

| Exclude/ | | CRM | | | | | | 1 | | | | | | | | | 1 | |
|--------------------|----------|------------------|----------------------------|---|------------------------------|--------------------------|-----------|---------|----------|--------|-----|---------|---------|-------------|----------|--------------|------------|--|
| Drop/ | Priori | QUERY | Name | CRM Criteria | Туре | Donor Segment | HPC | Recency | Frequenc | Effort | Nth | Test/ | Package | Source Code | Expected | Package Name | Versioning | |
| Include | ty | CODE | | | .,,,, | | | , | У | Number | | Control | Code | | QTY | | | |
| GENERAL EX | CLUDES | S | | | | | | | | | | | | | | | | |
| | | | | Address (Primary)\Do not Mail = Yes | | | | | | | | | | | | | | |
| | | | | Or Address (Primary)\ City = Anytown | | | | | | | | | | | | | | |
| | | | | Or Address (Primary)\ZIP = 00000,99999 | address | | | | | | | | | | | | | |
| Exclude | 1 | BA1 | Bad addresses | Or Address (Primary)\ZIP= Blank | segments | | | | | | | | | | | | | |
| | | | | Or Address (Primary)\Address = Blank | | | | | | | | | | | | | | |
| | | | | Or Address (Primary)\City= Blank | | | | | | | | | | | | | | |
| + | | | | Address (Primary)\Country not equal to United States | address | | | | | | | | | | | | | |
| Exclude | 2 | HO1 | Foreign Donors | and is not Blank | segments | | | | | | | | | | | | | |
| | | | | | address | | | | | | | | | | | | | |
| Exclude | 3 | UN1 | Undeliverable | Address (Primary) \Do Not Mail = yes | segments | | | | | | | | | | | | | |
| Exclude | 4 | CO1 | Corporate Relations | Tag Attribute\Value = CR-Corporate Relations | attributes | | | | | | | | | | | | | |
| Exclude | 5 | INST1 | Institutional Relations | Too Attailusto\\/olive - ID Institutional Balations | | | | | | | | | | | | | | |
| Exclude | э | IIV211 | institutional Relations | Tag Attribute\Value = IR-Institutional Relations | attributes | | | | | | | | | | | | | |
| Exclude | 6 | AN1 | Anonymous | Name Contains anonymous | constituent | | | | | | | | | | | | | |
| | - | | • | | segments | | | | | | | | | | | | | |
| Exclude | 7 | BO1 | Board Member (roll up) | (Constituency = Board member) | constituent segments | | | | | | | | | | | | | |
| | | | 1, | | constituent | | | | | | | | | | | | | |
| Exclude | 8 | DEI1 | Deceased | Deceased=yes | segments | | | | | | | | | | | | | |
| | | | | | Jeginenes | | | | | | | | | | | | | |
| Exclude | 9 | MG1 | MG Rollup (LG, MG, | Tag Attribute\Value = LG-Leadership, LP-Leadership | attributes | | | | | | | | | | | | | |
| | | | MP, LP) | Prospect , MG-Major gifts, MP-Major gifts Prospect | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| Exclude | 10 | ST1 | Staff | Exists in "Staff Consitituents" = Yes | constituent | | | | | | | | | | | | | |
| | | | | | segments | | | | | | | | | | | | | |
| l l | | | Donor wants to | | constituent | | | | | | | | | | | | | |
| Exclude | 11 | DOAN1 | remain Anonymous | Gives anonymously = yes | segments | | | | | | | | | | | | | |
| Foot at | 12 | INREC1 | | Illiand Con December | constituent | | | | | | | | | | | | | |
| Exclude | 12 | INKEC1 | Inactive | "Inactive Records" | segments | | | | | | | | | | | | | |
| Exclude | 13 | INUNK1 | Individual with last | Type=Individual AND (Last Name = Unknown) | constituent | | | | | | | | | | | | | |
| Excided | 10 | | name unknown | Type marriadary are (Education Commonly | segments | | | | | | | | | | | | | |
| Exclude | 14 | OR1 | Organizations | Type=Organization | constituent | | | | | | | | | | | | | |
| Mail Solicit C | odes. | | | | segments | | | | | | | | | | | | | |
| | Loues | | | Requested no newsletter = Mail preHerence of | mail | | | | | | | | | | | | | |
| Drop | | NO1 | No Newsletter | Newsletter and value of Do Not Send | preferences | | | | | | | | | | | | | |
| | | | 1 Mailing a Yr | | | | | | 1 . 1 | | | | | | | | | |
| Exclude | 15 | 1XM | (December Only) | Solicit Code =1 Mailing/ Year | solicit code | Limited Mail 1X | N/A | 0-36M | 1+ | 1 | | | | | | | | |
| Exclude | 16 | 4XM | 4 Mailings a Yr | Solicit Code = 4 Mailings/ Year | solicit code | Limited Mail 4X | N/A | 0-36M | 1+ | 1 | | | | | | | | |
| Drop | 4.5 | 8XM | 8 Mailings a Yr | Solicit Code =8 Mailings/ Year A | solicit code | | | | | | | | | | | | | |
| Exclude Exclude | 17 18 | NODM1 NODM2 | No Direct Mail Do Not Mail | Mail Preference\Mail type= Send mail = No | solicit code solicit code | | | | | | | | | | | | | |
| Drop | 18 | NODM2 NOEM1 | Do Not Mail Do Not Email | Solicit Codes\Solicit code record is = Do Not Mail Solicit Codes\Solicit code record is = Do Not Email | solicit code solicit code | | | | | | | | | | | | | |
| Drop | | NOTM1 | Do Not Email Do Not Call | Solicit Codes\Solicit code record is = Do Not Email Solicit Codes\Solicit code record is = Do Not Call | solicit code | | | | | | | | | | | | | |
| | | | | · | | | | | | | | | | | | | | |
| Drop | | 8XE | 8 Emails a Yr | Solicit Codes\Solicit code record is = 8 Emails/ Year | solicit code | | | | | | | | | | | | | |
| Dent | | 475 | 4 Familia a Wi | Collisis Codes) Collisis and a second in 14 February 1970 | anlinik and | | | | | | | | | | | | | |
| Drop | | 4XE | 4 Emails a Yr | Solicit Codes\Solicit code record is = 4 Emails/ Year | solicit code | | | | | | | | | | | | | |
| Drop | | 1XE | 1 Email a Yr | Solicit Codes\Solicit code record is = 1 Email/ Year | solicit code | | | | | | | | | | | | | |
| Drop | | NOPR1 | No Premiums | Solicit Codes\Solicit code record is = No Premiums | solicit code | | | | | | | | | | | | | |
| PLANNED GIV | VING SE | PECIFIC SEGI | MENTS | | | | | | | | Г | | 1 1 | | 1 | | 7 | |
| | | | Donors who have | | | Donors who have | | | | | | 1 | | | | | | |
| Exclude | 19 | Legacy Donors | included ORG in their | Development portfolio Tag Attribute\Value = ??? | attributes | included ORG in | G | N/A | N/A | 1 | | 1 | | | 90 | | | |
| | | סווטוט | legacy planning | | | their legacy planning | | | | | | | | | | | | |
| \vdash | | | | HOUSEHOLD HPC12>=\$1,000+, Household MRC Date 0- | constituent | | | 1 | 1 1 | | L | | | | | | 1 | |
| Drop | | PGP01A | PG Prosp (PGP01A) | 12M AND has Consecutive Giving 10+ Years | segments | PG Prosp | \$1,000+ | 0-12M | 10+C | 1 | | | | | | | | |
| Dana | | DCD034 | DC Deser (DCDC24) | HOUSEHOLD HPC12>=\$1,000+, Household MRC Date 0- | constituent | DC Danas | ć1 000 : | 0.1384 | 10.1 | | | | | | | | | |
| Drop | | PGP02A | PG Prosp (PGP02A) | 12M AND has Lifetime Giving 10+ Years | segments | PG Prosp | \$1,000+ | 0-12M | 10+L | 1 | | | | | | | | |
| Drop | | PGP03A | PG Prosp (PGP03A) | HOUSEHOLD HPC12>=\$500-999+, Household MRC Date | constituent | PG Prosp | \$500-999 | 0-12M | 10+C | 1 | | | | | | | | |
| ыор | | 1 G1 U3A | . G 1103P (FGF03A) | 0-12M AND Consecutive Giving 10+ Years | segments | 1 0 1 103p | JJ00-JJ3 | 0 12141 | 1010 | 1 | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |



