

Model your costs and profits depending upon a range of responses.

Email Response Projection

email Development	
Total Emails to be Sent	110,000
Email Fixed Costs	
Agency Fees	\$500
Other (e.g. email platform set up fee)	\$150
Fixed Costs	\$650
Email Delivery Cost	\$0.005 \$550
Total Development & Delivery Cost	\$1,200
Delivery Variables	
Email Delivery Rate	85%
Email Open Rate	7%
Email Click-Through Rate	1%
Total Actual Readership (email sent, opened, read & clicked to webpage)	0.06%

Your Company Name Here!

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Gross Margin per Unit	
Average Unit Selling Price	\$534.50
Add: Handling Charge	\$7.95
Total Revenue / Unit	\$542.45
Average Unit Cost of Goods Sold	\$0.00
Shipping & Handling Costs	\$0.00
Order Processing / 800# Cost	\$0.00
SPIFF to Telesales People	\$0.00
Credit Card Charges	2.25% \$12.21
Cost of Returns / Bad Debt	\$1.00
Other	\$0.00
Total Cost / Unit	\$13.21
Gross Margin / Unit	\$529.24

Aggregate Unit Selling Price & COGS Calculator				
Title	% Mix	ASP	COGS	
Product 1	50%	\$ 997.00	\$ 498.50	\$ -
Product 2	25%	\$ 97.00	\$ 24.25	\$ -
Product 3	25%	\$ 47.00	\$ 11.75	\$ -
Product 4	0%	\$ -	\$ -	\$ -
Product 5	0%	\$ -	\$ -	\$ -
Product 6	0%	\$ -	\$ -	\$ -
Product 7	0%	\$ -	\$ -	\$ -
Product 8	0%	\$ -	\$ -	\$ -
Product 9	0%	\$ -	\$ -	\$ -
Product 10	0%	\$ -	\$ -	\$ -
Product 11	0%	\$ -	\$ -	\$ -
Product 12	0%	\$ -	\$ -	\$ -
	100%	\$ 534.50	\$ -	\$ -

Of Those Who Click-Through...	
Lowest Projected Conversion Rate	3.00%
Response Rate Increments	0.10%

Response Analysis	3.00%	3.10%	3.20%	3.30%	3.40%	3.50%	3.60%	3.70%	3.80%	3.90%	4.00%	4.10%	4.20%	4.30%
Projected Purchase Conversion Rates														
Projected Product Unit Sales	2	2	2	2	2	2	2	2	2	3	3	3	3	3
Projected Revenue	\$1,065	\$1,101	\$1,136	\$1,172	\$1,207	\$1,243	\$1,278	\$1,314	\$1,349	\$1,385	\$1,420	\$1,456	\$1,491	\$1,527
Projected Costs	\$26	\$27	\$28	\$29	\$29	\$30	\$31	\$32	\$33	\$34	\$35	\$35	\$36	\$37
Projected Gross Profit on Product Sales	\$1,039	\$1,074	\$1,108	\$1,143	\$1,178	\$1,212	\$1,247	\$1,282	\$1,316	\$1,351	\$1,386	\$1,420	\$1,455	\$1,489
Total Investment in Direct Mail Promotion	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Projected Total Net Profit	(\$161)	(\$126)	(\$92)	(\$57)	(\$22)	\$12	\$47	\$82	\$116	\$151	\$185	\$220	\$255	\$289

Financial Analysis	3.00%	3.10%	3.20%	3.30%	3.40%	3.50%	3.60%	3.70%	3.80%	3.90%	4.00%	4.10%	4.20%	4.30%
Cost / Piece (email message)	\$0.00													
R.O.I. on Mailing	(13.4%)	(10.5%)	(7.6%)	(4.7%)	(1.9%)	1.0%	3.9%	6.8%	9.7%	12.6%	15.5%	18.3%	21.2%	24.1%
Cost / Customer (Order)	\$611.19	\$591.47	\$572.99	\$555.63	\$539.28	\$523.88	\$509.32	\$495.56	\$482.52	\$470.15	\$458.39	\$447.21	\$436.56	\$426.41
Net Profit / Customer (Order)	(\$81.94)	(\$62.23)	(\$43.75)	(\$26.38)	(\$10.04)	\$5.37	\$19.92	\$33.69	\$46.73	\$59.10	\$70.85	\$82.03	\$92.68	\$102.83
Break Even Analysis	0.00%													
Email Pieces needed to Break Even (at above Response Rate)	68,804	66,585	64,504	62,549	60,710	58,975	57,337	55,787	54,319	52,926	51,603	50,344	49,146	48,003
Product Unit Sales (if only Break Even # of Pieces are mailed)	2 Units													

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