NAXION
RESEARCH › CONSULTING

MEMORANDUM

To: Manoj Pillai, Leslie Schwager

From: Adine Frank

Date: September 4, 2020

Subject: **CY2020 (2QFY21 – 1QFY22) Product Fulfillment Sample Request**

The purpose of this memorandum is to describe the sampling instructions for drawing the sample for the ongoing product fulfillment study.

For each quarterly wave, we will need to receive the e-mail addresses of all customers who placed an order in the 2 weeks prior according to the schedule below.

Table 1:

Sample Pull Schedule

Round	Sample Period	Date Sample Due
Jan. Round 1	Jan. 1 – 15	1/21/21
Jan. Round 2	Jan. 16 – 31	2/3/21
Feb. Round 1	Feb. 1 – 14	2/18/21
Feb. Round 2	Feb. 15 – 28	3/3/21
Mar. Round 1	Mar. 1 – 15	3/18/21
Mar. Round 2	Mar. 16 – 31	4/5/21
Apr. Round 1	Apr. 1 – 15	4/20/21
Apr. Round 2	Apr. 16 – 30	5/5/21
May Round 1	May 1 – 15	5/19/21
May Round 2	May 16 – 31	6/3/21
Jun. Round 1	Jun. 1 – 15	6/18/21
Jun. Round 2	Jun. 16 – 30	7/5/21
Jul. Round 1	Jul. 1 – 15	7/20/21
Jul. Round 2	Jul. 16 – 31	8/4/21
Aug. Round 1	Aug. 1 – 15	8/18/21
Aug. Round 2	Aug. 16 – 31	9/3/21
Sep. Round 1	Sep. 1 – 15	9/20/21
Sep. Round 2	Sep. 16 – 30	10/5/21
Oct. Round 1	Oct. 1 – 15	10/20/21
Oct. Round 2	Oct. 16 – 31	11/3/21
Nov. Round 1	Nov. 1 – 15	11/18/21
Nov. Round 2	Nov. 16 – 30	12/3/21
Dec. Round 1	Dec. 1 – 15	12/20/21
Dec. Round 2	Dec. 16 – 31	1/5/22

Since the product fulfillment surveys will be ongoing, sample will be pulled twice a month.

Specifically, for each sample pull, the following steps must be followed:

1) The U.S. Mint should compile its complete customer list of customers **with e-mails**, updated with purchases in the two-weeks prior to the time of the sample pull for each wave. For customers with multiple purchases, please use the most recent purchase.

   The U.S. Mint also should compile its complete customer list of customers placing an order each month, including those with and without e-mail addresses for the universe counts.

   The timing for the first sample pull is as of January 1 – 15 and sample is required on January 21.

   Notes:
   1. *International customers and those who have not purchased in the past 2 weeks should be excluded altogether.*
   2. *Remove Do Not Promotes from sample delivery to **NA**XION.*
   3. *Universe counts include Do Not Promotes.*

2) Provide these records to **NA**XION (including files layouts, definitions of variables, and e-mail address), along with counts of the <u>total</u> number of records (the number of records <u>before </u>removing do not promotes; in other words, all customers except international and those not purchasing in the past 2 weeks are to be included in the universe counts). The file should be provided in Excel, and include the following information:
   - Customer #
   - Full customer name and e-mail address
   - Home telephone number
   - Business phone number
   - Spending in the last 12 months
   - Date of most recent purchase
   - Indicator of new or tenured: made a purchase only in the past 12 months and not within the four years prior ("New") or made a purchase in the past 12 months and at least one other purchase in the four years prior ("Tenured")
   - Indicator of spend level: a) under $100/yr; b) $100-499/yr; and c) $500+ per year
   - Indicator of order channel
   - Indicator of whether it's an exchange or return
   - Indicator of whether it's a backorder
   - Number of days between order placement and shipping date on most recent order
   - Indicator of shipping options: a) "budget" (a non-tracked ground service such as FedEx SmartPost); b) standard (normal ground service); c) expedited (2- or 3-day air); and d) priority (overnight or 2-day).

   Note: The "Date of first purchase" variable has been removed from the request, as it is NAXION's understanding that this variable is not able to be provided by

PFSWeb. We have done this to align with the setup of the sample files we have recently received.

3) Provide the universe count of the number of customers who order in the "two week" time period at the time of the sample delivery.

A.N.F.