Sample Segmentation Plan

Page 1 of 6



| | 1 1 | | | HOUSEHOLD HPC12>=\$500-999+, Household MRC Date | constituent | | | 1 | 1 1 | | | | | |
|---|--|---|--|---|--|--|--|---|----------------------------------|-----------------------------|---------------|------------------|---|---|
| Drop | | PGP04A | PG Prosp (PGP04A) | 0-12M AND Lifetime Giving 10+ Years | segments | PG Prosp | \$500-999 | 0-12M | 10+L | 1 | | | | |
| Drop | | PGP05A | PG Prosp (PGP05A) | HOUSEHOLD HPC12>=\$100-499+, Household MRC Date | constituent | PG Prosp | \$100-499 | 0-12M | 10+C | 1 | | | | |
| Бгор | | PGPUSA | PG Prosp (PGPOSA) | 0-12M AND Consecutive Giving 10+ Years | segments | PG Prosp | \$100-499 | U-12IVI | 10+C | 1 | | | | |
| Drop | | PGP06A | PG Prosp (PGP06A) | HOUSEHOLD HPC12>=\$100-499+, Household MRC Date | constituent | PG Prosp | \$100-499 | 0-12M | 10+L | 1 | | | | |
| Sustainers | | | | 0-12M AND Lifetime Giving 10+ Years | segments | · | 1 | Į. | | | | | | |
| Exclude | 20 | SU1 | Sustainer Active | Sustainer Activity Attribute= Active | attributes | Sustainer | N/A | 0-3M | 1+ | 1 | | | 1,658 | |
| Drop | | SU2 | Sustainer Inactive | Sustainer Activity Attibute = Inactive | attributes | Lapsed Sustainer | | | 1+ | 1 | | | _, | |
| New Dono | 'S | | | , | | | | | | | | | | |
| Drop | | ON0N | Online New MidLevel | Household HG Date 0-30 Days AND HG Category = | constituent | Online New | \$1000+ | 0-30D | 1+ | 1 | | | | |
| Біор | | 011011 | (ONON) | Online AND HPC12 Amount >= \$1000+ | segments | MidLevel | | | | _ | | | | |
| Drop | | ON1N | Online New Hi\$ (ON1N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= \$500-999 | constituent | Online New Hi\$ | \$500-999 | 0-30D | 1+ | 1 | | | | |
| | | | Online New Hi\$ | Household HG Date 0-30 Days AND HG Category = | segments constituent | | | | | | | | | |
| Drop | | ON2N | (ON2N) | Online AND HPC12 Amount >= \$250-499 | segments | Online New Hi\$ | \$250-499 | 0-30D | 1+ | 1 | | | | |
| Dese | | ON3N | Online New Hi\$ | Household HG Date 0-30 Days AND HG Category = | constituent | Online Navy Hić | \$100-249 | 0-30D | 1+ | 1 | | | | |
| Drop | | UNSIN | (ON3N) | Online AND HPC12 Amount >= \$100-249 | segments | Online New Hi\$ | \$100-249 | U-3UD | 1+ | 1 | | | | |
| Drop | | ON4N | Online New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | Online New LO\$ | \$50-99 | 0-30D | 1+ | 1 | | | | |
| | | | (ON4N) | Online AND HPC12 Amount >= \$50-99 | segments | | | | | | | | | |
| Drop | | ON5N | Online New LO\$ (ON5N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= \$35-49 | constituent segments | Online New LO\$ | \$35-49 | 0-30D | 1+ | 1 | | | | |
| | | | Online New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | 1 | | | | | | | | |
| Drop | | ON6N | (ON6N) | Online AND HPC12 Amount >= \$25-34 | segments | Online New LO\$ | \$25-34 | 0-30D | 1+ | 1 | | | | |
| Drop | | ON7N | Online New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | Online New LO\$ | \$15-24 | 0-30D | 1+ | 1 | | | | |
| ыор | | ONTIN | (ON7N) | Online AND HPC12 Amount >= \$15-24 | segments | Offiline New LOS | Ç13 Z4 | 0 300 | 1. | - | | | | |
| Drop | | ON8N | Online New LO\$ (ON8N) | Household HG Date 0-30 Days AND HG Category = Online AND HPC12 Amount >= \$10-14 | constituent | Online New LO\$ | \$10-14 | 0-30D | | | | | | |
| | | | Online New LO\$ | Household HG Date 0-30 Days AND HG Category = | segments constituent | | | | | | | | | |
| Drop | | ON9N | (ON9N) | Online AND HPC12 Amount >= \$5-9 | segments | Online New LO\$ | \$5-9 | 0-30D | | | | | | |
| | | CAUVAL | Online New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | 0.15 | ć1 4 | 0-30D | | | | | | |
| Drop | | ONXN | (ONXN) | Online AND HPC12 Amount >= \$1-4 | segments | Online New LO\$ | \$1-4 | U-3UD | | | | | | |
| Drop | | ONLD | Online New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | Online New LO\$ | \$0 | 0-30D | | | | | | |
| - 1 | | - | (ONLD) Online New MidLevel | Online AND HPC12 Amount >= \$0 | segments | | | | | | | | _ | |
| | | | | | | | | | | | | | | |
| Include | 21 | ON0M | | Household HG Date 31 days-12 Months AND HG | constituent | Online New | \$1000+ | 1-12M | 1+ | 1 | С | Α | 523 DR1 | 19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| | | | (ONOM) Online New Hi\$ | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG Household HG Date 31 days-12 Months AND HG | segments | MidLevel | | | | | | | | |
| Include | 21 | ON0M ON1M | (ONOM) | Category = Online AND HPC12 Amount >= \$1000+ | | MidLevel | \$1000+ \$500-999 | 1-12M 1-12M | | 1 | c c | A C | | 19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| Include | 21 | ON1M | (ON0M) Online New Hi\$ (ON1M) | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$500+ | segments constituent segments | MidLevel Online New Hi\$ | \$500-999 | 1-12M | 1+ | | С | С | 751 DR1 | 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| | | | (ON0M) Online New Hi\$ | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG | segments constituent | MidLevel | \$500-999 | 1-12M | | | | | 751 DR1 | |
