

# Direct Marketing Analysis

Promotion \_\_\_\_\_ Date \_\_\_\_\_

Gross Margin per Unit	
Selling Price	
Add: Handling Charge	
<i>Total Revenue per Unit</i>	
Cost of Merchandise	
Shipping or Delivery	
Order Processing	
Cost of Returns	
Bad Debt	
Other	
<i>Total Cost per Unit</i>	
Gross Margin per Unit	

Direct Mail Cost per Unit	
Circulars	
Letters	
Inserts	
Lift Pieces	
Envelopes	
Order Forms	
List Rental	
Assembly	
Addressing	
Postage	
Other	
Direct Mail Cost per Unit	

Net Profit and Breakeven Point	
Units Mailed	
Response Rate	
Unit Sales	
Gross Margin	
Mailing Costs	
Fixed Costs	
Creative Development	
Allocations, Other	
Total Fixed Costs	
<b>Total Net Profit</b>	
Breakeven Unit Sales	
Breakeven Unit Mailing	

Prepared by \_\_\_\_\_