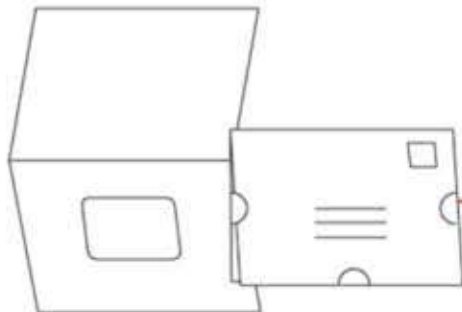


DESCRIPTION Self Mailer with Card Attached

QUANTITY OF MAILING	2,500 pieces
TOTAL COST OF THE PROGRAM	\$3,200.00
<small>(includes letter, gift card, envelope, design services with 2 concepts, and fulfillment)</small>	
AVERAGE RESPONSE RATE	12%
<small>(based on low-average market standards)</small>	
COST PER NEW CUSTOMER/BUYER	\$0.21
TOTAL PROFIT FROM CAMPAIGN	\$7,500.00
MARKETING ROI	134.37%



*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.

