

Campaign information

<b>Campaign information: Lean Seminar II Feb. 2003</b>								
Spreadsheet last updated:	8/20/03							
Date mailed:	2/1/03							
How mailed:	Mailroom							
Class	First class							
Rate	\$ 0.300							
List sources/media:	Marketplace, ACT							
Quantity:								
Gross mailings	1063							
Returns (gross and %)	30	3%						
Net mailings	1033							
Impressions/Circulation:								
Date of event:	3/19/03							
<b>Reponse rates</b>	<b>Responses</b>			<b>Proposals</b>		<b>Contracts</b>		
	Gross response (individuals)	Gross resp (companies)	Response rate (companies)	# Proposals	Response to proposal %	# contracts	Proposal to contract %	Mailer to contract %
Mail	32	9	0.87%	4	44.44%	1	25.00%	0.10%
Phone			0.00%					
In-person			0.00%					
Email			0.00%					
Fax			0.00%					
<b>Totals</b>	<b>32</b>	<b>9</b>	<b>0.87%</b>	<b>4</b>	<b>44.44%</b>	<b>1</b>	<b>25.00%</b>	<b>0.10%</b>
<b>Analysis</b>								
Net cost for event	\$ 912.06							
Cost per response (based on # of companies resp.)	\$ 101.34							
Cost per proposal	\$ 228.02							
Cost per contract	\$ 912.06							
Gross contract revenue	\$ 9,468.00							
% event ROI (revenue over net cost)	1038.09%							
<b>Contract revenue detail</b>								
Norse Dairy Systems	\$ 9,468.00							
Contract 2								
Contract 3								
Contract 4								
Contract 5								
Contract 6								
<b>Contract revenue total</b>	<b>\$ 9,468.00</b>							

Costs

	A	B
1	<b>Campaign costs: Lean II seminar 3/19/03</b>	
2		
3	<b>Item</b>	<b>Total</b>
4	Book giveaway	\$ 68.58
5	Catering	\$ 257.55
6	Duplication	\$ 1,084.00
7	Marketplace credits (537@2 cr.)	\$ 107.40
8	Mailing	\$ 362.53
9	Instructor salary	\$ 600.00
10		
11	<b>Gross revenue for event</b>	<b>\$ 1,568.00</b>
12	<b>Total expenses</b>	<b>\$ 2,480.06</b>
13	<b>Net cost for event</b>	<b>\$ 912.06</b>
14		
15	<b>Duplication items detail</b>	
16	Mailing duplication	\$ 1,084.00
17	Course materials	\$ 68.60
18	<b>Duplication total</b>	<b>\$ 1,152.60</b>
19		
20	<b>Mailing items detail</b>	
21	Envelopes	\$ 60.90
22	Mailing expenses	\$ 296.38
23	Returned mail	\$ 5.25
24	<b>Mailing total</b>	<b>\$ 362.53</b>