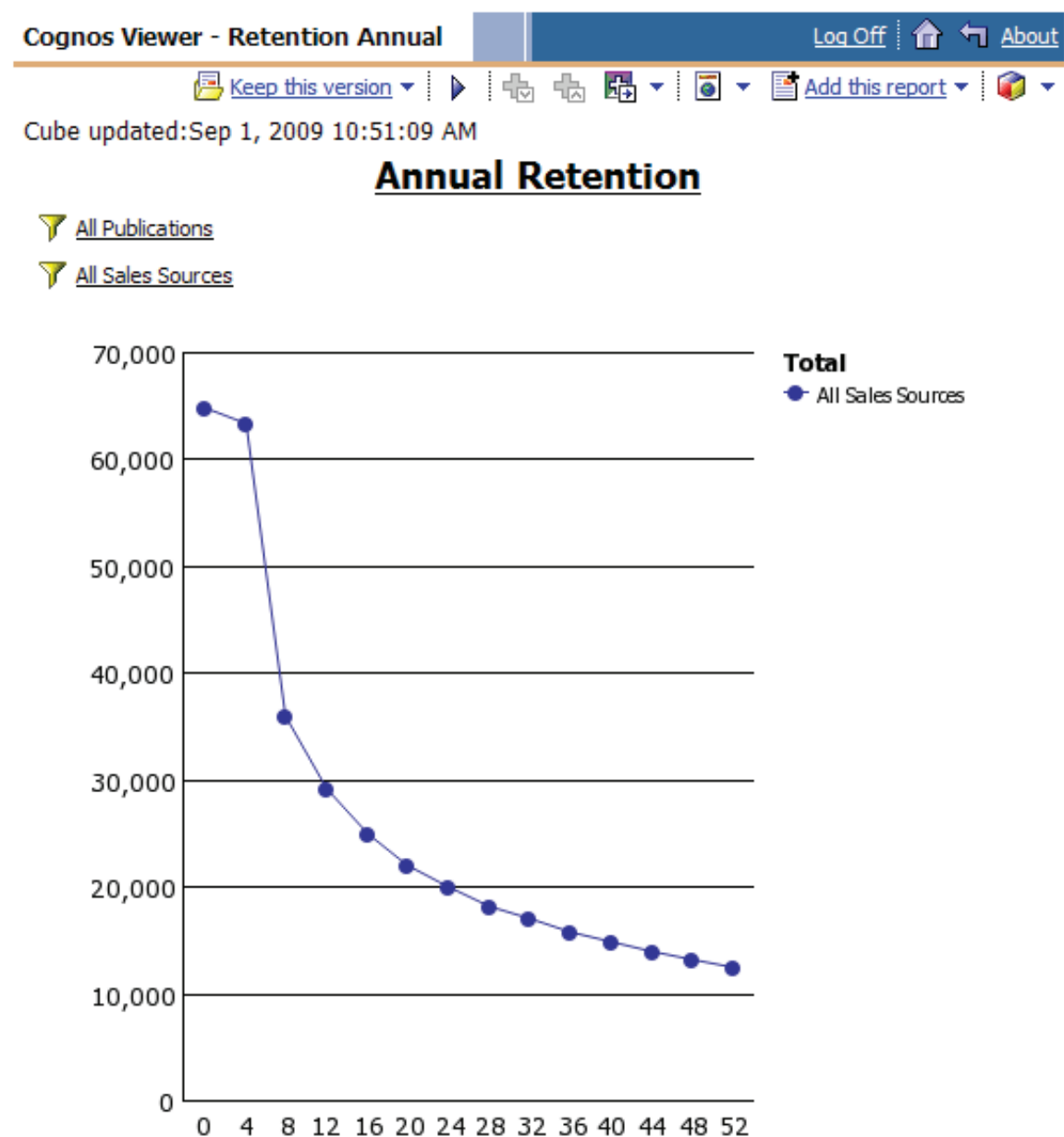


- **Increase Productivity Across the Board** – With information at your fingertips, you can easily explore your data and spot trends to make more informed business decisions.

Examples of InSight Reports and Capabilities

Retention

Annual Retention. This report shows the total starts for the selected year, followed by the number of active subscribers still remaining at the end of each 4 week increment.





Subs w/ Multiple Starts v1. This report assists the user in identifying subscribers who are prone to moving in and out of promotions. I.e. "the professional subscriber"

Subscriber Churn Analysis

Subscribers with more than 3 starts.

