

# E-Mail Address Acquisition Cost

Time period covered: **From** 9/1/01 **To** 1/1/02

	Product Registrations	E-Zine subscription	Contests	Giveaways	List Rentals	Back to School	CompUSA
<b>Costs</b>							
Creative Web Design	\$45,000	\$65,000	\$78,000	\$34,000	\$38,000	\$12,000	\$11,000
Database Management	1,500	3,500	1,500	3,500	1,500	1,500	3,500
Copy writing	3,500	4,000	3,500	4,000	3,500	3,500	4,000
List rentals		1,000		1,000			1,000
Other	800	500	800	500	800	800	500
<b>Total acquisition costs</b>	<b>\$50,800</b>	<b>\$74,000</b>	<b>\$83,800</b>	<b>\$43,000</b>	<b>\$43,800</b>	<b>\$17,800</b>	<b>\$20,000</b>
Number of names acquired	88,000	103,000	98,000	28,000	56,000	34,000	13,000
<b>Cost Per Name Acquired</b>	<b>\$0.58</b>	<b>\$0.72</b>	<b>\$0.86</b>	<b>\$1.54</b>	<b>\$0.78</b>	<b>\$0.52</b>	<b>\$1.54</b>
Retention rate	99%	99%	99%	99%	99%	99%	99%
Names retained	87,120	101,970	97,020	27,720	55,440	33,660	12,870
<b>Cost per name retained</b>	<b>\$0.58</b>	<b>\$0.73</b>	<b>\$0.86</b>	<b>\$1.55</b>	<b>\$0.79</b>	<b>\$0.53</b>	<b>\$1.55</b>

**Cost Per Name Acquired**

