

MILBURN ORCHARD CHERRY POSTCARD CAMPAIGN



Mailed 1,850 postcards at a Total Mailing Cost of \$926.03

Received 463 responses (100% redemption)

Average customer purchase \$40. Net Profit: \$8,936.47

Response Rate: $463/1850 \times 100 = 25\%$

Cost Per Response: $\$926.03/463 = \2

Responses Required to Break Even: $\$926/40 = 23.15$

Cost Per Piece: $\$926/1850 = .50$

ROI: $\$8,936.47/\$926.03 \times 100 = 965.03 \%$