| Include | 21 | ON1M | (ON0M) Online New Hi\$ (ON1M) Online New Hi\$ | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$500+ Household HG Date 31 days-12 Months AND HG | segments constituent segments constituent | MidLevel Online New Hi\$ | \$500-999 | 1-12M | 1+ | | С | С | 751 DR1 | 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 21 22 | ON1M ON2M | (ONOM) Online New Hi\$ (ON1M) Online New Hi\$ (ON2M) Online New Hi\$ | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$500+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$250-499 Household HG Date 31 days-12 Months AND HG | segments constituent segments constituent segments constituent | MidLevel Online New Hi\$ Online New Hi\$ | \$500-999 \$250-499 | 1-12M 1-12M | 1+ | 1 | c c | c c | 751 DR1 | 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
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| Include | 21 22 | ON1M ON2M | (ONOM) Online New HiS (ON1M) Online New HiS (ON2M) Online New HiS (ON3M) Online New HoS (ON3M) Online New LOS (ON4M) | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$500+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$250-499 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$100-249 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$50-99 | segments constituent segments constituent segments constituent segments constituent segments constituent | MidLevel Online New Hi\$ Online New Hi\$ | \$500-999 \$250-499 \$100-249 | 1-12M 1-12M | 1+ 1+ 1+ | 1 | c c | c c | 751 DR1 1,173 DR1 4,357 DR1 | 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include Include | 21 22 23 | ON1M ON2M ON3M | (ONOM) Online New Hi\$ (ON1M) Online New Hi\$ (ON2M) Online New Hi\$ (ON3M) Online New LO\$ (ON4M) Online New LO\$ | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$500+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$250-499 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$100-249 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$50-99 Household HG Date 31 days-12 Months AND HG | segments constituent segments constituent segments constituent segments constituent segments constituent segments constituent | MidLevel Online New Hi\$ Online New Hi\$ Online New Hi\$ | \$500-999 \$250-499 \$100-249 \$50-99 | 1-12M 1-12M 1-12M | 1+ 1+ 1+ | 1 1 | c c | c c | 751 DR1 1,173 DR1 4,357 DR1 2,672 DR1 | 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include Include Include Include Include | 21 22 23 24 25 | ON1M ON2M ON3M ON4M ON5M | (ONOM) Online New Hi\$ (ON1M) Online New Hi\$ (ON2M) Online New Hi\$ (ON3M) Online New LO\$ (ON4M) Online New LO\$ (ON5M) | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$500+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$250-499 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$100-249 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$50-99 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$35-49 | segments constituent segments constituent segments constituent segments constituent segments constituent segments | MidLevel Online New HI\$ Online New HI\$ Online New HI\$ Online New LO\$ Online New LO\$ | \$500-999 \$250-499 \$100-249 \$50-99 \$35-49 | 1-12M 1-12M 1-12M 1-12M 1-12M | 1+ 1+ 1+ 1+ 1+ | 1 1 1 | с с с | c c c c | 751 DR1 1,173 DR1 4,357 DR1 2,672 DR1 | 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
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| Include Drop Drop | 21 22 23 24 25 26 27 28 29 | ON1M ON2M ON3M ON4M ON5M ON6M ON7M ON8M ON9M ON1M ON1M ON1M ON1M ON1M ON1M ON1M | (ONOM) Online New Hi\$ (ON1M) Online New Hi\$ (ON2M) Online New Hi\$ (ON3M) Online New LO\$ (ON4M) Online New LO\$ (ON5M) Online New LO\$ (ON5M) Online New LO\$ (ON6M) Online New LO\$ (ON6M) Online New LO\$ (ON7M) Online New LO\$ (ON8M) Online New LO\$ (ON8M) Online New LO\$ (ON9M) Online New LO\$ (ON9M) Online New LO\$ (ONUM) Online New LO\$ (ONLM) Offline New MidLevel (OFON) Offline New Hi\$ (OF1N) | Category = Online AND HPC12 Amount >= \$1000+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$500+ Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$520-499 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$100-249 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$50-99 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$35-49 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$55-49 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$15-24 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$15-24 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$10-14 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$1-4 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$1-4 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$1-4 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$1-4 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$1-4 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$0 Household HG Date 31 days-12 Months AND HG Category = Online AND HPC12 Amount >= \$0 Household HG Date 31 days-31 Months AND HG Category = Online AND HPC12 Amount >= \$0 Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= \$0000+ Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= \$0000+ Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= \$0000+ Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= \$0000+ | segments constituent | MidLevel Online New Hi\$ Online New Hi\$ Online New Hi\$ Online New LO\$ | \$500-999 \$250-499 \$100-249 \$50-99 \$35-49 \$25-34 \$15-24 \$10-14 \$5-9 \$1-4 \$0 \$1000+ \$500-999 \$250-499 | 1-12M 1-0-30D 0-30D | 1+ 1+ 1+ 1+ 1+ 1+ 1+ 1+ 1+ 1+ | 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | c c c c c c c | c c c c c c c | 751 DR1 1,173 DR1 4,357 DR1 2,672 DR1 215 DR1 1,083 DR1 578 DR1 340 DR1 | 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C 19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |





