

# Direct Mail ROI & Expense Calculator

Analyze and track the performance, costs, and return on investment for direct mail marketing campaigns.

CAMPAIGN NAME

LAUNCH DATE

TARGET AUDIENCE

## Campaign Expenses

List Rental / Data Procurement

\$

Creative & Graphic Design

\$

Copywriting & Content

\$

Printing & Production

\$

Postage & Delivery Mailing Costs

\$

Fulfillment & Handling

\$

Other / Miscellaneous Expenses

\$

**Total Campaign Cost: \$0.00**

## Campaign Performance

Total Quantity Mailed

Number of Responses Received

Number of Conversions / Sales

Average Revenue per Conversion

**Total Revenue Generated: \$0.00**

## ROI & Performance Metrics

RESPONSE RATE

-

CONVERSION RATE

-

COST PER PIECE MAILED

-

COST PER ACQUISITION (CPA)

-

NET PROFIT (LOSS)

-

RETURN ON INVESTMENT (ROI)

-

**Print Report**

**Clear Form**