



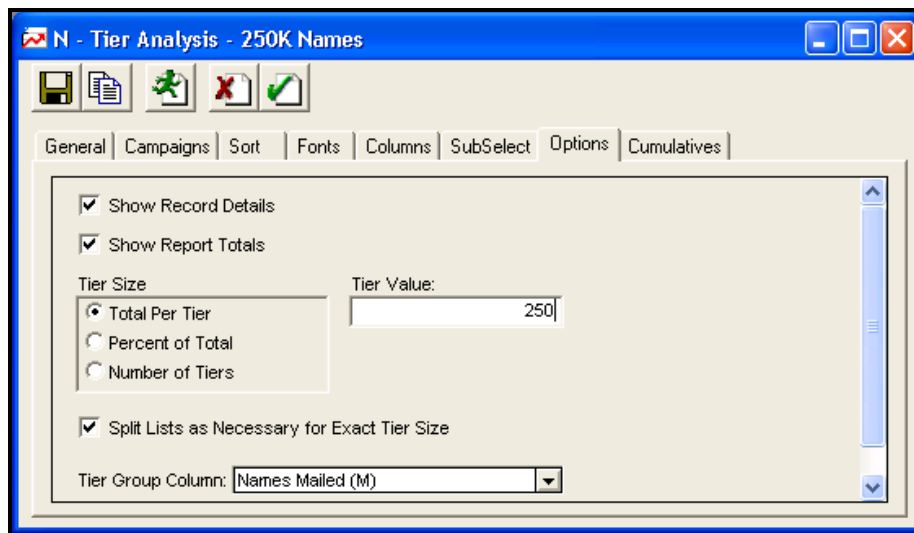
We are happy to announce the latest release of **DARTexpert (4.1)**. This update was designed to

- A – Add to the reporting repertoire with a new Tier Analysis Report that can be used in all reporting areas of the system.
- B – Enhance data management and reporting tools.
- C – Facilitate database field definitions and handling.
- D – Automate test panel and other splits in the post merge purge list planning stage
- E – Make improvements to various system functions

Here are more details:

A. Enhancements to the report package

- **Tier Analysis Report** ... A new Tier Analysis Report format has been added to the Market Analysis, List Portfolio Analysis and Plan Management reporting areas that allows you to break a campaign into tiers. Tier analysis report options are as follows:



The following is a Tier Analysis report that breaks up a single campaign into tiers of 250K names mailed. Lists are selected based on the best Loaded Profit Per Order.

N - Tier Analysis - 250K Names

Database: NEVVSAMPLE
 Report Name: N - Tier Analysis - 250K Names
 Date: 03/05/2009
 Time: 14:34:46

Campaign(s): 2008-01M 2008 JAN Main File
 Ranked by: Tier_Descending Loaded Profit/Ord
 Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Tier	List Rank	List Name	Selection	Names Mailed(M)	Gross Resp%	Gross Orders	Payup/Order	Net Resp%	Net Orders	Net Revenue/Order	Loaded Prf/Ord
1	1	Creative Ideas for Life	6 MO COA	3,712	5.12%	190	68.9%	3.53%	131	\$11.97	(\$4.13)
1	2	Homes and Things	L6MO DTP ON-AOT MEN	13,021	7.41%	965	50.9%	3.77%	491	\$11.97	(\$5.35)
1	3	Traditional Home	ACTIVE FEMALE SUBS	7,501	5.21%	391	62.1%	3.24%	243	\$11.97	(\$6.16)
1	4	Accents	3 MO DMS	6,991	5.77%	403	54.8%	3.16%	221	\$11.97	(\$5.22)
1	5	Melior Fruit	L3MO DTP NON-AOT	3,561	9.32%	332	43.7%	4.07%	145	\$11.97	(\$7.64)
1	6	Homes Monthly	L4.6 PD DTP NEW NON-AOT	16,156	5.63%	910	52.0%	2.93%	473	\$11.97	(\$8.14)
1	7	Decorating Journal	L3MO PD DMS NON-AOT	11,092	8.03%	891	43.9%	3.53%	391	\$11.97	(\$8.38)
1	8	Argent	L3MO HOTLINE PAID	4,316	6.07%	282	48.9%	2.97%	128	\$11.97	(\$8.39)
1	9	The Solar Club	3rd QTR 01 INQUIRES	14,111	9.50%	1,341	38.9%	3.69%	521	\$11.97	(\$8.56)
1	10	BarBqs	Actives	59,012	8.73%	5,152	39.2%	3.43%	2,021	\$11.97	(\$8.86)
1	11	Arc Wood BB	03-04 BOOK BUYERS OMT SOME	14,029	6.53%	916	44.2%	2.89%	405	\$11.97	(\$8.93)
1	12	Accents	L6MO COA	11,029	4.92%	543	63.4%	3.12%	344	\$11.97	(\$9.11)
1	13	Wilson's Catalog	L3 MO MOB	3,901	4.87%	190	52.6%	2.56%	100	\$11.96	(\$5.45)
1	14	Savvy Magazine	L3MO AT HOME ADDRESS	16,712	7.19%	1,202	41.7%	3.00%	501	\$11.97	(\$8.59)
1	15	Natural Magazine	HOT PD DMS NON-AOT	11,022	4.83%	532	54.7%	2.64%	291	\$11.97	(\$10.27)
1	16	HomeWork	ZIP MATCHES	34,677	6.23%	2,160	45.0%	2.81%	973	\$11.97	(\$10.39)
1	17	Mothers News	L6MO DMS NON-AOT	6,515	6.20%	404	44.8%	2.78%	181	\$11.97	(\$10.80)
1	18	Consumers Only	L4MO PD DMS MEN	12,642	5.05%	638	50.1%	2.52%	319	\$11.97	(\$11.55)
		(18)		250,000	6.97%	17,422	46.2%	3.45%	7,879	\$11.97	(\$8.75)
2	19	Consumers Only	L4MO PD DMS MEN	78,379	5.05%	3,958	50.1%	2.53%	1,981	\$11.97	(\$11.51)
2	20	The Times	3 MO HL DMS NON-AOT NEW	40,918	5.87%	2,402	41.8%	2.45%	1,003	\$11.97	(\$11.98)
2	21	SD House & Garden	ACTIVE PAID	3,981	5.53%	220	45.0%	2.49%	99	\$11.98	(\$12.95)
2	22	New Homeowners	L3 SFBU BUYERS NON-CONDO	7,109	6.76%	462	35.3%	2.39%	170	\$11.97	(\$15.16)
2	23	Science Book Club	ACTIVE BUYERS	85,122	4.82%	4,103	42.0%	2.02%	1,723	\$11.97	(\$15.32)
2	24	Arc Press Garden BB	2003-04 PAID WOMEN	2,982	5.23%	156	39.1%	2.05%	61	\$11.97	(\$17.12)
2	25	Wood and Things	ACT PD DMS NEW SUBS	31,509	8.56%	2,697	29.4%	2.52%	793	\$11.97	(\$17.46)
		(7)		250,000	5.61%	14,818	41.6%	2.33%	5,830	\$11.97	(\$13.72)
3	26	Wood and Things	ACT PD DMS NEW SUBS	9,512	8.56%	814	29.4%	2.51%	239	\$11.97	(\$17.51)
3	27	Anthony's Magazine	L30 DAY COA SUBS	13,012	5.69%	740	38.0%	2.16%	281	\$11.97	(\$17.74)

