Campaign brief

Fill this in before you approve a proof. Keep it with your results.

Goal

What result, how many, by when? _____

_____

Routes

ZIP Codes or routes _____

Total pieces _____

Why these routes? _____

Offer

The offer _____

Who qualifies _____

End date _____

Most we can honor _____

Budget and break-even

☐ **Full Service** ☐ **Print Only (we mail it through EDDM Retail)** **Piece size:** _____

Postage: pieces x rate		Average sale (revenue)	
Printing (or full-service quote)		Direct cost of that sale	
Design		Sales counted per customer	
Prep, tracking, staff time, other		**Contribution (B)** = (sale - cost) x sales	
Total cost (A)		**Break-even = A ÷ B**, rounded up	
		Response needed = break-even ÷ pieces	

Tracking

Method _____

Code or number _____

Who logs _____

New if... _____

Who does what

Approves proof _____

Confirms routes _____

Answers calls _____

Reviews results _____

Dates

Target mail week _____

Confirmed mail date _____

First review _____

Final review _____

Notes and lessons for next time

_____

Response log

One row per attributed response. Count only responses you can tie to the mailing.

Date	Name or ID	How tied to mailing (code, number, URL)	New or past customer?	Became a customer?	First sale ($)

Pieces mailed

Attributed responses

New customers

Response rate = responses ÷ pieces

Conversion = customers ÷ responses

Acquisition cost = total cost ÷ customers