

40-40-20 rule A guideline in the direct marketing industry which says that when measuring the results of a direct marketing campaign, 40 percent of the success of the campaign can be attributed to the quality of the list, another 40 percent can be attributed to the attractiveness of the offer, and the remaining 20 percent can be attributed to the quality of the creative execution. In the newspaper industry, most would say the proportions are more like 60-30-10.

80-20 rule The “heavy user/heavy seller” theory which maintains that 20 percent of consumers buy 80 percent of a product, 20 percent of retailers sell 80 percent of a product, etc. In the newspaper industry, executives sometimes say that 80 percent of their retail advertising revenue comes from 20 percent of their retail advertisers.

- A -

active days The number of days of activity associated with a subscription.

ad hoc report A summary of computer information conceived after the master files have been created, usually produced by an after-the-fact reporting system designed for the purpose. AnalytiX has two modules that produce ad hoc reports, ART and Report Wizard.

ADI (Area of Dominant Influence) This is a geographic area that is defined by Arbitron, the company that tracks TV and radio ratings. ADIs comprise multiple counties in which a broadcast signal can be received, so they are generally much bigger than MSAs. Advertisers use ADI definitions to apportion spending and promotional efforts. Nielsen, another rating company, uses Designated Market Areas (DMA); DMAs are more or less the same as ADIs.

AIDA (Attention, Interest, Desire, Action) The time-honored formula for direct response creative. Your creative must get the prospect’s attention, create interest, create desire, and elicit action.

algorithm A sequence of instructions that describes how the computer should solve a particular problem. In Import, a series of householding algorithms are used to bring records together into households.

alphanumeric Any coding system that provides for letters, numbers and special symbols. An example might be a campaign code of 2WFNTM for two weeks free offer to new customers via a telemarketing campaign.

AnalytiX® for Newspapers AnalytiX is a data mining and campaign management software tool developed by NuEdge Systems. ASTECH InterMedia re-markets the tool under the AnalytiX for Newspapers brand name.

APIC (Analyze Plan Implement Control) A model used for executing database marketing campaigns. In order to execute an effective campaign and truly measure its effectiveness, each step must be completed. Should be used as a cyclical process.

ART (Analytical Reporting Tool). A module in AnalytiX used for creating reports.

ASCII (American Standard Code for Information Interchange) Standard code and sorting sequence for representing characters as binary numbers used in microcomputers. In everyday usage, it is pronounced “ask-ee.” For example, when we ask for data from an operational system for the purpose of building a marketing database, we often ask that it be delivered in ASCII format.

ASP (Active Server Page) A document used to build dynamic Web applications. It is a file with the *.asp extension that contains HTML syntax and script logic. When a server receives an HTTP request for an ASP file, the response is generated dynamically from the static HTML statements plus the insertion of any HTML generated by scripting. More generically, ASP is also the name of the language used to construct ASP files.

ASP (Application Service Provider) When a company provides customers with the ability to access an application via the Web, the company is said to be an ASP. ASTECH InterMedia, for example, is an ASP for Media Sense.

- B -

back end The process of completing a campaign beyond list procurement including printing, lettershop, and fulfillment or calling and customer response. Also, a measure of a customer's subsequent purchases after the first.

backend results The measurement of a marketing campaign after it is executed. Used for profitability analysis.

backup A copy of a data file, entire database or program, that can be used if the original is lost or damaged. For example, ASTECH InterMedia recommends that regular backups be made of all databases as insurance in the event the original database is lost, corrupted, etc.

beta test The second stage of testing a software program being prepared for market. Usually, beta testing is conducted in situations similar to the intended usage.

binary A number system that uses only the digits 0 and 1. The basis for representing characters in ASCII.

bit The smallest unit of binary data; on = 1 or off = 0. There are eight bits in a byte.

block See census block.

block group See census block group.

bulk mail Second, third and fourth-class mail serviced on a non-preferential basis by the USPS.

business-to-business Any business activity directed at or intended to influence corporate decision makers. For example, as a company that sells products and services to other businesses, ASTECH InterMedia is in the business-to-business arena.

byte A sequence of eight bits and the smallest addressable unit of storage. A byte typically holds one character of information.