| | | | Offline New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | 1 | | | | | | | |
|-------------|----------|----------|-----------------------------|---|-------------------------|-------------------|---------------|---------|----|---|---|---|--|
| Drop | | OF4N | (OF4N) | Acquisition AND HPC12 Amount >= \$50-99 | segments | Offline New LO\$ | \$50-99 | 0-30D | 1+ | 1 | | | |
| Drop | | OF5N | Offline New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | Offline New LO\$ | \$35-49 | 0-30D | 1+ | 1 | | | |
| Біор | | 0.5.1 | (OF5N) | Acquisition AND HPC12 Amount >= \$35-49 | segments | - | , | | | | | | |
| Drop | | OF6N | Offline New LO\$2 (OF6N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= \$25-34 | constituent segments | Offline New LO\$2 | \$25-34 | 0-30D | 1+ | 1 | | | |
| | | | Offline New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | | | | | | | | |
| Drop | | OF7N | (OF7N) | Acquisition AND HPC12 Amount >= \$15-24 | segments | Offline New LO\$ | \$15-24 | 0-30D | 1+ | 1 | | | |
| Drop | | OF8N | Offline New LO\$ | Household HG Date 0-30 Days AND HG Category = | constituent | Offline New LO\$ | \$10-14 | 0-30D | 1+ | 1 | | | |
| Біор | | 0.0.0 | (OF8N) | Acquisition AND HPC12 Amount >= \$10-14 | segments | - | * | | | | | | |
| Drop | | OF9N | Offline New LO\$ (OF9N) | Household HG Date 0-30 Days AND HG Category = Acquisition AND HPC12 Amount >= \$5-9 | constituent | Offline New LO\$ | \$5-9 | 0-30D | 1+ | 1 | | | |
| | | | Offline New LO\$ | Household HG Date 0-30 Days AND HG Category = | segments constituent | - | | | | | | | |
| Drop | | OFXN | (OFXN) | Acquisition AND HPC12 Amount >= \$1-4 | segments | Offline New LO\$ | \$1-4 | 0-30D | 1+ | 1 | | | |
| | | | Offline New MidLevel | Household HG Date 31 days-12 Months AND HG | constituent | Offline New | | | | | | | |
| Drop | | OF0M | (OFOM) | Category = Acquisition AND HPC12 Amount >= \$1000+ | segments | MidLevel | \$1000+ | 1-12M | 1+ | 1 | С | Α | |
| | | | ` ' | | | 4 | | | | | | | |
| Drop | | OF1M | Offline New Hi\$ | Household HG Date 31 days-12 Months AND HG | constituent | Offline New Hi\$ | \$500-999 | 1-12M | 1+ | 1 | С | С | |
| - 1 | | | (OF1M) | Category = Acquisition AND HPC12 Amount >= \$500-999 | segments | | , | | | | | | |
| | | | Offline New Hi\$ | Household HG Date 31 days-12 Months AND HG | constituent | | | | | | | | |
| Drop | | OF2M | (OF2M) | Category = Acquisition AND HPC12 Amount >= \$250-499 | segments | Offline New Hi\$ | \$250-499 | 1-12M | 1+ | 1 | С | С | |
| | | | | | - | - | | | | | | | |
| Drop | | OF3M | Offline New Hi\$ | Household HG Date 31 days-12 MonthsAND HG Category | constituent | Offline New Hi\$ | \$100-249 | 1-12M | 1+ | 1 | С | С | |
| | | | (OF3M) | = Acquisition AND HPC12 Amount >= \$100-249 | segments | | | | | | | | |
| _ | | | Offline New LO\$ | Household HG Date 31 days-12 Months AND HG | constituent | | 4= | | | | _ | | |
| Drop | | OF4M | (OF4M) | Category = Acquisition AND HPC12 Amount >= \$50-99 | segments | Offline New LO\$ | \$50-99 | 1-12M | 1+ | 1 | С | С | |
| | | | | | | - | | | | | | | |
| Drop | | OF5M | Offline New LO\$ | Household HG Date 31 days-12 Months AND HG | constituent | Offline New LO\$ | \$35-49 | 1-12M | 1+ | 1 | С | С | |
| | | | (OF5M) | Category = Acquisition AND HPC12 Amount >= \$35-49 | segments | | | | | | | | |
| 5 | | 05614 | Offline New LO\$2 | Household HG Date 31 days-12 Months AND HG | constituent | 0(0) - 1000 | 625.24 | 4 4214 | 4. | | | | |
| Drop | | OF6M | (OF6M) | Category = Acquisition AND HPC12 Amount >= \$25-34 | segments | Offline New LO\$2 | \$25-34 | 1-12M | 1+ | 1 | С | С | |
| | | | am:a4 | | | | | | | | | | |
| Drop | | OF7M | Offline New LO\$ (OF7M) | Household HG Date 31 days-12 Months AND HG Category = Acquisition AND HPC12 Amount >= \$15-24 | constituent segments | Offline New LO\$ | \$15-24 | 1-12M | 1+ | 1 | С | С | |
| | | | (017141) | eategory - Acquisition AND III C12 Amount >- \$15 24 | эсвинсисэ | <u> </u> | | | | | | | |
| Drop | | OF8M | Offline New LO\$ | Household HG Date 31 days-12 Months AND HG | constituent | Offline New LO\$ | \$10-14 | 1-12M | 1+ | 1 | С | С | |
| ыор | | Orbivi | (OF8M) | Category = Acquisition AND HPC12 Amount >= \$10-14 | segments | Offilite New LOS | Ç10 14 | 1 12/0/ | 1. | • | · | Č | |
| | | | Offline New LO\$ | Household HG Date 31 days-12 Months AND HG | constituent | | | | | | | | |
| Drop | | OF9M | (OF9M) | Category = Acquisition AND HPC12 Amount >= \$5-9 | segments | Offline New LO\$ | \$5-9 | 1-12M | 1+ | 1 | | | |
| | | | (=:=:::) | | 8 | _ | | | | | | | |
| Drop | | OFXM | Offline New LO\$ | Household HG Date 31 days-12 Months AND HG | constituent | Offline New LO\$ | \$1-4 | 1-12M | 1+ | 1 | | | |
| | | • | (OFXM) | Category = Acquisition AND HPC12 Amount >= \$1-4 | segments | | *- ' | | - | - | | | |
| Mid-Level D | Donors (| (Active) | | | | | | | | | | | |
| | | | | | constituent | | | | | | | | |
| Include | 32 | MLSG | (MLSG) | SG Development Flag | segments | | | | | | С | Α | |
| <u> </u> | <u> </u> | | | HOUSEHOLD LIDGES. AT OOC | | 4 | Ĺ | 1 | ĺ | i | | | |
| Include | 33 | ML1A | Mid-level (ML1A) | HOUSEHOLD HPC12>=\$5,000+, Household MRC Date 0- 12M | constituent segments | Mid-level | \$5,000+ | 0-12M | 1+ | 1 | С | Α | |
| | | | | HOUSEHOLD HPC12>=\$2,499-4,999, Household MRC | constituent | 1 | | | | | | | |
| Include | 34 | ML2A | Mid-level (ML2A) | Date 0-12M | segments | Mid-level | \$2,499-4,999 | 0-12M | 1+ | 1 | С | Α | |
| Include | 35 | ML3A | Mid-level (ML3A) | HOUSEHOLD HPC12>=\$1,000-2,499, Household MRC | constituent | Mid-level | \$1,000-2,499 | 0-12M | 1+ | 1 | С | Α | |
| Mid-Level D | | | | Date 0-12M | segments | | . , | 1 | _ | | | | |
| | | | | HOUSEHOLD HPC12>=\$5,000+, Household MRC Date 13- | constituent | | | | | | | | |
| Include | 36 | ML1B | Mid-level (ML1B) | 24M | segments | Mid-level | \$5,000+ | 13-24 | 1+ | 1 | С | Α | |
| Include | 37 | ML2B | Mid-level (ML2B) | HOUSEHOLD HPC12>=\$2,499-4,999, Household MRC | constituent | Mid-level | \$2,499-4,999 | 13-24 | 1+ | 1 | С | Α | |
| include | 31 | IVILZD | IVIIG ICVCI (IVILZD) | Date 13-24M | segments | Iviid-level | 72,7354,333 | 13-24 | 11 | 1 | | ^ | |
| Include | 38 | ML3B | Mid-level (ML3B) | HOUSEHOLD HPC12>=\$1,000-2,499, Household MRC Date 13-24M | constituent | Mid-level | \$1,000-2,499 | 13-24 | 1+ | 1 | С | Α | |
| | <u> </u> | | | HOUSEHOLD HPC12>=\$5,000+, Household MRC Date 25- | segments constituent | 1 | 4= | | |] | | | |
| Include | 39 | ML1C | Mid-level (ML1C) | 36M | segments | Mid-level | \$5,000+ | 25-36M | 1+ | 1 | С | Α | |
| | | | | | | _ | | | | | | | |



