

Campaign/Project(s): RNL: ESS 19 20 Fall



Search Summary					
Entry Term	Vendor	Tot Qty Avail for Search	Total Searched	Total Responders	Overall Response Rate
19 Fall	ACT	32541	32540	2233	6.86%
	College Board	46807	46806	2615	5.59%
	NRCCUA	9715	9703	622	6.41%
20 Fall	ACT	24	24	24	100%
	College Board	9572	9572	484	5.06%
	NRCCUA	26571	26571	2231	8.4%
21 Fall	ACT	2	2	2	100%
	College Board	3	3	3	100%
	NRCCUA	43	43	43	100%
22 Fall	College Board	1	1	1	100%
	NRCCUA	9	9	9	100%
Total		125288	125274	8267	6.6%

Note: In Search Summary, the Total Responders number is calculated separately from the Email, Direct Mail, and TeleSearch Sections below and only includes unique students even if they responded in multiple channels (email, direct mail, and phone).

Email Summary						
Entry Term	Vendor	Delivered	Openers	Open Rate	Responders	Response Rate
19 Fall	ACT	32459	18124	55.84%	1897	5.84%
	College Board	46633	23097	49.53%	1889	4.05%
	NRCCUA	9629	3410	35.41%	441	4.58%
20 Fall	ACT	24	23	95.83%	18	75%
	College Board	9563	5024	52.54%	428	4.48%
	NRCCUA	26407	11807	44.71%	1850	7.01%
21 Fall	ACT	2	1	50%	2	100%
	College Board	3	3	100%	3	100%
	NRCCUA	42	36	85.71%	29	69.05%
22 Fall	College Board	1	1	100%	1	100%
	NRCCUA	9	9	100%	8	88.89%
Total		124772	61535	49.32%	6566	5.26%

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Direct Mail Summary				
Entry Term	Vendor	Mailed	Responders	Response Rate
19 Fall	ACT	32422	170	0.52%
	College Board	46630	175	0.38%
	NRCCUA	9702	87	0.9%
20 Fall	ACT	23	8	34.78%
	College Board	9572	57	0.6%
	NRCCUA	26571	399	1.5%
21 Fall	ACT	2	0	0%
	College Board	2	0	0%
	NRCCUA	43	14	32.56%
22 Fall	College Board	1	0	0%
	NRCCUA	9	1	11.11%
Total		124977	911	0.73%

TeleSearch Summary				
Entry Term	Vendor	Records to be Called	Responders	Response Rate
19 Fall	ACT	6749	189	2.8%
	College Board	17507	577	3.3%
	NRCCUA	2871	105	3.66%
20 Fall	ACT	2	0	0%
	College Board	5	2	40%
	NRCCUA	1	1	100%
Total		27135	874	3.22%

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Search Summary					
Entry Term	Vendor	Tot Qty Avail for Search	Total Searched	Total Responders	Overall Response Rate
19 Fall	ACT	6685	6685	212	3.17%
	College Board	6112	6112	181	2.96%
	NRCCUA	637	637	20	3.14%
20 Fall	ACT	1	1	1	100%
Total		13435	13435	414	3.08%

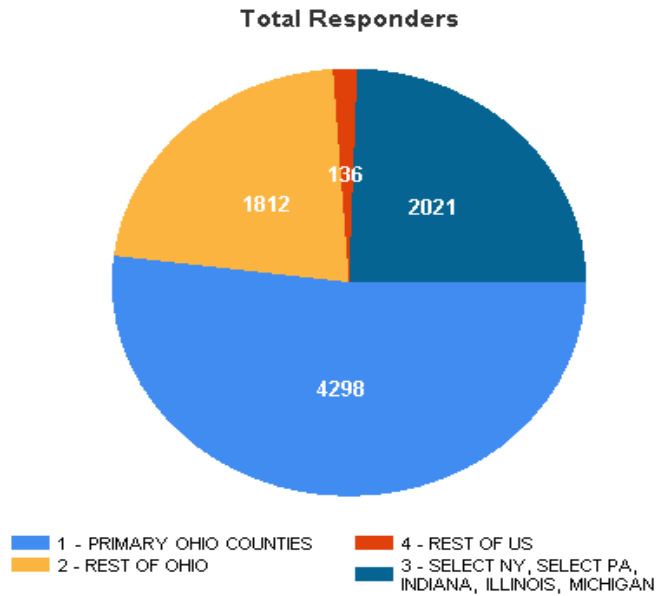
Note: In Search Summary, the Total Responders number is calculated separately from the Email, Direct Mail, and TeleSearch Sections below and only includes unique students even if they responded in multiple channels (email, direct mail, and phone).