- C -

carrier presort Mail identified by postal carrier route number for cost-efficient mail delivery.

carrier route coding The identifying carrier route number for mail or newspaper delivery.

CASS (Coding Accuracy Support System) A system of the USPS which tests the accuracy of software used to process mailing lists. When the software meets the USPS standards, it is said to be CASS-certified software.

CD-ROM (Compact Disc Read-Only Memory) A form of write-once, disc-based data storage capable of holding about 650 MB of data.

CDS (Computerized Delivery Sequence) Similar to CASS, this is a USPS system that ensures a certain level of accuracy and comprehensiveness in an address file. A CDS-qualified file allows mailers to receive maximum postal discounts, especially for saturation or high-density mailings.

census block A census-defined area of geography. A block is the fourth level of a four-way hierarchy in which each lower level of geography is wholly-contained within its parent level. In order, the levels are county, tract, block group and block. In data formats, block is a four-byte field whose first byte always designates the block group. The average block has a population of about 25 persons and there are about 7,000,000 blocks in the US.

census block group A census-defined area of geography. A block group is the third level of a four-way hierarchy in which each lower level of geography is wholly-contained within its parent level. In order, the levels are county, tract, block group and block. In data formats, block group is the first byte of a four-byte field that designates the census block. The average block group has a population of about 750 persons and there are over 230,000 block groups in the US.

census tract A census-defined area of geography. A tract is the second level of a four-way hierarchy in which each lower level of geography is wholly-contained within its parent level. In order, the levels are county, tract, block group and block. In data formats, tract is usually a seven-byte field (XXXX.XX) with leading and trailing zeros. The average tract has a population of about 4,000 persons and there are over 62,000 tracts in the US.

Cheshire label In direct mail, a mailing label that is computer printed on continuous forms specially designed for affixing to envelopes by a Cheshire machine.

churn A measurement, expressed as a percentage, of the number of people who become your customers, but later choose to end the customer relationship in a given period of time. In the newspaper industry, the formula is total annual permanent stops ÷ average annual home delivery circulation (from the NAA Churn Management Handbook, 1994).

circulation unit Conceptually, a unit of circulation is the numeric equivalent of a subscription that has been continuously active for a period of one year. In R-Logic, it is the active days divided by the number of potential service days in the interval span. The greater the number of units, the higher the retention and the greater the contribution to average circulation.

cleansing The process of formatting address information to the standard U.S. Postal Service format (case, spaces, abbreviations, etc.) and verifying it against U.S. Postal Service data to ensure it is a valid address. Also see hygiene.

client/server architecture A systems architecture that divides functions between two or more computers. The client is the information-requesting machine and the server is the information-supplying machine.

cluster analysis The science of comparing a series of variable profiles of one group to that of another group and progressively discriminating and associating the groups into homogeneous clusters. This process statistically minimizes the overall estimate of variation within clusters.

cluster sampling In research, collectively selecting a target and variables. cluster selection A choice of segments, usually based on their defined characteristics, which most closely match a target audience.

coding The structure of characters used to classify characteristics of an address on a list, a campaign, transactions with a customer, etc.

compiled list A list that is the product of information gathered from a variety of sources (e.g., telephone directories, warranty registrations, etc.) in an attempt to make the list more comprehensive and accurate than a single-source list.

correlation analysis Used to quantify the relationship (if any) between the independent and dependent variables.

correlation coefficient A standardized measure of the relationship between two variables, X and Y. Commonly designated as r, its values range from -1 to +1, indicating a strong negative relationship to a strong positive relationship with 0 (zero) as neutral.

county A census-defined area of geography. A county is the first level of a four-way hierarchy in which each lower level of geography is wholly-contained within its parent level. In order, the levels

are county, tract, block group and block. In data formats, FIPS county codes are three-digit numbers assigned within states. They are odd numbers assigned in alphabetical order. The exceptions are independent cities (e.g., Baltimore and St. Louis) which are not in any county and serve as county equivalents – these are usually assigned codes over 500. There are approximately 3,141 counties in the US.

CPM (Cost Per Thousand – the M comes from the Roman numeral for 1,000) A relative measure of media cost. Total cost of an ad divided by the potential audience reached, expressed in thousands of persons or households.