72 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A

93 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A

149 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A

1,020 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A

18 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A

23 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A

198 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A

16 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A





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|--------------|----------|-------|--------------------|--|-------------------------|-------------|---------------|---------|-----|---|---|---|--|
| | | | | | | | | | | | | | |
| | | | | | constituent | | | | | | | | |
| Include | 40 | ML2C | Mid-level (ML2C) | | segments | Mid-level | \$2,499-4,999 | 25-36M | 1+ | 1 | С | Α | 14 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| | | | | HOUSEHOLD HPC12>=\$2,499-4,999, Household MRC | | | | | | | | | |
| | | | | Date 25-36M | | | | | | | | | |
| Include | 41 | ML3C | Mid-level (ML3C) | HOUSEHOLD HPC12>=\$1,000-2,499, Household MRC | constituent | Mid-level | \$1,000-2,499 | 25-36M | 1+ | 1 | С | Α | 115 DR19HM1 - Aug Renewal - Midlevel, Lapsed/FY18 Non-Disaster Donor, CF, BRE, 1st Class - A |
| | | | | Date 25-36M HOUSEHOLD HPC12>=\$5,000+, Household MRC Date 37- | segments constituent | | | | | | | | |
| Exclude | 42 | ML1D | Mid-level (ML1D) | 48M | segments | Mid-level | \$5,000+ | 37-48M | 1+ | 1 | | | 20 |
| Exclude | 43 | ML2D | Mid-level (ML2D) | HOUSEHOLD HPC12>=\$2,499-4,999, Household MRC | constituent | Mid-level | \$2,499-4,999 | 37-48M | 1+ | 1 | | | 22 |
| | | | | Date 37-48M HOUSEHOLD HPC12>=\$1,000-2,499, Household MRC | segments constituent | | | | | | | | |
| Exclude | 44 | ML3D | Mid-level (ML3D) | Date 37-48M | segments | Mid-level | \$1,000-2,499 | 37-48M | 1+ | 1 | | | 163 |
| Exclude | 45 | ML1E | Mid-level (ML1E) | HOUSEHOLD HPC12>=\$5,000+, Household MRC Date 49- | constituent | Mid-level | \$5,000+ | 49-60M | 1+ | 1 | | | 17 |
| | | | | 60M HOUSEHOLD HPC12>=\$2,499-4,999, Household MRC | segments constituent | | | | | | | | |
| Exclude | 46 | ML2E | Mid-level (ML2E) | Date 49-60M | segments | Mid-level | \$2,499-4,999 | 49-60M | 1+ | 1 | | | 15 |
| Exclude | 47 | ML3E | Mid-level (ML3E) | HOUSEHOLD HPC12>=\$1,000-2,499, Household MRC | constituent | Mid-level | \$1,000-2,499 | 49-60M | 1+ | 1 | | | 151 |
| High-Dollar | (Active) | | | Date 49-60M | segments | | | | | | | | |
| Include | 48 | HD1A | High-Dollar (HD1A) | HOUSEHOLD HPC12>=\$500-999, Household MRC Date 0- | constituent | High-Dollar | \$500-999 | 0-12M | 1+ | 1 | С | С | 1,268 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| iliciude | 40 | HDIA | High-Dollar (HD1A) | 12M | segments | High-Dollar | \$300-999 | U-12IVI | 1+ | 1 | C | C | 1,200 DATANIVIT - AUR REHEWAI - NI/LOŞ, LAPSEO/F110 NOII-DISASTEI DOIIOI, WD, BRC, 310 Class - C |
| Include | 49 | HD2A | High-Dollar (HD2A) | HOUSEHOLD HPC12>=\$250-499, Household MRC Date 0- 12M | constituent segments | High-Dollar | \$250-499 | 0-12M | 1+ | 1 | С | С | 1,775 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| High-Dollar | (Lapsed) |) | | | Segments | | | | | | | | |
| Include | 50 | HD1B | High-Dollar (HD1B) | HOUSEHOLD HPC12>=\$500-999, Household MRC Date | constituent | High-Dollar | \$500-999 | 13-24 | 1+ | 1 | С | С | 262 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| | | | | 13-24M HOUSEHOLD HPC12>=\$250-499, Household MRC Date | segments constituent | - | | | | | | | |
