

Pre-Test Worksheet

How much of a "lift" does your test need to break even?

- A) Control's Cost/M = \$ _____/M
- B) Control's Average Response Rate = _____ %
- C) Control's Number of Responses per thousand pieces mailed = _____ (B x 1000)*
- D) Control's Average Contribution \$ _____
- E) Test Package's Rollout Cost \$ _____/M
- F) Difference of Control/Test Package's Cost \$ _____/M (E - A)
- G) Number of Additional Responses per thousand pieces mailed your test package needs to match the control's performance _____ (F / D)
- H) Percentage "lift" needed for your test package to break even with the control's results _____ ([G / C] x 100)

* In Step C, convert your percentage to its decimal form before multiplying. For example, 1.2% equals 0.012.

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