CPO (Cost Per Order) A method of evaluating a direct marketing campaign based upon the total cost of a campaign divided by the number of orders received. Also used as CPR (Cost Per Response), CPL (Cost Per Lead) and CPI (Cost Per Inquiry).

CPU (Cost Per Unit) A method of evaluating a direct marketing campaign based upon the total cost of a campaign divided by the number of units of circulation (see circulation units) acquired.

CRIS (Carrier Route Information System) This is the file that tells us which street segments make up a carrier route. It is used by mailers to presort by carrier route to achieve incremental discounts on a mailing.

CRM (Customer Relationship Management). CRM entails all aspects of interaction a company has with its customer, whether it is sales or service related. Technology has changed the way companies are approaching their CRM strategies because it has also changed consumer-buying behavior.

cross section A group of names and addresses selected to be representative of an entire list. Also see nth selection or random selection.

-D-

data Factual symbols, words, or numbers compiled to create a database. Used in computing reports and queries.

data compression The storing of data in a manner that requires less space on the storage medium. For example, WinZip is a widely used data compression tool.

data dictionary A document, usually drawn from a computer file, which describes each field, the possible values contained in it and its location within a database.

database A collection of data, stored on a computer medium, that can be used for reporting, segmenting targets, or exporting lists.

database management The task of storing, modifying, and retrieving database information to produce reports, answer queries, and update transaction information.

database marketing Targeted marketing that makes use of customer data captured through customer transactions and communications. This data may be used independently or in conjunction with outside data to guide prospecting, customer retention, promotions and other marketing efforts.

data mart A small data warehouse that is often a subset of the warehouse. AnalytiX can be thought of as an example of a data mart as it stores and organizes certain types of data useful for database marketing.

data warehouse A collection and organization of data designed to support executive decision-making. Data warehouses contain a wide variety of data from all systems in an enterprise that present a coherent picture of business conditions at a single point in time. Development of a data warehouse includes development of systems to extract data from operational systems plus installation of a warehouse database system, such as Oracle, that provides managers flexible access to the data.

decile The portion of a frequency distribution containing one tenth of the total sample. An ART report in AnalytiX that has been built with a decile percentilator will result in a value for every 10 percent of the total group.

de-dupe In a list or table, to identify names and/or addresses that appear more than once and eliminate these duplications. Also see merge/purge. For example, when ASTECH InterMedia builds a database, a de-dupe process is run on the various files containing address information from different operating systems or sources so that only the best information remains.

demographic The statistics describing factual aspects of a target market, such as age, sex, race, religion, income, special interests and geographic location. ASTECH InterMedia sells demographic data from a variety of sources formatted specifically for newspaper marketing.

demography The vital statistics of a population within an area. U.S. Census data is the major source of demography.

dependent variable A variable that is determined by some other factor or factors. For a simplified example, if a newspaper were executing a campaign with two different offers to upgrade their weekend subscribers to seven-day subscribers, the subscription rate would be the dependent variable that is determined by the offer. The offer would be the independent variable.

direct mail Promotional material delivered to consumers in the mail.

direct mail advertising A promotional effort using a mail delivery service for distribution of an advertising message.

direct marketing An interactive system of marketing which uses one or more advertising media to affect a measurable response and/or transaction at a given location. Direct marketing is an aspect of total marketing that is characterized by measurability and accountability, with heavy reliance on lists and data. Also see direct response.

direct response Marketing directly to consumers, by mail, catalog, or other home delivery, attempting to solicit orders by mail or a toll-free number.

direct response advertising Advertising through any medium designed to generate a measurable response directly from the targeted consumer.

discount A reduced price that is given to a consumer in return for the purchase of a product or service. In the newspaper industry, for example, subscriptions are often sold at 50 percent of the regular price to give consumers an incentive to subscribe to the newspaper. The opposite approach would be to provide the consumer with a premium. The use of discounts usually results in higher response but lower retention (relative to premiums).

downgrade A decrease in delivery service days.

download To transmit a file or program from a central computer to a smaller or remote computer.

