ADVERTISING AND PROMOTION RESULTS ANALYSIS

A	Date the ad or promotion ran or letters sent out		
B	Promotion Name and Type		
C	Promotion Code (Ext #, Dept # etc.etc.)		
D	Targeted Market		
E	No. of Letters Sent, calls done etc.		
F	No. of Responses and Percent of Response	Number	Percentage
G	Number of Sales		
H	Total Sale Value *Price per unit_____ x no. of sales:_____*		
I	Less Cost of Fulfillment *(Packaging, product, shipping, etc.)*		
J	Less Cost of Promotion or Ad • No. of letters: _____ x stamp/letter: _____ = • Printing of letters/unit: _____ = • Envelopes: _____ x no. of letters:_____ = • Stuffing envelopes (labor): _____ = • Grabber/unit: _____ x no. of letters: _____ =		
K	Net Profit (Loss) on Promotion *(Total Sales less cost of promotion and cost of fulfillment)*		
L	**Profit-Loss per $ spent on promotion** *(Divide net profit-loss by cost of promotion)*		

Comments: