

# ARCHAEOLOGY

Production by Source

	MAY 2026						YTD					
	Cash	Cash%	Credit	Credit%	Total	Total%	Cash	Cash%	Credit	Credit%	Total	Total%
<u>DTP</u>												
Unknown(0)	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Direct Mail(2)	54	80.6%	13	19.4%	67	1.2%	5,288	88.8%	664	11.2%	5,952	14.8%
Insert Cards(6)	40	25.2%	119	74.8%	159	2.8%	306	32.0%	649	68.0%	955	2.4%
Christmas Gifts(7)	6	85.7%	1	14.3%	7	0.1%	641	87.3%	93	12.7%	734	1.8%
White & Misc(8)	101	84.9%	18	15.1%	119	2.1%	650	87.8%	90	12.2%	740	1.8%
Misc (9)	143	84.6%	26	15.4%	169	3.0%	436	87.7%	61	12.3%	497	1.2%
Comps(C)	2	100.0%	-	0.0%	2	0.0%	6	100.0%	-	0.0%	6	0.0%
Gifts(F)	11	91.7%	1	8.3%	12	0.2%	88	92.6%	7	7.4%	95	0.2%
Cold Donor(G)	5	62.5%	3	37.5%	8	0.1%	1,208	86.6%	187	13.4%	1,395	3.5%
Internet(I)	1,716	87.2%	253	12.8%	1,969	34.6%	5,136	89.8%	582	10.2%	5,718	14.2%
Social Media(S)	138	100.0%	-	0.0%	138	2.4%	185	100.0%	-	0.0%	185	0.5%
<b>Subtotal DTP</b>	<b>2,216</b>	<b>83.6%</b>	<b>434</b>	<b>16.4%</b>	<b>2,650</b>		<b>13,944</b>	<b>85.7%</b>	<b>2,333</b>	<b>14.3%</b>	<b>16,277</b>	
<u>AGT</u>												
Agents(Z)	948	100.0%	-	0.0%	948	16.7%	5,485	100.0%	-	0.0%	5,485	13.7%
<b>Subtotal AGT</b>	<b>948</b>	<b>100.0%</b>	<b>-</b>	<b>0.0%</b>	<b>948</b>		<b>5,485</b>	<b>100.0%</b>	<b>-</b>	<b>0.0%</b>	<b>5,485</b>	
Regular Renewals(R)	1,870	89.3%	223	10.7%	2,093	36.8%	16,775	91.2%	1,617	8.8%	18,392	45.8%
<b>Subtotal REN</b>	<b>1,870</b>	<b>89.3%</b>	<b>223</b>	<b>10.7%</b>	<b>2,093</b>		<b>16,775</b>	<b>91.2%</b>	<b>1,617</b>	<b>8.8%</b>	<b>18,392</b>	
<b>Grand Total</b>	<b>5,034</b>	<b>88.5%</b>	<b>657</b>	<b>11.5%</b>	<b>5,691</b>		<b>36,204</b>	<b>90.2%</b>	<b>3,950</b>	<b>9.8%</b>	<b>40,154</b>	