DSS (Decision Support System) An acronym to describe data reporting tools such as AnalytiX, Brio Query, DI Diver, etc.

dynamic pricing A rules-based mechanism that attempts to set price by accounting for supply and demand. For example, low supply and high demand would create a higher price; high supply and low demand would create a lower price. Airlines and online auctions use dynamic pricing software to set prices for tickets and items for bid, respectively.

- E -

EBCDIC (Extended Binary Coded Decimal Information Code) Introduced by IBM, the numeric representation of characters on large computers. Generally, ASCII data is preferred for building databases.

EIS (Executive Information System) An acronym to describe querying and reporting tools like various brands from Cognos, Brio Technology, Dimensional Insight, Accrue, etc.

Enhancement Using compiled and proprietary data to upgrade information contained in a list or database. Often, ASTECH InterMedia enhances lifestyle and demographic information with various sources in order to provide the best possible information.

ETL (Extract, Transform, Load) An acronym to describe tools that are used to build databases. They are called ETL tools because of their ability to extract raw data sources, transform the data into a variety of formats and load the data into a variety database architectures. At ASTECH InterMedia, we use an ETL tool from Sagent Technology.

exabyte 1,024 petabytes or 2^{60} bytes. Abbreviated as EB.

extract A logical or physical file composed of pertinent name and address records, but also including other information such as phone numbers, transactions, billing and payment data, etc., usually selected by passing or failing discriminate criteria.

- F -

fixed field A layout wherein each data element is allocated to a fixed number of bytes, regardless of its actual length. In contrast, see variable field.

flat file A computer readable file which contains no information in any field about the order in which to read records. A two-dimensional array of data items. (In contrast, see relational database.) For database builds, ASTECH InterMedia requires flat files to be extracted from operating systems.

floppy disk A small, portable, data storage medium constructed of plastic with a magnetic coating.

focus group A form of research utilizing a moderated session of 8-12 consumers. Usually conducted in a research facility with a one-way mirror, so that consumer behavior can be observed and recorded. Results are qualitative.

forecasting The prediction of values of a variable based on known past values of that variable or other related variables. Also may be based on expert judgments which, in turn, are based on historical data and experience. For example, budgets are often forecast based on past known values and experience.

frequency The number of times a person transacts business (buys, orders, charges, etc.) within a specific time period. (Also see RFM.) In media, the number of times a target audience is exposed to an ad or promotional message.

FTP (file transfer protocol) The standardized computer guidelines for retrieving files from the Internet. ASTECH InterMedia assigns each of its clients with their own secure FTP site so that data transfer can be handled quickly and confidentially.

function A statement of the relationship between variables. In AnalytiX, the functions available include ANY, EVERY, FIRST, MIN, MAX, SUM, COUNT.

- G -

geo-coding The process of assigning geographic designations to name and address records.

gigabyte 1,024 megabytes or 2^{30} bytes. Abbreviated as GB.

GIS (Geographic Information System) A system of capturing, checking, integrating, analyzing, and displaying data about the earth that is spatially referenced. Normally includes a spatially-referenced database and appropriate applications software. ASTECH InterMedia takes household data, appends latitude and longitude, creates a geographic database, and allows users to interact “spatially” through a mapping interface with Media Sense.

- H -

HLSS (Hi-Lo-Slo-Surprise) A method for R-Logic chart analysis.

household A living unit. In AnalytiX, a household is considered a group of all individuals living at the same address as well as all of the data related to their customer transactions and demographics.

house list A proprietary list of names owned by a company as a result of either a compilation of inquiries and transactions or an acquisition from external sources on a buy-out basis. For example, a newspaper’s subscriber list would be considered a house list.

HTML (hypertext mark-up language) The standard format for documents on the World Wide Web.

hygiene The process of correcting or removing names, phone numbers and addresses from a list.

- IJK -

independent variable A variable whose values are determined outside of the system being modeled. Used in a causal relationship to predict values of a dependent variable. . For a simplified example, if a newspaper were executing a campaign with two different offers to upgrade their weekend subscribers to 7-day subscribers, the subscription rate would be the dependent variable that is determined by the offer. The offer would be the independent variable.

index The ratio of a specific group against the national or market-area.

key The field or fields used to identify or locate a record.

kilobyte 1,024 or 2^{10} bytes. Abbreviated as KB.