Ladd Associates, Inc. DARTExpert V 3.996 1 of 2

- **“Split Control” Indexing** ... You can now index selected records within one campaign against one control panel while indexing other records against a second control panel.
- Other enhancements to the reporting function include:
 - Making the mouse scroller active in all reporting output screens
 - Automating resizing columns when reports are shown in the grid mode.

B. Data Management Improvements

- **Undo** ... You can now undo the majority of your changes using the new Edit->Undo (Ctrl/Z) menu.
- **Save As** ... You can now open a Campaign (or List Portfolio or Plan Projection) and Save A Copy (File->Save As menu) without affecting the original version.
- **Right Click Menu** ... A new Right-Click menu has been enabled allowing you to hide and resize columns with a single click.
- **Mouse Scroller** ... Your mouse scroller is now active in all data entry screens.
- **Find/Replace** ... A new Find / Replace menu (Edit->Find and Replace) has been added allowing you to locate (and optionally replace) the next occurrence of the specified text.
- You can now optionally **delete multiple campaigns** without being prompted for a password for each.

C. Streamline Database Field Definitions

- **Show Translated Values** ... You can now optionally have all fields "translated" to their display values.
- **Hide Unused Fields** ... You can now optionally hide all unused fields, simplifying the Field Definition process.
- **Single Field Definition Screen** ... You can now edit all attributes of a single field in one dialog box, again, making the database customization process simpler.
- **Printing Adjustments** ... Several changes have been made to the Field Definitions printing procedure, including adding the database name to the printout and fitting the printout to one page wide.

D. Post Merge Splits Reporting

The process of specifying post-merge control as well as test panel splits has been made much more robust.

Split	Generate Single Key	Name	Description	Fixed Percentage	Fixed Names (M)	Total Names
1	<input type="checkbox"/>	Main File	Control	100.00%	0.000	418.079
2	<input type="checkbox"/>	Panel A	Control	0.00%	20.000	20.000
3	<input type="checkbox"/>	Panel B	Price Test	0.00%	20.000	20.000
4	<input type="checkbox"/>	Panel C	Package Test	0.00%	20.000	20.000
5	<input type="checkbox"/>	Panel D	Offer Test	0.00%	20.000	20.000
				100.00%	80.000	498.079

E. Other changes

- **Database Passwords** ... Passwords can now be optionally disabled on for a specific database.
- **Batch Reporting** ... Reports now can be scheduled to run and then be printed or exported in the background (scheduled to run during off-hours.)
- **Campaign / Report Sorting** ... All campaign / report screens now can be sorted by clicking on any column header.
- Campaigns flagged as "budget" now can be viewed but not edited in Data Entry.
- Report Modified and Run dates are now correctly presented when a report is first created.
- Minor menu (cut / paste) and key (right / left arrow) changes have been made in Field Definitions screen.
- You can now drag and drop reports on to folders in the Market Analysis, List Portfolio Review and Plan Management areas.

As always, we welcome your comments and questions. For more information please call or email Jim Jankowski at 603-448-0448 (jjankowski@laddassociates.com)