| Include | 51 | HD2B | High-Dollar (HD2B) | 13-24M | segments | High-Dollar | \$250-499 | 13-24 | 1+ | 1 | С | С | 436 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 52 | HD1C | High-Dollar (HD1C) | HOUSEHOLD HPC12>=\$500-999, Household MRC Date | constituent | High-Dollar | \$500-999 | 25-36M | 1+ | 1 | С | С | 170 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| | | | | HOUSEHOLD HPC12>=\$250-499, Household MRC Date | segments constituent | | | | | | | | |
| Include | 53 | HD2C | High-Dollar (HD2C) | 25-36M | segments | High-Dollar | \$250-499 | 25-36M | 1+ | 1 | С | С | 330 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Exclude | 54 | HD1D | High-Dollar (HD1D) | HOUSEHOLD HPC12>=\$500-999, Household MRC Date | constituent | High-Dollar | \$500-999 | 37-48M | 1+ | | | | 261 |
| | | | | HOUSEHOLD HPC12>=\$249-499, Household MRC Date | segments constituent | | | | | | | | |
| Exclude | 55 | HD2D | High-Dollar (HD2D) | 37-48M | segments | High-Dollar | \$250-499 | 37-48M | 1+ | | | | 492 |
| Exclude | 56 | HD1E | High-Dollar (HD1E) | HOUSEHOLD HPC12>=\$500-999, Household MRC Date | constituent | High-Dollar | \$500-999 | 49-60M | 1+ | | | | 214 |
| | | | | 49-60M HOUSEHOLD HPC12>=\$249-499, Household MRC Date | segments constituent | | | | | | | | |
| Exclude | 57 | HD2E | High-Dollar (HD2E) | 49-60M | segments | High-Dollar | \$250-499 | 49-60M | 1+ | | | | 356 |
| Low-Dollar | Active | | | | | | | | | | | | |
| Drop | | WTDM | (WTDM) | Wants Direct Mail Preference | | | | | | | | | 113 |
| Include | 58 | LD1A | Low-Dollar (LD1A) | HOUSEHOLD HPC12>=\$100-249, Household MRC Date 0- | constituent | Low-Dollar | \$100-249 | 0-12M | 1+ | 1 | С | С | 7,996 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| c.aac | | | (1) | 12M HOUSEHOLD HPC12>=\$50-99, Household MRC Date 0- | segments | | , | | | | - | - | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| Include | 59 | LD2A | Low-Dollar (LD2A) | 12M | constituent segments | Low-Dollar | \$50-99 | 0-12M | 1+ | 1 | С | С | 6,568 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 60 | LD3A | Low-Dollar (LD3A) | HOUSEHOLD HPC12>\$35-49, Household MRC Date 0- | constituent | Low-Dollar | \$35-49 | 0-12M | 1+ | 1 | С | С | 1,921 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| meiade | 00 | 20071 | 22.7 DONA. (200A) | 12M | segments | 2011 201101 | ,555 .5 | 0 12.01 | | | - | ū | The state of the s |
| Include | 61 | LD4A | Low-Dollar (LD4A) | HOUSEHOLD HPC12>=\$25-34, Household MRC Date 0- 12M | constituent segments | Low-Dollar | \$25-34 | 0-12M | 1+ | 1 | С | С | 6,781 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 62 | LD5A | Low-Dollar (LD5A) | HOUSEHOLD HPC12>=\$15-24, Household MRC Date 0- | constituent | Low-Dollar | \$15-24 | 0-12M | 1+ | 1 | С | С | 3,968 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| meiade | 02 | LUJA | 2011 Dollar (EDSA) | 12M | segments | 20W Dollal | 715 24 | 0 12101 | 1. | _ | ~ | C | 3,550 Shilling The here was supposed to the most product policy, who, one, and class "C |
| Exclude | 63 | LD6A | Low-Dollar (LD6A) | HOUSEHOLD HPC12>=\$10-14, Household MRC Date 0- 12M | constituent segments | Low-Dollar | \$10-14 | 0-12M | 1+ | | | | 2,563 |
| Exclude | 64 | LD7A | Low-Dollar (LD7A) | | constituent | Low-Dollar | \$5-9 | 0-12M | 1+ | | | | 997 |
| Exclude | 04 | LU/A | LOW-DOIIGI (LD/A) | HOUSEHOLD HPC12>=\$5-9, Household MRC Date 0-12M | segments | LOW-DOIId | ŞJ-3 | 0-12141 | 1.4 | | | | 551 |
| Exclude | 65 | LD8A | Low-Dollar (LD8A) | HOUSEHOLD HPC12>=\$1-4, Household MRC Date 0-12M | constituent segments | Low-Dollar | \$1-4 | 0-12M | 1+ | | | | 1,160 |
| Low-Dollar I | Lapsed | | | , | | | | | | | | | |
| | | | | | | | | | | | | | |