- L -

latitude The angular distance north or south of the earth’s equator, measured in degrees along a meridian, as on a map or globe.

lifestyle A way of life or purchase behavior that reflects the attitudes and values of an individual or group. Lifestyle variables are usually measured through samplings or from sales statistics. Many of ASTECH InterMedia’s demographic data packages include lifestyle values.

list broker A specialist who makes arrangements for one company to rent the list(s) of another company.

longitude Angular distance on the earth’s surface, measured east or west from the prime meridian at Greenwich, England, to the meridian passing through a position, expressed in degrees (or hours), minutes, and seconds.

- M -

magnetic tape A storage device for electronically recording and reproducing defined bits of data via computer. ASTECH InterMedia prefers data on CD or via FTP rather than tape.

market opportunity Segmenting an entire database into categories to determine where the highest opportunity lies for a given marketing campaign.

market segmentation Dividing the total heterogeneous market into smaller, homogeneous segments based on customer relationship or behavior, geographic, demographic, psychographic, and/or lifestyle variables.

mean The sum of the values of the items divided by the number of items. Also known as arithmetic average. For example, the benchmarking numbers shown on our website are calculated using the mean.

median The value of the middle item when all the items are arranged in either ascending or descending order of magnitude. In other words, the value at fifty percent.

Media Sense The web-based mapping tool for advertisers sold by ASTECH InterMedia.

megabyte 1,048,576 or 2^{20} bytes. Abbreviated as MB.

memory The space within a computer where information is stored while being actively worked on.

merge To combine two information files into one in a logical fashion.

merge/purge To combine two files into one in such a way that duplicates are recognized and eliminated. (Also see de-dupe.)

metadata Data about data. Includes information about the quality, condition, accuracy, collection method, and timeliness of the data.

MIPS (Millions of Instructions Per Second) A measure of computer hardware speed.

model A symbolic representation of reality. In quantitative forecasting methods, a specific model is used to represent the basic pattern contained in the data. An example is a regression model.

modem (modulator/demodulator) A device that translates digital pulses from a computer into analog signals for telephone transmission.

module Part of a larger system. Modules in AnalytiX for Newspapers include ART, Segment Manager, Datappend, Export and Quick Count.

MSA (Metropolitan Statistical Area) This is a geographic area that is defined by the Office of Management and Budget (OMB) for the purposes of collecting, tabulating and publishing federal data (i.e., allocating funds). Technically, a bunch of adjacent communities having a high degree of social and economic integration. Metropolitan areas comprise one or more entire counties, except in New England, where cities and towns are the basic geographic units.

multiple regression A statistical technique used in direct marketing to compare the relationship between responses to mailings with demographics and/or to characteristics of a selected mailing list. This technique is an extension of simple regression. It allows for more than one independent variable to be included in predicting the value of a dependent variable.

multiple regression analysis Analyzing and correlating historical observations of variables pertaining to subjects or groups. Then determining the mathematical relationships which predict the dependent variable values as a function of the independent variables. An example might be the analysis of lifestyle or demographic characteristics and how closely they predict new subscription sales.

- N -

NANPA (North American Numbering Plan Administration.) A website (www.NANPA.com) that lists area codes and exchanges for each state as well as which are blocked for cell phones, businesses, etc. Used by ASTECH InterMedia for creating Telemarketing Workstation databases

NCOA (National Change of Address) The US Postal Service's system which consolidates and standardizes all address changes in the US. Licensees are updated every two weeks.

NDM (Newspaper Designated Market) As the words imply, this is a geographic area that is defined by the newspaper. Since the newspaper's penetration within the NDM is reported to the ABC, the boundaries are set with the intent of maximizing penetration. Generally, the NDM contains at least 75% of the newspaper's total circulation.

nth selection A fractional selection that is repeated in sampling a list or database. For example, every 10th would be a selection of records 1, 11, 21, etc. In AnalytiX, this nth statement is written, NTH (1,10).

- O -

OCR (Optical Character Recognition) A machine identification of printed characters through use of light-sensitive objects.

