

Direct Advertising Response Effectiveness

<-- Enter date in cell to the left

Project	Target	Drop	Cost	Response Total #	Response Rate %	Cost Per Lead	Sales	Cost Per Sale
Project A	Seattle	10,000	\$500	975	9.75%	\$0.51	422	\$1.18

Totals		10,000	\$500	975	9.75%	\$0.51	422	\$1.18
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Sample Preview