

RFM - 4**Recency, Frequency, and Monetary Value Cells****Percentage of Households Buying Due to Recent Promotion, by Cell
Period: January 1, 2000 to June 30, 2000**

	Months Since Last Purchase				
	0-6	7-12	13-18	19-24	25 or More
1-Time Buyer, \$50 or Less	5%	3.5%	1.5%	1%	0.5%
1-Time Buyer, Over \$50	6%	4%	2.5%	1%	0.5%
2-Time Buyer, \$100 or Less	8%	6.5%	3.5%	2%	1%
2-Time Buyer, Over \$100	10%	8%	5%	3%	1.5%
3-Time Buyer (or more)	15%	10%	8%	5%	2%