ADVERTISING AND PROMOTION RESULTS ANALYSIS

A	**Date the ad or promotion ran or letters sent out**		
B	**Promotion Name**		
C	**Ad Code**		
D	**Targeted Market**		
E	**No. of Letters Sent**		
F	**No. of Responses and Percent of Response**	**Number**	**Percentage**
G	**Number of Sales**		
H	**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: