

Direct Mail Marketing Log

Date	Number of Pieces sent	Number of Orders	Total Revenue	Cost of Mailing	Product Costs	Response Rate	Average Order	Net Income	Cumulative Net Income	ROI of Mailing	Comments
9/1/01	500,000	8,000	\$448,000	\$340,000	\$32,000	1.60%	\$56.00	\$76,000	\$76,000	20.43%	RomanQuest back to school
9/1/01	350,000	4,000	\$208,000	\$238,000	\$16,000	1.14%	\$52.00	(\$46,000)	\$30,000	-18.11%	War 2112 with GI Joe
9/1/01	1,000,000	12,000	\$672,000	\$680,000	\$48,000	1.20%	\$56.00	(\$56,000)	(\$26,000)	-7.69%	Global Challenge 0 contest
9/1/01	750,000	3,200	\$185,600	\$510,000	\$12,800	0.43%	\$58.00	(\$337,200)	(\$363,200)	-64.50%	RomanQuest
9/1/01	250,000	4,000	\$224,000	\$170,000	\$16,000	1.60%	\$56.00	\$38,000	(\$325,200)	20.43%	War 2112 - pentagon special
9/1/01	550,000	9,000	\$414,000	\$346,500	\$36,000	1.64%	\$46.00	\$31,500	(\$293,700)	8.24%	Roman Challenge bundle
9/1/01	800,000	12,000	\$636,000	\$544,000	\$48,000	1.50%	\$53.00	\$44,000	(\$249,700)	7.43%	Galaxy Terminator - half price
9/1/01	350,000	2,800	\$156,800	\$238,000	\$11,200	0.80%	\$56.00	(\$92,400)	(\$342,100)	-37.08%	Galaxy Terminator
9/1/01	1,000,000	17,000	\$884,000	\$680,000	\$68,000	1.70%	\$52.00	\$136,000	(\$206,100)	18.18%	War 2112
9/1/01	750,000	13,000	\$637,000	\$510,000	\$52,000	1.73%	\$49.00	\$75,000	(\$131,100)	13.35%	Roman Challenge
9/1/01	250,000	4,500	\$252,000	\$170,000	\$18,000	1.80%	\$56.00	\$64,000	(\$67,100)	34.04%	Buy one get one free
9/1/01	250,000	4,500	\$144,000	\$170,000	\$18,000	1.80%	\$32.00	(\$44,000)	(\$111,100)	-23.40%	Annual Subscription bargain
9/1/01	800,000	9,000	\$504,000	\$544,000	\$36,000	1.13%	\$56.00	(\$76,000)	(\$187,100)	-13.10%	Galaxy Terminator - half price

SUMMARY STATISTICS											
Totals	\$7,600,000	103,000	\$5,365,400	\$5,140,500	\$412,000						(\$187,100)
Averages	\$584,615	7,923	\$412,723	\$395,423	\$31,692	1.39%	\$52.15				(\$3,598.08)