| Include | 66 | LD1B | Low-Dollar (LD1B) | HOUSEHOLD HPC12>=\$100-249, Household MRC Date 13-24M | constituent segments | Low-Dollar | \$100-249 | 13-24M | 1+ | 1 | С | С | 2,302 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
|---------|----|------|-------------------|--|-------------------------------------|------------|-----------|--------|----|---|---|---|---|
| Include | 67 | LD2B | Low-Dollar (LD2B) | HOUSEHOLD HPC12>=\$50-99, Household MRC Date 13- 24M | constituent segments | Low-Dollar | \$50-99 | 13-24M | 1+ | 1 | С | С | 2,648 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 68 | LD3B | Low-Dollar (LD3B) | HOUSEHOLD HPC12>\$35-49, Household MRC Date 13- 24M | constituent segments | Low-Dollar | \$35-49 | 13-24M | 1+ | 1 | С | С | 1,097 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 69 | LD4B | Low-Dollar (LD4B) | HOUSEHOLD HPC12>=\$25-34, Household MRC Date 13- 24M | constituent segments | Low-Dollar | \$25-34 | 13-24M | 1+ | | С | С | 3,264 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 70 | LD5B | Low-Dollar (LD5B) | HOUSEHOLD HPC12>=\$15-24, Household MRC Date 13- 24M | constituent | Low-Dollar | \$15-24 | 13-24M | 1+ | | С | С | 2,313 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Exclude | 71 | LD6B | Low-Dollar (LD6B) | HOUSEHOLD HPC12>=\$10-14, Household MRC Date 13- 24M | segments constituent | Low-Dollar | \$10-14 | 13-24M | 1+ | | | | 1,800 |
| Exclude | 72 | LD7B | Low-Dollar (LD7B) | HOUSEHOLD HPC12>=\$5-9, Household MRC Date 13- 24M | segments constituent | Low-Dollar | \$5-9 | 13-24M | 1+ | | | | 837 |
| Exclude | 73 | LD8B | Low-Dollar (LD8B) | HOUSEHOLD HPC12>=\$1-4, Household MRC Date 13- 24M | constituent | Low-Dollar | \$1-4 | 13-24M | 1+ | | | | 1,230 |
| Include | 74 | LD1C | Low-Dollar (LD1C) | HOUSEHOLD HPC12>=\$100-249, Household MRC Date 25-36M | segments constituent segments | Low-Dollar | \$100-249 | 25-36M | 1+ | | С | С | 1,592 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 75 | LD2C | Low-Dollar (LD2C) | HOUSEHOLD HPC12>=\$50-99, Household MRC Date 25- | constituent segments | Low-Dollar | \$50-99 | 25-36M | 1+ | | С | С | 2,244 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 76 | LD3C | Low-Dollar (LD3C) | HOUSEHOLD HPC12>\$35-49, Household MRC Date 25- | constituent segments | Low-Dollar | \$35-49 | 25-36M | 1+ | | С | С | 804 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 77 | LD4C | Low-Dollar (LD4C) | HOUSEHOLD HPC12>=\$25-34, Household MRC Date 25- 36M | constituent segments | Low-Dollar | \$25-34 | 25-36M | 1+ | | С | С | 3,341 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Include | 78 | LD5C | Low-Dollar (LD5C) | HOUSEHOLD HPC12>=\$15-24, Household MRC Date 25- 36M | constituent segments | Low-Dollar | \$15-24 | 25-36M | 1+ | | С | С | 2,089 DR19HM1 - Aug Renewal - Hi/Lo\$, Lapsed/FY18 Non-Disaster Donor, WD, BRE, 3rd Class - C |
| Exclude | 79 | LD6C | Low-Dollar (LD6C) | HOUSEHOLD HPC12>=\$10-14, Household MRC Date 25- 36M | constituent segments | Low-Dollar | \$10-14 | 25-36M | 1+ | | | | 1,767 |
| Exclude | 80 | LD7C | Low-Dollar (LD7C) | HOUSEHOLD HPC12>=\$5-9, Household MRC Date 25- | constituent segments | Low-Dollar | \$5-9 | 25-36M | 1+ | | | | 1,069 |
| Exclude | 81 | LD8C | Low-Dollar (LD8C) | HOUSEHOLD HPC12>=\$1-4, Household MRC Date 25- | constituent segments | Low-Dollar | \$1-4 | 25-36M | 1+ | | | | 1,126 |
| Exclude | 82 | LD1D | Low-Dollar (LD1D) | HOUSEHOLD HPC12>=\$100-249, Household MRC Date | constituent segments | Low-Dollar | \$100-249 | 37-48M | 1+ | | | | 2,362 |
| Exclude | 83 | LD2D | Low-Dollar (LD2D) | HOUSEHOLD HPC12>=\$50-99, Household MRC Date 37- 48M | constituent segments | Low-Dollar | \$50-99 | 37-48M | 1+ | | | | 2,068 |
| Include | 84 | LD3D | Low-Dollar (LD3D) | HOUSEHOLD HPC12>\$35-49, Household MRC Date 37- 48M | constituent segments | Low-Dollar | \$35-49 | 37-48M | 1+ | | | | 1,335 |
| Exclude | 85 | LD4D | Low-Dollar (LD4D) | HOUSEHOLD HPC12>=\$25-34, Household MRC Date 37- | constituent segments | Low-Dollar | \$25-34 | 37-48M | 1+ | | | | 2,518 |
| Exclude | 86 | LD5D | Low-Dollar (LD5D) | HOUSEHOLD HPC12>=\$15-24, Household MRC Date 37-48M | constituent | Low-Dollar | \$15-24 | 37-48M | 1+ | | | | 1,544 |
| Exclude | 87 | LD6D | Low-Dollar (LD6D) | HOUSEHOLD HPC12>=\$10-14, Household MRC Date 37-48M | constituent | Low-Dollar | \$10-14 | 37-48M | 1+ | | | | 1,187 |
| Exclude | 88 | LD7D | Low-Dollar (LD7D) | HOUSEHOLD HPC12>=\$5-9, Household MRC Date 37- 48M | constituent segments | Low-Dollar | \$5-9 | 37-48M | 1+ | | | | 842 |
| Exclude | 89 | LD8D | Low-Dollar (LD8D) | HOUSEHOLD HPC12>=\$1-4, Household MRC Date 37- 48M | constituent | Low-Dollar | \$1-4 | 37-48M | 1+ | | | | 842 |
| Exclude | 90 | LD1E | Low-Dollar (LD1E) | HOUSEHOLD HPC12>=\$100-249, Household MRC Date 49-60M | constituent | Low-Dollar | \$100-249 | 49-60M | 1+ | | | | 1,838 |
| Exclude | 91 | LD2E | Low-Dollar (LD2E) | HOUSEHOLD HPC12>=\$50-99, Household MRC Date 49- 60M | constituent segments | Low-Dollar | \$50-99 | 49-60M | 1+ | | | | 1,663 |
| Exclude | 92 | LD3E | Low-Dollar (LD3E) | HOUSEHOLD HPC12>\$35-49, Household MRC Date 49- 60M | constituent segments | Low-Dollar | \$35-49 | 49-60M | 1+ | | | | 960 |



