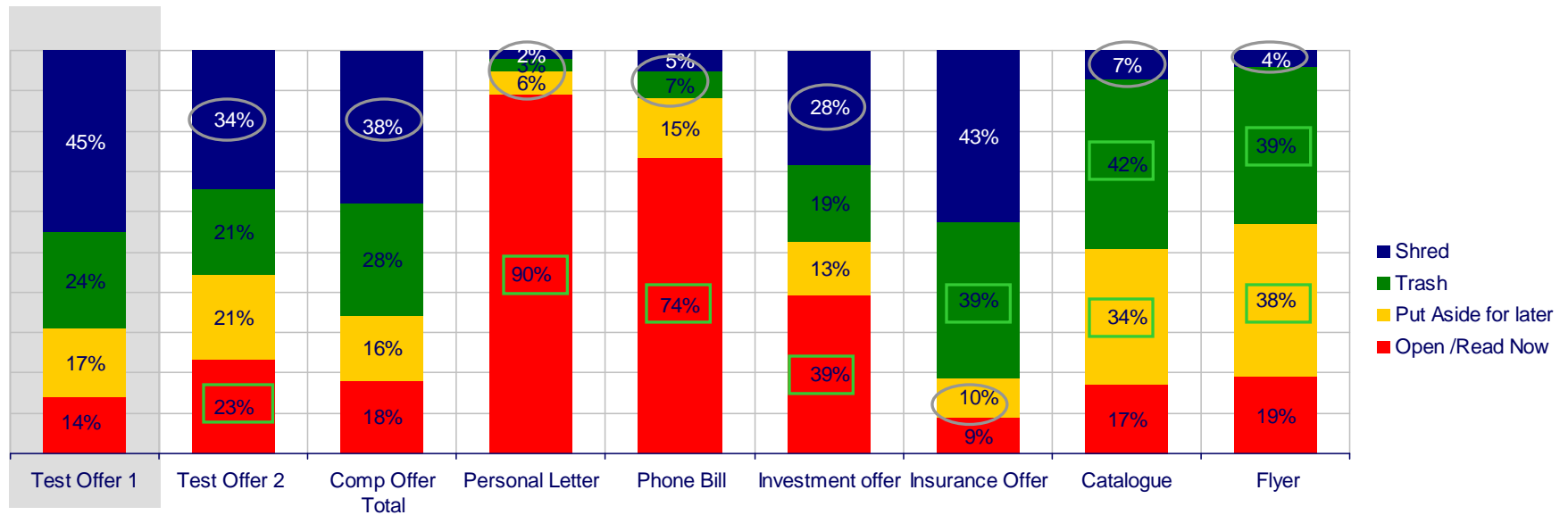


Clutter Cut Rate – All Mail Pieces

Clutter Rate of Mail Pieces – Total Market

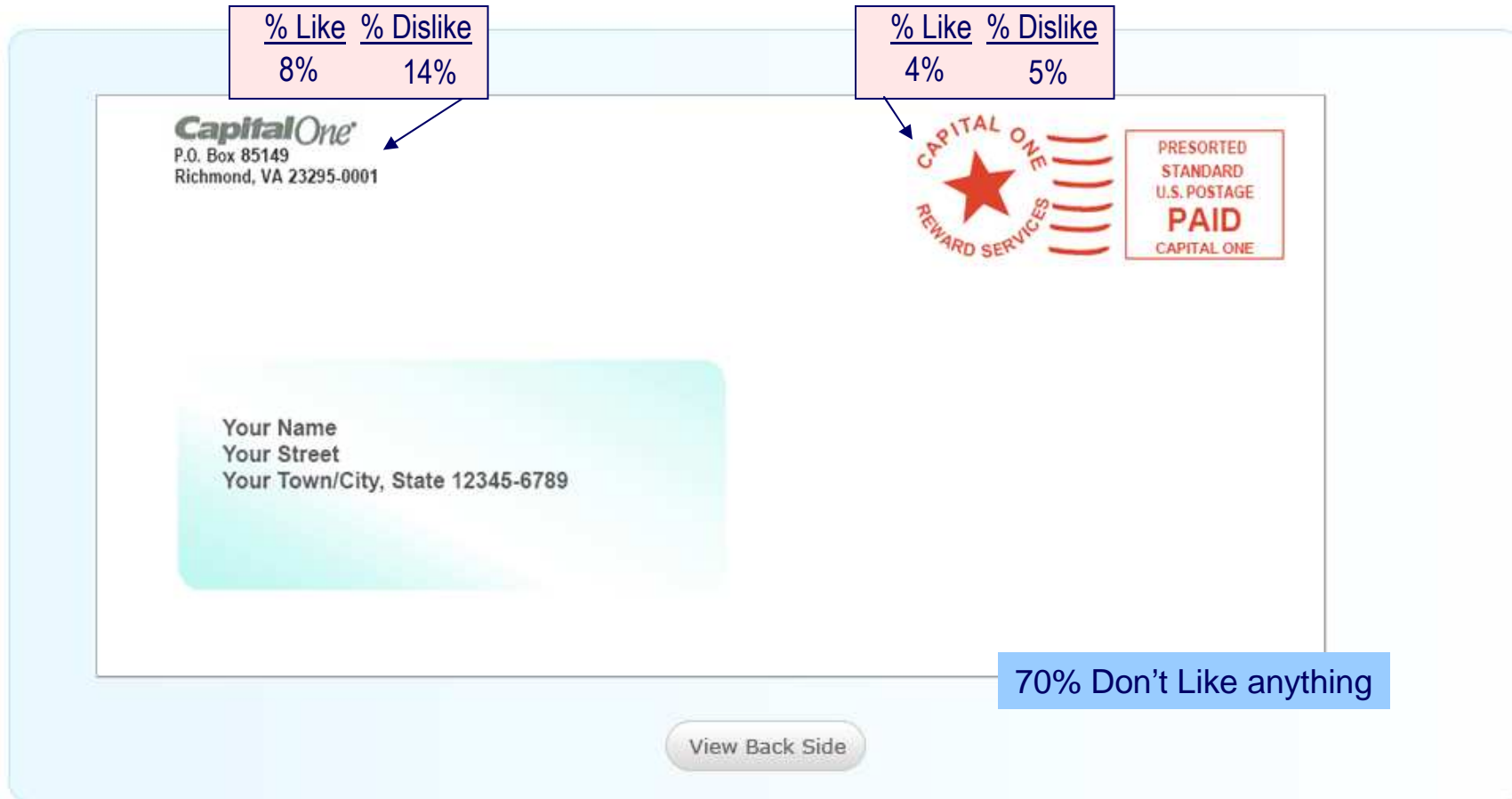


Q: Please sort you mail as you would normally do.

□ / ○ = statistically higher or lower than Test Offer 1

