

# Email Response Projection

Your Company Name Here!

10/13/16 15:06

email Development	
Total Emails to be Sent	110,000
<b>Email Fixed Costs</b>	
Agency Fees	\$5,000
Other (e.g. email platform set up fee)	\$2,000
<b>Fixed Costs</b>	<b>\$7,000</b>
Email Delivery Cost	\$0.005
<b>Total Development &amp; Delivery Cost</b>	<b>\$7,550</b>

Delivery Variables	
Email Delivery Rate	85%
Email Open Rate	15%
Email Click-Through Rate	15%
<b>Total Actual Readership</b> (email sent, opened, read & clicked to webpage)	<b>1.91%</b>

Lowest Projected Response Rate **2.00%**  
 Response Rate Increments **0.10%**

## Response Analysis

Projected Purchase Rates	2.00%	2.10%	2.20%	2.30%	2.40%	2.50%	2.60%	2.70%	2.80%	2.90%	3.00%	3.10%	3.20%	3.30%
Projected Product Unit Sales	42	44	46	48	50	53	55	57	59	61	63	65	67	69
Projected Revenue	\$9,381	\$9,850	\$10,319	\$10,788	\$11,257	\$11,726	\$12,195	\$12,664	\$13,133	\$13,602	\$14,071	\$14,540	\$15,009	\$15,478
Projected Costs	\$253	\$266	\$278	\$291	\$304	\$316	\$329	\$342	\$354	\$367	\$380	\$392	\$405	\$418
Projected Gross Profit on Product Sales	\$9,127	\$9,584	\$10,040	\$10,497	\$10,953	\$11,409	\$11,866	\$12,322	\$12,778	\$13,235	\$13,691	\$14,148	\$14,604	\$15,060
Total Investment in Direct Mail Promotion	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550	\$7,550
<b>Projected Total Net Profit</b>	<b>\$1,577</b>	<b>\$2,034</b>	<b>\$2,490</b>	<b>\$2,946</b>	<b>\$3,403</b>	<b>\$3,859</b>	<b>\$4,316</b>	<b>\$4,772</b>	<b>\$5,228</b>	<b>\$5,685</b>	<b>\$6,141</b>	<b>\$6,597</b>	<b>\$7,054</b>	<b>\$7,510</b>

Financial Analysis	
Cost / Piece (email message)	\$0.00
R.O.I. on Mailing	20.9%
Cost / Customer (Order)	\$179.45
Net Profit / Customer (Order)	\$37.49

Break Even Analysis	
Email Pieces needed to Break Even (at above Response Rate)	84,359
Product Unit Sales (if only Break Even # of Pieces are mailed)	35 Units

Gross Margin per Unit	
Average Unit Selling Price	\$215.00
Add: Handling Charge	\$7.95
<b>Total Revenue / Unit</b>	<b>\$222.95</b>
<b>Average Unit Cost of Goods Sold</b>	
Shipping & Handling Costs	
Order Processing / 800# Cost	
SPIFF to Telesales People	
Credit Card Charges	2.25%
Cost of Returns / Bad Debt	\$1.00
Other	
<b>Total Cost / Unit</b>	<b>\$6.02</b>
<b>Gross Margin / Unit</b>	<b>\$216.93</b>

Aggregate Unit Selling Price & COGS Calculator					
Title	% Mix	ASP	COGS		
Product 1	25%	0.00	\$0.00	\$0.00	\$0.00
Product 2	25%	0.00	\$0.00	\$0.00	\$0.00
Product 3	25%	0.00	\$0.00	\$0.00	\$0.00
Product 4	25%	0.00	\$0.00	\$0.00	\$0.00
Product 5	0%	0.00	\$0.00	\$0.00	\$0.00
Product 6	0%	0.00	\$0.00	\$0.00	\$0.00
Product 7	0%	0.00	\$0.00	\$0.00	\$0.00
Product 8	0%	0.00	\$0.00	\$0.00	\$0.00
Product 9	0%	0.00	\$0.00	\$0.00	\$0.00
Product 10	0%	0.00	\$0.00	\$0.00	\$0.00
Product 11	0%	0.00	\$0.00	\$0.00	\$0.00
Product 12	0%	0.00	\$0.00	\$0.00	\$0.00
	100%		\$0.00		\$0.00