OLAP (On-Line Analytical Processing) A category of software tools that provides analysis of data stored in a database. OLAP tools enable users to analyze different dimensions of multidimensional data.

- P -

partial correlation Provides a measure of the association between a dependent variable and one or more independent variables when the effect of the relationship with other independent variables is held constant.

penetration A measure of marketing effectiveness in terms of either customer or response transactions. The ratio, expressed as a percentage, of items of interest to the base count, such as the number of mailed pieces, telephone numbers released for calling or the number of available households.

perceptual mapping The research technique that utilizes graph coordinates to analyze the relationships among a group of products, positioning, etc., to identify market gaps and opportunities. This is one of the benefits of MeiaSense.

petabyte 1,024 terabytes or 2^{50} bytes. Abbreviated as PB.

predictive modeling A statistical process which estimates the value of a dependent variable, given data values of predictor variables. Used to pre-determine response rates of mail offers or telemarketing campaigns based on historical response data.

premium A product or service that is given to a consumer in return for the purchase of another product or service. In the newspaper industry, for example, free video rentals and discount coupons at local merchants are often used as premiums to give consumers an incentive to subscribe to the newspaper. The opposite approach would be to provide the consumer with a discount. The use of premiums usually results in higher retention but lower response (relative to discounts).

prizm A geodemographic targeting product developed by Claritas. Based on the theory that people of similar socioeconomic status live in geographic clusters (i.e., birds of a feather flock together), the product attaches two-digit cluster codes at the Census block group level. The cluster codes come from a nationwide survey of consumer buying habits that is combined with Census demographics. In theory, this allows marketers to target their messages to groups of people based on cluster code and get higher response rates than with an un-targeted message. In practice, prizm clusters and other similar products have been supplanted by demographic and behavioral data that can be gathered from the actual household.

probability In a situation where several different outcomes are possible, we define the probability for any particular outcome as a number from 0 through 1 (impossible = 0; certain = 1).

product differentiation The real or advertised difference that positively distinguishes one's products from competitors.

product positioning The process or image projected employing product differentiation to make one's product appear better.

profiling To build a picture of a target customer by utilizing information from various sources including customer transactions and demographic data. Within AnalytiX, this is usually done in ART.

psychographics The data describing the psychology of specific target audiences. Generally distinguished from geodemographic data (e.g., Prizm clusters), which describes lifestyle traits of specific target audiences based on where they are located.

purge The process of eliminating duplicates and/or unwanted names and addresses from a list.

- Q -

qualitative In research, nonnumeric/text data that involves quality or kind. Considered not projectable.

quantitative In research, relates to or involves the measurement of quantity or amount. Often used to describe projectable data.

query A question of a database, written in a language the database can understand. For example, the question "How many people are female and have at least a college degree?" might be written as ANY (gender = "f" AND education = "c").

quintile The portion of a frequency distribution containing one fifth of the total sample. An ART report in AnalytiX that has been built with a quintile percentilator will result in a value for every five percent of the total group.

- R -

R The coefficient of correlation. An R value of 1.0 is a perfect correlation. R squared gives the fraction of variance in the dependent variable described by the correlation.

RAID (Redundant Arrays of Independent Disks) A term to describe the type of disaster recovery built into a computer disk system. RAID 0 is a non-redundant striped array; RAID 1 is mirrored arrays; RAID 2 is a parallel array with ECC (Error Correction Code); RAID 3 is a parallel array with parity; RAID 4 is a striped array with parity; and RAID 5 is a striped array with rotating parity. ASTECH InterMedia uses RAID 5 for all of its database applications.

R-Logic A retention measurement tool developed by ASTECH InterMedia. Regarded as the standard for retention measurement in the newspaper industry.

random access A computer mode in which records are organized into a storage file in a non-sequential manner so that any record can be directly accessed.

random sampling A statistical sampling method involving selection, in such a way that every unit within that population has the same probability of being selected as any other unit. In AnalytiX, the function RANDOM can be used for this type of sampling.

record Data elements that are grouped together and treated as one unit. Each element is identified by a unique field name.

relational database A storage format in which data items can be stored in separate files, but linked together using a data element that remains consistent. Such link keys can be an address number or account number, for example, to form different relations between different kinds of data.

response device The turn-around document included with a mailing which identifies the prospect by source code, offer, and name/address.

retention The maintenance of a customer relationship over a given period of time.

