



CAS Collectability Score

The CAS Collectability Score Will Help You:

- Expand your prospect universes
- Move beyond traditional marketing campaigns
- Better target your marketing messages
- Reduce mailing costs and prioritize your most profitable prospects

New Scoring Tool to Expand Prospect Universes and Boost Profits!

CAS Collectability Score is a new marketing score that will make it easier for direct marketers to identify the highest quality prospects on any responsive marketing list, thus boosting profits!

The CAS Collectability Score permits you to combine highly responsive prospecting data with a profitability model developed from our vast corporate database of consumer behavior. Using the CAS Collectability Score will help to grow your business – quickly, efficiently, and reliably.

How It Works

CAS Collectability Score is easy to use! Simply select from the twelve Collectability Scores you want, ranging from high to low profit potential. The Collectability Score permits you to expand your prospect universe by qualifying responsive lists that previously had low payment and conversion rates. For example, when using the Collectability Score, a marketing list may become a winner by simply selecting Collectability Scores A1-D3 and omitting the poorest profit potential names, Collectability Scores E1-E3.

Ask your CAS representative to include the Collectability Score on any test list order. And it's quick and easy to add the Collectability Score to any house or prospect file through our Data Enhancement services, too!

CAS Collectability Score U.S. Population Benchmark

The Collectability Score estimates good and poor credit behavior and can be benchmarked to prime/sub-prime lending categories. The tables below show how the CAS Collectability Score ranks the U.S. population as a whole.

Prime Categories

Segments of the U.S. population likely to be approved for credit offers

High Profit Potential

- A1 15% of U.S. Population
- A2 10% of U.S. Population

Above Average Profit Potential

- B1 10% of U.S. Population
- B2 10% of U.S. Population

Average Profit Potential

- C1 10% of U.S. Population
- C2 10% of U.S. Population

Sub-Prime Categories

Where many lenders would often make a prime/sub-prime differentiation

Below Average Profit Potential

- D1 10% of U.S. Population
- D2 5% of U.S. Population
- D3 5% of U.S. Population

Poor Profit Potential

- E1 5% of U.S. Population
- E2 5% of U.S. Population
- E3 5% of U.S. Population

It's All About The Data

Our comprehensive files offer an unmatched range of demographic and lifestyle selectivity to help you zero in on the right prospects with precision, and our lists update as frequently as every two weeks to ensure that you have access to a steady stream of data.

ConsumerVision LSR

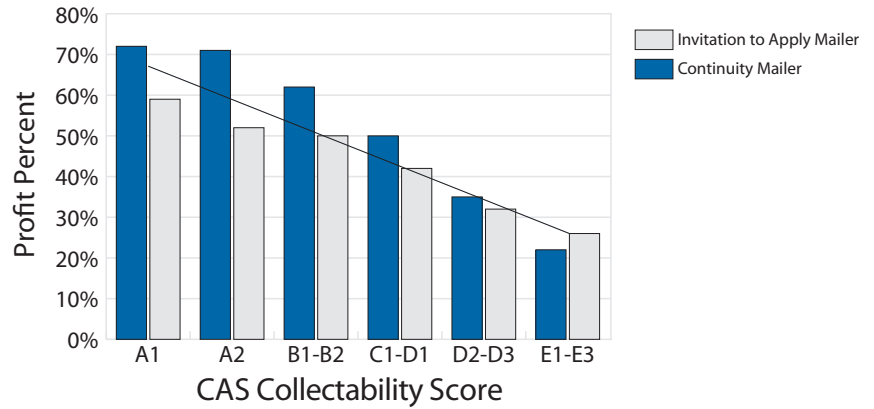
The direct marketing industry's largest and most comprehensive database of self-reported consumer information. This file is built from data gathered directly from via product registration cards and proprietary surveys.

ConsumerVision

One of the largest and most powerful consumer databases on the market. This truly comprehensive file, developed from 31 different data sources, contains demographic, lifestyle and purchase history information on over 115 million U.S. households.

CAS Collectability Score Mailer Results

* Individual results may vary.



Designed for Continuity and Invitation to Apply Marketers!

The goal of direct marketing is to achieve high response balanced by solid back-end payment and conversion rates. While other industry marketers will benefit from using CAS Collectability Score, Continuity and Invitation to Apply (ITA) credit marketers will reap the greatest benefits. They want to target responsive lists that maximize profitability and minimize underwriting costs without having to make firm offers of credit.

Mailers using the Collectability Score will find performance improvements in their test list selects. The graph shows two mailers' profitability results by Collectability Scores. These Continuity and Invitation to Apply mailers both removed Collectability Scores E1-E3 from their testing in order to boost overall mailing profitability.

Pricing and CAS Collectability Score Usage

CAS Collectability Score is a ConsumerVision LSR and ConsumerVision select which can also be appended to house prospect files for unlimited use through CAS Data Enhancement and Database Install services. Pricing mirrors CAS standard scoring fees.

CAS Collectability Score is used to target responsive lists and maximize profitability on marketing offers. It may not be used to evaluate an individual's creditworthiness, nor to determine any individual's eligibility for credit, employment or insurance. Use of the Collectability Score requires signed consent to CAS's terms, including a representation that CAS Collectability Score will only be used for marketing purposes.

CAS's Databases and Analytic Services

Analytic techniques are only as good as the data that goes into them. CAS can provide you with access to some of the very best marketing data in the business. Use our analytic services to unleash the power of CAS Marketing Solutions databases:

- ConsumerVision LSR
- ConsumerVision
- American New Movers Plus
- RFM Transactional Data

Put the full strength of CAS Marketing Solutions' superior data, technical knowledge and analytic savvy behind your marketing plans TODAY!



CAS

Quality Focused

Contact us today to discuss how our target market intelligence can help satisfy your needs.

1.800.524.0908

www.cas-online.com