

REI SmartKPI

		Length of Campaign	How Many Mail Pieces Sent		Response Rate	Seller Hangs Up/ Disconnects		Spoken to Actual Motivated Sellers	
Active Campaigns 2024	Period	Spend	Pieces	Calls	RR%	FTC	Hang Ups	Voicemail	Live Call
Nicks Data Smart AI3x Check Offer Letter	All Time	\$37,831.95	43,485	380	0.87%	270	137	37	206
The Invisible Check Offer Letter	All Time	\$43,753.82	41,046	423	1.03%	287	91	221	111
Nicks Data Soft Offer Postcard	All Time	\$12,128.04	20,556	195	0.95%	155	81	109	5
Smart AI SOPM-1	All Time	\$58,716.36	54,367	147	0.27%	107	34	81	32
Total		\$152,430	159,454	1145	0.72%	819	343	448	354
		Spend of Campaign	How Many Calls Received From Mailer		First Time Callers	Seller Leaves Voicemail			