Email Summary						
Entry Term	Vendor	Delivered	Openers	Open Rate	Responders	Response Rate
19 Fall	ACT	6614	2848	43.06%	211	3.19%
	College Board	6068	2187	36.04%	181	2.98%
	NRCCUA	629	214	34.02%	20	3.18%
20 Fall	ACT	1	1	100%	1	100%
Total		13312	5250	39.44%	413	3.1%

Direct Mail Summary				
Entry Term	Vendor	Mailed	Responders	Response Rate
19 Fall	ACT	6685	1	0.01%
	College Board	6112	0	0%
	NRCCUA	637	0	0%
20 Fall	ACT	1	0	0%
Total		13435	1	0.01%

TeleSearch Summary				
Entry Term	Vendor	Records to be Called	Responders	Response Rate
Total		0	0	0%

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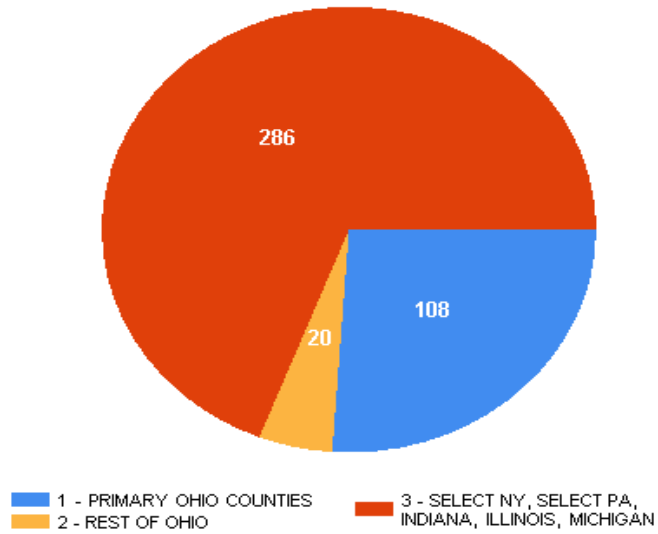


Market	Rank	Total Searched	Total Responders	Overall Response Rate
Market 1	A	17390	969	5.57%
	B	10423	761	7.3%
	C	12309	958	7.78%
	D	10697	803	7.51%
	E	9761	807	8.27%
	Total	60580	4298	7.09%
Market 2	A	4909	389	7.92%
	B	4298	420	9.77%
	C	4422	401	9.07%
	D	3994	299	7.49%
	E	3244	303	9.34%
	Total	20867	1812	8.68%
Market 3	A	22467	1034	4.6%
	B	7754	387	4.99%
	C	5425	312	5.75%
	D	3851	222	5.76%
	E	1045	66	6.32%
	Total	40542	2021	4.98%

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Total Responders



Market	Rank	Total Searched	Total Responders	Overall Response Rate
Market 1	A	927	28	3.02%
	B	580	17	2.93%
	C	650	27	4.15%
	D	410	20	4.88%
	E	334	16	4.79%
	Total	2901	108	3.72%
Market 2	A	147	4	2.72%
	B	110	4	3.64%
	C	118	3	2.54%
	D	146	4	2.74%
	E	191	5	2.62%
	Total	712	20	2.81%
Market 3	A	1490	34	2.28%
	B	3612	158	4.37%
	C	2664	64	2.4%
	D	1637	25	1.53%
	E	418	5	1.2%
	Total	9821	286	2.91%