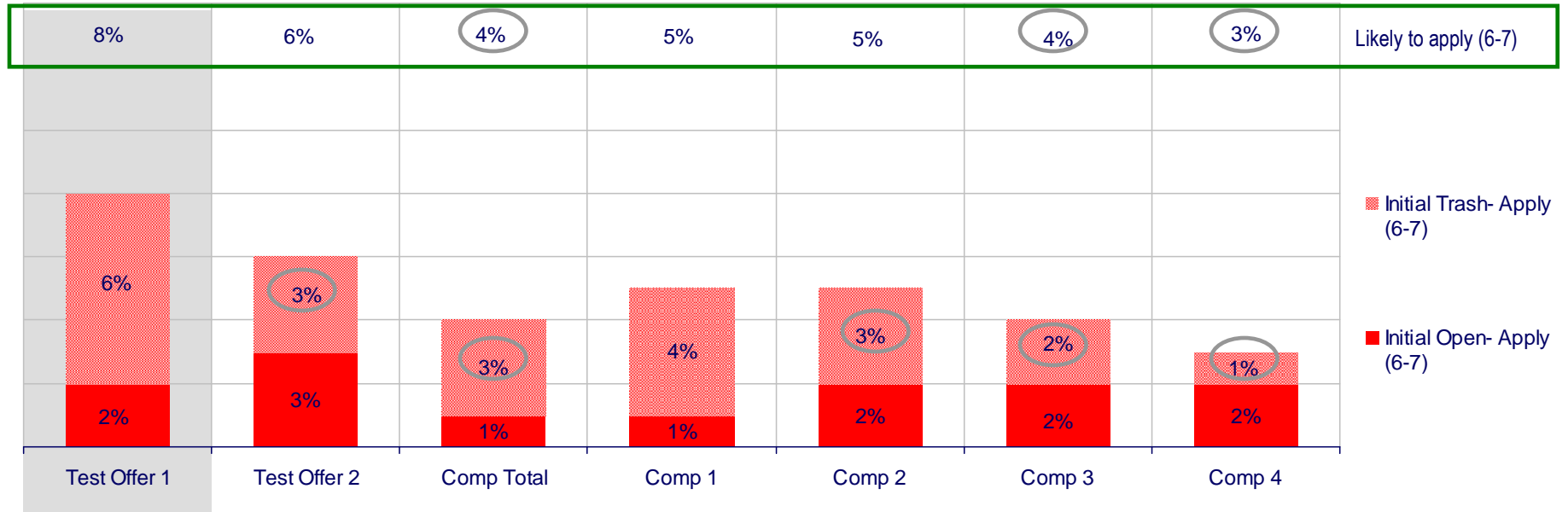
Offer Highlighter

Like/Dislike About Capital One Mail Package



Take Rate – Before & After Forced Exposure

Take Rate of Mail Pieces



Q: Please sort you mail as you would normally do.

