

Tracking Your Direct Mail Costs and ROI

Cost of The Mailer

- Cost of purchasing your list
- Postage cost of mailing your list
- Total cost of mailer with postage
- Cost per week/month/year
- Cost per letter/postcard mailed

Mailing Numbers

- # of items mailed
- Cost per item mailed
- # of calls received
- # of calls that are leads
- # of appointments set
- # of offers made
- # of executed contracts
- # of deals closed
- Total gross profit from mailing
- Deduct the total cost of mailing
- Net Revenue from direct mail
- Divide by # of closed deals
- Net profit per closed deal
- # of leads per closed deal
- Cost per lead