

## E-Mail Marketing Log

Date	Number of E-Mails sent	Number of Orders	Total Revenue	Cost of E-Mailing	Product Costs	Response Rate	Average Order	Net Income	Cumulative Net Income	ROI of E-Mailing	Comments
9/1/01	500,000	2,344	\$131,264	\$10,000	\$42,192	0.47%	\$56.00	\$79,072	\$79,072	151.50%	RomanQuest back to school
9/1/01	350,000	3,010	\$156,520	\$7,000	\$54,180	0.86%	\$52.00	\$95,340	\$174,412	155.84%	War 2112 with GI Joe
9/1/01	1,000,000	3,205	\$179,480	\$20,000	\$57,690	0.32%	\$56.00	\$101,790	\$276,202	131.02%	Global Challenge 0 contest
9/1/01	750,000	3,200	\$185,600	\$15,000	\$57,600	0.43%	\$58.00	\$113,000	\$389,202	155.65%	RomanQuest
9/1/01	250,000	2,300	\$128,800	\$5,000	\$41,400	0.92%	\$56.00	\$82,400	\$471,602	177.59%	War 2112 - pentagon special
9/1/01	2,500,000	18,056	\$830,576	\$50,000	\$325,008	0.72%	\$46.00	\$455,568	\$927,170	121.48%	Roman Challenge bundle
9/1/01	800,000	6,800	\$360,400	\$16,000	\$122,400	0.85%	\$53.00	\$222,000	\$1,149,170	160.40%	Galaxy Terminator - half price
9/1/01	350,000	2,800	\$156,800	\$7,000	\$50,400	0.80%	\$56.00	\$99,400	\$1,248,570	173.17%	Galaxy Terminator
9/1/01	1,000,000	6,700	\$348,400	\$20,000	\$120,600	0.67%	\$52.00	\$207,800	\$1,456,370	147.80%	War 2112
9/1/01	750,000	9,800	\$480,200	\$15,000	\$176,400	1.31%	\$49.00	\$288,800	\$1,745,170	150.89%	Roman Challenge
9/1/01	250,000	3,211	\$179,816	\$5,000	\$57,798	1.28%	\$56.00	\$117,018	\$1,862,188	186.34%	Buy one get one free
9/1/01	2,500,000	23,456	\$750,592	\$50,000	\$422,208	0.94%	\$32.00	\$278,384	\$2,140,572	58.95%	Annual Subscription bargain
9/1/01	800,000	3,400	\$190,400	\$16,000	\$61,200	0.43%	\$56.00	\$113,200	\$2,253,772	146.63%	Galaxy Terminator - half price

SUMMARY STATISTICS											
Totals	11,800,000	88,282	\$4,078,848	\$236,000	\$1,589,076						\$2,253,772
Averages	907,692	6,791	\$313,758	\$18,154	\$122,237	0.77%	\$52.15	\$43,341.77			