RFM (Recency, Frequency, Monetary) A designation of the quality of a customer. Used to evaluate sales potential of a database list.

ROI (Return On Investment) No disrespect to the finance gurus, but the simple formula used by most marketers is the return (revenue minus investment) divided by the investment. In campaign management terms, it is calculated by dividing the profit generated from a campaign by the investment to execute the campaign.

rude pricing A pricing tactic in which a subscription is initially sold at a deep discount, but renewed at full price. It is considered “rude” because from the subscriber’s point of view, the value of the subscription remains the same even though the cost has risen.

- S -

sample A finite or limited number of observations or data values selected from a universe or population of such data values. In research, for example, a sample of the total population is surveyed to provide an accurate picture or profile of the population without having to survey the entire population. The larger and more representative the sample, the greater the accuracy of the profile and the conclusions that can be drawn from the profile.

sampling The marketing practice of allowing a consumer to try a product or service at no charge in hopes of inducing purchasing behavior. For example, consumers are sometimes allowed to receive a newspaper subscription for two weeks at no charge. At the end of the sampling period, the newspaper attempts to sell the subscription to the consumer. Sampling programs are generally preferred over discounting programs because they are less prone to churn.

SCF (Sectional Center Facility) A U.S. Postal Service distribution unit comprising all ZIP Codes beginning with the same first three digits. For example, one large area code in Denver begins with 802.

scoring The process of using the correlation derived from a model to project and forecast potential or propensity. For example, the potential to penetrate a market or the propensity to purchase a subscription.

seed protection Decoys added to a list. Assures that files rented for one-time usage are not reused. Also used to assure timing and delivery of a campaign.

segmentation The practice of dividing a customer base into categories or markets – such as income level, geographic location or subscription type – to better market to them.

SEQ (Sequence-based Query) The query language used by the AnalytiX software. Though similar in syntax to SQL, it is a proprietary language developed by NuEdge Systems and designed to take advantage of the speed and power within the AnalytiX software.

SIC (Standard Industrial Classification) The U.S. Department of Commerce’s categorization of businesses.

SQL (Structured Query Language) An industry-standard language for creating, updating and querying relational database management systems. SQL was developed by IBM in the 1970s and is

the de facto standard as well as being an ISO and ANSI standard. It is often embedded in general purpose programming languages.

standard deviation A measure of the extent to which individual scores deviate from the population mean. The more scores vary from each other, the larger the standard deviation. Useful for indicating the distribution of the variable's population.

subscribers The consumers, persons or households, who pay to receive a subscription. A subscriber can have multiple subscriptions.

subscription The agreement of paying to receive a publication for a determined length of time.

- T -

table A collection of data, in the form of records, with each item uniquely identified by a label or by its position in relation to other items.

terabyte 1,024 gigabytes or 2^{40} bytes. Abbreviated as TB.

tract See census tract.

- U -

upgrade For a newspaper subscription, an increase in the number of weekly service days.

URL (Uniform Resource Locator) A type of address that points to a specific document or site on the World Wide Web.

- V -

validation The process of testing the degree to which a model is useful for scoring and making forecasts. The sample data is often split into segments to test different aspects of the model. There are many variations on the process of validation.

variable field A layout which assigns a specific sequence to the data, but not specific positions or lengths. In contrast, see fixed field.

variance A summary statistic (parameter) for a sample population which is the average of squared deviations from the mean.

- W -

WWW (World Wide Web) A hypertext and hypermedia system that enables users to find information on the Internet.

WYSIWYG (What You See Is What You Get) In electronic imaging, a feature that enables all elements of a project to be previewed on the monitor prior to print-out.

- XYZ -

ZIP Code A group of five digits used by the U.S. Postal Service to designate specific post offices, station branches, buildings, or large companies.

ZIP+4 The U.S. Postal Service's nine-digit code for a particular block, building, apartment, or business location providing narrowed demographic information. An average ZIP+4 area contains 10-15 households.