Database(s):

Begin: Oct 19, 2007

End: Oct 19, 2009

Subscription ID	Subscriber Name	Start Date	Offer ID	Days Retained	# Starts	Avg Days Retained	Billing Method	Stop Date
10155895	DON HENNING	12/4/2007	CUSTREQ	94			OFFICE PAY	3/7/2008
		3/9/2008	CUSTREQ	56			OFFICE PAY	5/4/2008
		5/6/2008	CUSTREQ	72			OFFICE PAY	7/17/2008
		7/18/2008	CUSTREQ	6			OFFICE PAY	
DON HENNING					4	57		
10286005	MICHAEL WADIN	10/19/2007	STPSAVR	18			OFFICE PAY	11/6/2007
		11/10/2007	KFALL071	17			OFFICE PAY	11/27/2007
		11/28/2007	KFALL071	66			OFFICE PAY	2/2/2008
		2/4/2008	CUSTREQ	11			OFFICE PAY	2/15/2008
MICHAEL WADIN					4	28		
10295238	BARRY OHM	11/13/2007	CUSTREQ	49			OFFICE PAY	1/1/2008
		1/3/2008	K10/25-1	74			OFFICE PAY	3/17/2008
		4/10/2008	K10/25-1	81			OFFICE PAY	6/30/2008
		7/21/2008	CUSTREQ	3			OFFICE PAY	
BARRY OHM					4	52		
10370254	KELLY HOGLUND	11/1/2007	CUSTREQ	64			OFFICE PAY	1/4/2008
		1/12/2008	CUSTREQ	49			OFFICE PAY	3/1/2008
		3/4/2008	AUTOST	74			OFFICE PAY	5/17/2008
		5/20/2008	K10/20-1	57			OFFICE PAY	7/16/2008
KELLY HOGLUND					4	61		
10430595	MICHAEL CHIANELLI	11/7/2007	CUSTREQ	168			OFFICE PAY	4/23/2008
		4/24/2008	CUSTREQ	36			OFFICE PAY	5/30/2008
		5/31/2008	CUSTREQ	42			OFFICE PAY	7/12/2008
		7/13/2008	CUSTREQ	11			OFFICE PAY	
MICHAEL CHIANELLI					4	64		



Why Do Subscribers Stop My Offers. This report prompts the user for a start date range and shows all offers started during that time period and their associated stop. Additionally this report shows the reason for the stop, the percent of stops by reason, and subscribers who are currently in a status of stopped.

Why Do Subscribers Stop Our Offers?

Begin Date: Oct 16, 2007

End Date: Oct 16, 2009

Database(s):

Offer ID	Offer Name	Total # Stops for this Offer	Stop Reason Desc	# Stops for this Reason	% of Stops
28 FREE	28 Days Free	35	End Grace	27	77.14%
			End of Promo/Special Offer	4	11.43%
			Non Pay of Start and Bill	2	5.71%
			Not Renewing or NonPay	1	2.86%
			Poor Service	1	2.86%
2WKSFREE	KNOnline 2Wks Free Trial Offer	90	Non Pay of Start and Bill	44	48.89%
			End of Promo/Special Offer	16	17.78%
			End Grace	13	14.44%
			Not Renewing or NonPay	10	11.11%
			Other Reason	5	5.56%
			Did Not Order	1	1.11%
			Never Started-Customer Cancel	1	1.11%
AUTOST	Auto Start System	144	End Grace	73	50.69%
			Not Renewing or NonPay	27	18.75%
			Other Reason	8	5.56%
			Non Pay of Start and Bill	6	4.17%
			Duplicate Subscriptions	4	2.78%
			Leaving town	4	2.78%
			No Time to Read	3	2.08%
			Too expensive	3	2.08%



Single Copy Summary. Shows single copy average net draw, by single copy type, for this week, last week, YTD percent contribution, YTD last year, YTD last year percent contribution, and growth over last year.

Cube updated: Sep 1, 2009 10:55:11 AM

Single Copy Summary

▼ [All Publications](#)

▼ [All Distribution Types](#)

⊘ [Suppress Items - Total is Null or Zero \(Rows\)](#)

Average Net Draw	This Week	This Week Last Year	YTD	YTD Contrib %	YTD Last Year	YTD Last Year Contrib	Growth
College Readership Program			200	4.05%	199	4.17%	1
Counter Sales	71	22	28	0.57%	19	0.39%	10
Dealer Sales	4,600	3,991	3,499	70.91%	3,420	71.83%	79
Newspapers In Education	105		626	12.68%	583	12.26%	42
Office Copies	170	184	156	3.17%	170	3.58%	-14
Paid Bulk	18	13	18	0.36%	13	0.27%	5
Rack	846	650	567	11.50%	596	12.51%	-28
All Distribution Types	5,789	4,861	4,934	100.00%	4,761	100.00%	173