

**DESCRIPTION Self Mailer with Card Attached & Envelope**

**QUANTITY OF MAILING** 2,500 pieces

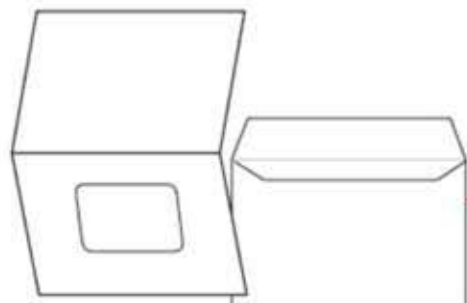
**TOTAL COST OF THE PROGRAM** \$3,200.00  
(includes letter, gift card, envelope, design services with 2 concepts, and fulfillment)

**AVERAGE RESPONSE RATE** 10%  
(based on low-average market standards)

**COST PER NEW CUSTOMER/BUYER** \$0.26

**TOTAL PROFIT FROM CAMPAIGN** \$6,250.00

**MARKETING ROI** 86.56%



\*ROI examples based on low to average market standards of a Direct Mail piece with an incentive-driven gift card attached. Average Profit per Sale, Conversion Rate and Response Rate could vary depending on industry and focus of campaign. ROI calculations based on at least 50% of the total responders converting into a sale. More detailed ROI calculations can be done after a brief Customer Needs Analysis with our Direct Marketing Specialist.