

DESCRIPTION Letter with Card Attached & Envelope

QUANTITY OF MAILING 2,500 pieces

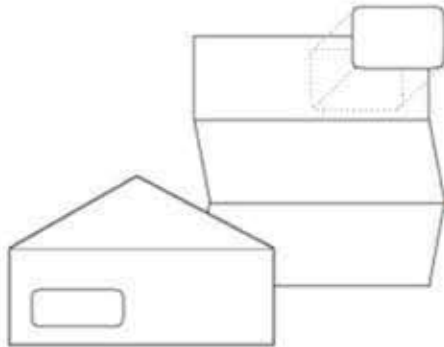
TOTAL COST OF THE PROGRAM \$2,750.00
(includes letter, gift card, envelope, design services with 2 concepts, and fulfillment)

AVERAGE RESPONSE RATE 8%
(based on low-average market standards)

COST PER NEW CUSTOMER/BUYER \$0.267

TOTAL PROFIT FROM CAMPAIGN \$5,000.00

MARKETING ROI 81.81%



*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.