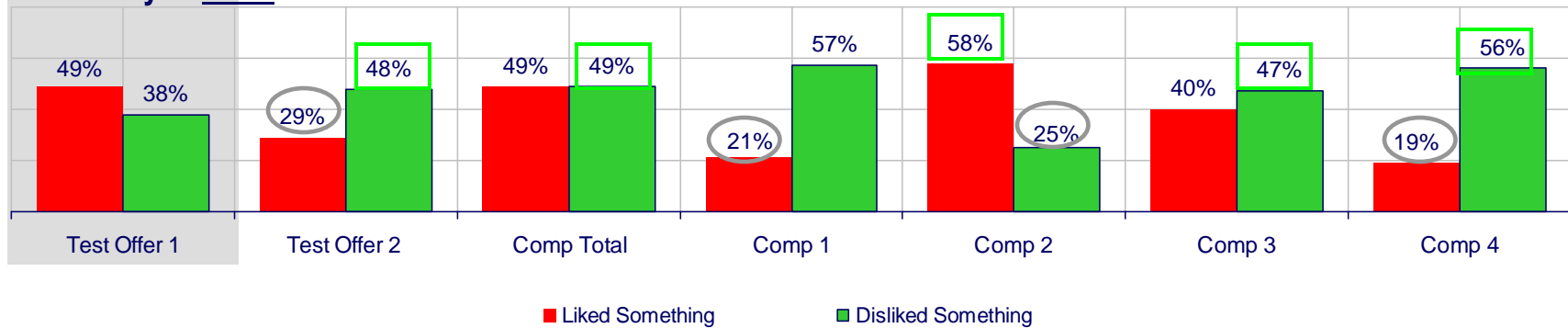
Q: As a result of receiving the mail package, how likely would you be to Apply for the Offer? (1=Definitely Would Not and 7= Definitely Would)

Note: Trash =Trash/Shred; Open=Open /Read Now/Put aside for Later

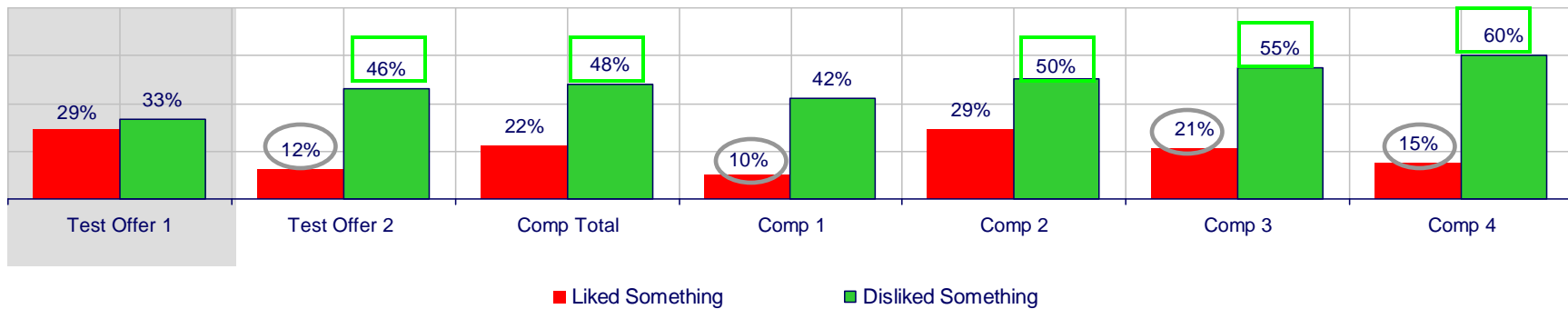
□ / ○ = statistically higher or lower than Test Offer 1

Likeability of Front and Back of Offer

Likeability of Front of Mail Offer



Likeability of Back of Mail Offer



Q: Using your cursor, please highlight what you like about the package?
 Q: Using your cursor, please highlight what you dislike about the package?

□ / ○ = statistically higher or lower than Test Offer 1