

DIRECT MAIL OUTLAY & BUDGET PLANNER

Campaign Expense & ROI Tracking Tool

CAMPAIGN NAME

TARGET AUDIENCE

LAUNCH/MAIL DATE

TOTAL MAIL QUANTITY

1. Creative & Layout Development

Copywriting & Content Creation

Graphic Design & Layout Layouts

Proofing & Prototype Mockups

2. Mailing List Acquisition & Data

Mailing List Rental / Purchase

Data Cleaning, De-duplication & NCOA

3. Printing & Physical Production

Paper Stock & Envelopes

Printing & Ink (Offset / Digital)

Special Elements (Finishes, Folds, Inserts)

4. Mail Prep, Assembly & Distribution

Lettershop Services (Folding, Inserting, Sealing)

Addressing / Variable Data Printing (VDP)

Presort & Mail Prep Processing

Postage (Standard / First Class / Nonprofit)

5. Tracking, Response Tools & Miscellaneous

Tracking Mechanism (QR, Phone Number, Unique URL)

Contingency / Miscellaneous Costs

Budget Summary

Total Budget Allocation

Total Actual Campaign Outlay

Net Budget Variance

Performance & Cost Indicators

Total Responses Received

Response Rate (%)

Cost Per Mail Piece

Cost Per Acquisition (CPA)

Direct Mail Outlay and Budget Planner • Created on: _____ • Approved By: _____