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| Exclude | 93 | LD4E | Low-Dollar (LD4E) | HOUSEHOLD HPC12>=\$25-34, Household MRC Date 49- | constituent | Low-Dollar | \$25-34 | 49-60M | 1+ | 1 |
|------------|--------|-------|-------------------|---|-------------------------|------------|---------|----------|----|----|
| | | | , | 60M | segments | | , | | | , |
| Exclude | 94 | LD5E | Low-Dollar (LD5E) | HOUSEHOLD HPC12>=\$15-24, Household MRC Date 49- 60M | constituent segments | Low-Dollar | \$15-24 | 49-60M | 1+ | 1, |
| Exclude | 95 | LD6E | Low-Dollar (LD6E) | HOUSEHOLD HPC12>=\$10-14, Household MRC Date 49- | constituent | Low-Dollar | \$10-14 | 49-60M | 1+ | 1, |
| LACIDUE | 33 | LDOL | LOW-DONAI (LDOL) | 60M | segments | LOW-DOIIai | \$10-14 | 43-00IVI | 11 | 1, |
| Exclude | 96 | LD7E | Low-Dollar (LD7E) | HOUSEHOLD HPC12>=\$5-9, Household MRC Date 49- | constituent | Low-Dollar | \$5-9 | 49-60M | 1+ | |
| | | | , | 60M | segments | | | | | |
| Exclude | 97 | LD8E | Low-Dollar (LD8E) | HOUSEHOLD HPC12>=\$1-4, Household MRC Date 49- | constituent | Low-Dollar | \$1-4 | 49-60M | 1+ | |
| Exciduc | 3, | 2502 | zow bonar (zboz) | 60M | segments | Low Bona | Ψ. | 13 00.11 | | |
| White Mail | Code | | | | | | | | | |
| DEEP LAPSE | D MID- | LEVEL | | | | | | | | |



Sample Segmentation Plan

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