

| MineThatData Project Pricing: 2017 | | | |
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| <u><i>Annual Net Sales</i></u> | <u><i>Catalog Contact Strategy Optimization</i></u> | <u><i>Ad Hoc Projects</i></u> | <u><i>Hillstrom's "Fix It" Methodology</i></u> |
| \$1 to \$9,999,999 | \$13,000 | \$11,000 | \$9,000 |
| \$10,000,000 to \$29,999,999 | \$23,000 | \$19,000 | \$15,000 |
| \$30,000,000 to \$59,999,999 | \$30,000 | \$25,000 | \$20,000 |
| \$60,000,000 to \$99,999,999 | \$40,000 | \$34,000 | \$28,000 |
| \$100,000,000 to \$999,999,999 | \$50,000 | \$42,500 | \$35,000 |
| \$1,000,000,000 or Greater | \$60,000 | \$50,000 | \$40,000 |
| The MineThatData Elite Program (per run): | | | \$2,500 |
| Catalog Seller or Private Equity Business Evaluation | | | \$19,000 |
| One Day Test Analysis | | | \$4,000 |
| Monthly Retainer (7 Days, Use it or Lose it) | | | \$20,000 |
| Consulting Visit - Per Day (Client Pays Travel Expenses) | | | \$4,000 |
| Consulting Visit - One Week (Client Pays Travel Expenses) | | | \$13,000 |
| Speaking Fee (Client Pays Travel Expenses) | | | \$4,000 |

File Layout Information For Various Projects (all files delivered in .csv format, can be delivered via DVD, to my FTP site, or via Dropbox)

File #1 = Required: One row per item purchased, 3 years minimum needed, 5+ years preferred.

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| Customer Number: | A unique identifier that tells me which customer purchased the item. |
| Order Date: | The date (20091224) an item was purchased by the customer. |
| Order Number: | The order number associated with the order. |
| Item Number: | The unique code associated with the item purchased. |
| Merchandise Division: | A high-level identifier (furniture, lighting, bathware, etc.) for each item. |
| Merchandise Brand: | If applicable, the brand represented by the item (Ugg Boots, for instance). |
| Quantity: | The number of items purchased. |
| Price: | The price of the item. |
| Demand: | Quantity * Price. |
| Discounts: | Any % off or free shipping etc. applied to this item in the purchase. |
| Physical Channel: | Phone, Online, Store, iPhone, Android, Tablet, App : The physical channel the item was purchased in. |
| Advertising Channel: | The ad channel that drove the order (e-mail, catalog, affiliates, paid search, natural search, etc.). This can be generated internally, or can come from the co-op/vendor who does matchbacks. |
| Store Number: | The number of the store a customer purchased from, if applicable. |
| Store Distance: | Distance from the nearest store, if applicable. |
| Catalog ID: | The ID / Source Code / Key Code from the catalog the customer purchased from, if applicable. |
| Gross Margin: | The margin associated with the item purchased. |
| Zip Code: | The home zip code of the customer placing the order. |

File #2 = Required Only For Contact Strategy Projects: One row per catalog mailed – past 12 months.

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| Customer Number: | A unique identifier that tells me which customer was mailed the catalog. |
| Catalog_ID: | The catalog being mailed. |
| In Home Date: | Date the catalog was mailed. |
| Cost: | Variable cost to mail the catalog to a customer. |

File #3 = (Optional – Required For Certain Website & Retail Projects) One Row Per Online Visit – Past 24 Months

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| Customer Number: | A unique identifier that tells me which customer visited the website. |
| Visit Date: | The date (20130227) the customer visited the website. |
| Visit Depth: | How far customer got into the site (home page, landing page, item in cart, purchase). |
| Referring URL: | Actual URL or summary of source of visit. |