

PHYSICAL MAIL MARKETING COST TRACKER

Campaign Name:

Target Audience:

Drop Date:

Total Budget (\$):

TOTAL MAIL PIECES

TOTAL ACTUAL COST

COST PER PIECE

INCURRED ROI

1. Creative & Design

2. Mailing List & Data Acquisition

3. Print & Production

4. Postage & Shipping

5. Fulfillment & Lettershop Services

GRAND TOTAL:

CAMPAIGN NOTES & OBSERVATIONS
