Direct Mail Response Projection
Your Company Name Here!

| Direct Mail Development |  |  |  |
| :---: | :---: | :---: | :---: |
|  | Total Pieces to be Mailed |  | 100,000 |
| Direct Mail Fixed Costs |  |  |  |
| Art / Creative Development |  |  | \$5,000 |
| Other (e.g. Consultant fee) |  |  | \$500 |
|  | Fixed Costs |  | \$5,500 |
| Mailing Piece Variable Costs |  | Each |  |
| Circulars |  | \$0.30 | \$30,000 |
| Cover Letter |  | \$0.07 | \$7,000 |
| Inserts |  | \$0.00 | $\mathrm{n} / \mathrm{a}$ |
| Lift Note |  | \$0.00 | n/a |
| Envelopes |  | \$0.03 | \$2,500 |
| Order Form |  | \$0.00 | $\mathrm{n} / \mathrm{a}$ |
| List Rental |  | \$0.00 | $\mathrm{n} / \mathrm{a}$ |
| Assembly (folding, stuffing, etc.) |  | \$0.00 | $\mathrm{n} / \mathrm{a}$ |
| Addressing - Lettershop |  | \$0.00 | $\mathrm{n} / \mathrm{a}$ |
| Other |  | \$0.00 | n/a |
|  |  |  |  |
|  | Total Development Cost | \$0.40 | \$45,000 |


| Gross Margin per Unit |  |  |
| :---: | :---: | :---: |
| Average Unit Selling Price |  | \$65.78 |
| Add: Handling Charge |  | \$7.95 |
| Total Revenue per Unit |  | \$73.73 |
| Average Unit Cost of Goods Sold |  | \$8.36 |
| Shipping \& Handling Costs |  | \$7.00 |
| Order Processing / 800\# Cost |  | \$2.00 |
| SPIFF to Telesales People |  | \$0.00 |
| Credit Card Charges | 2.25\% | \$1.66 |
| Cost of Returns / Bad Debt |  | \$1.00 |
| Other |  |  |
| Total Cost per Unit |  | \$20.02 |
| Gross Margin per Unit: |  | \$53.71 |

Postage Analysis: Mail 1st Class or 3rd Class?

|  |
| :--- | :--- | :--- | :--- | Difference in Total Postage Cos

Lowest Projected Response Rate Response Rate Increments:
0.0\%

## Response Analysis

| Aggregate Unit Selling Price \& COGS Calculator |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |
| Title | \% Mix | ASP |  | COGS |  |
| Product 1 | 35\% | 70.00 | \$24.50 | \$8.80 | \$3.08 |
| Product 2 | 2\% | 30.00 | \$0.60 | \$8.80 | \$0.18 |
| Product 3 | 18\% | 78.00 | \$14.04 | \$8.80 | \$1.58 |
| Product 4 | 12\% | 78.00 | \$9.36 | \$8.80 | \$1.06 |
| Product 5 | 2\% | 30.00 | \$0.60 | \$8.80 | \$0.18 |
| Product 6 | 2\% | 30.00 | \$0.60 | \$8.80 | \$0.18 |
| Product 7 | 12\% | 60.00 | \$7.20 | \$8.80 | \$1.06 |
| Product 8 | 1\% | 30.00 | \$0.30 | \$8.80 | \$0.09 |
| Product 9 | 11\% | 78.00 | \$8.58 | \$8.80 | \$0.97 |
| Product 10 | 5\% | 0.00 | \$0.00 | \$0.00 | \$0.00 |
| Product 11 | 0\% | 0.00 | \$0.00 | \$0.00 | \$0.00 |
| x | 0\% | 0.00 | \$0.00 | \$0.00 | \$0.00 |
| x | 0\% | 0.00 | \$0.00 | \$0.00 | \$0.00 |
| x | 0\% | 0.00 | \$0.00 | \$0.00 | \$0.00 |
| x | 0\% | 0.00 | \$0.00 | \$0.00 | \$0.00 |
| $\times$ | 0\% | 0.00 | \$0.00 | \$0.00 | \$0.00 |
|  | 100\% |  | \$65.78 |  | \$8.36 |




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