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**Do You Know The Common Direct Marketing Measurements**

**By Daegan Smith**

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John Wanamaker, a 19th century entrepreneur, once famously made the statement, "I know that half of my advertising is wasted, I just don't know which half." Fortunately for today's marketers, there are scientific ways to determine which half is wasted, and which half is not, through the use of common direct marketing measurements.

Advertising is, and has always been, part art and part science. With direct marketing, the science part takes center stage as there are common direct marketing measurements that can be utilized to verify the results of the advertising.

With the increased popularity of direct marketing, the success of advertising can be measured through a variety of common direct marketing methods such as cost per acquisition, cost per piece, and response rate.

Before continuing in describing these common direct marketing measurements in detail, it is beneficial to review one of the direct marketing tools needed to determine the success of the mailing. The most important direct marketing tool is the response mechanism. This is how you can gauge the success, or lack of success, of a direct mail campaign. This is the mechanism by which the prospect will use to respond – it may be a postcard to request more information, an 800 number to call, or a website address to place an order. You can then utilize this response to determine the success of the direct mailing.

The first of the most common direct marketing measurements is the cost per acquisition. The cost per acquisition can be determined by taking the total cost of the mailing and dividing it by the number of responses. For example, let's say the total cost of a mailing is \$2,000 and 20 people respond. The cost per acquisition is \$100. This is an important tool to find out if the cost to obtain a new customer is in line with the profits that you will receive.

The second of the most common direct marketing measurements is the cost per piece. To find the cost per piece, you would take the total cost of the mailing and divide it by the total number of pieces sent.

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For example, if the total cost of the mailing was \$4,500 and you sent 2000 direct mail pieces, the cost per piece would be \$2.25. This is an important figure to keep in mind, because by lowering the cost per piece (as long as the number of responses stays the same), you can lower the cost per acquisition.

The third of the most common direct marketing measurements is the response rate. The response rate can be calculated by taking the number of people that responded and dividing it by the number of people that were sent the direct mail package. For example, if 2000 people were mailed a direct mail package and 20 people responded, the response rate would be 1%. This is an important tool that you can utilize to forecast the success of future mailings.

By using all three of these common direct marketing measurements, you can finally determine which half of your marketing is working, and which half is not.

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### **Direct Mailing: Is It Still Effective?**

**By Gabriel Adams**

Direct mail, or marketing by snail mail, is an oft forgotten marketing method - after all, email is quicker, easier, and much less expensive. There are many businesses that now use email exclusively, and do not use snail mail for marketing purposes.

But I believe that these businesses are missing out on a piece of their pie. Actually, they are leaving a piece of their pie for other marketers (ones who use direct mail) to pick up.

DMIS, or the Direct Mail Information Service, reports some important statistics, showing that direct mail is indeed a vital marketing method, even in this digital age. For example, DMIS reports that 67% of direct mail is opened by the recipient, and 45% is both opened and read. Also, 32% of consumers surveyed reported that they had responded to a direct mailing in the past twelve months.

Direct mail is still an effective marketing piece that every business should use, even internet based businesses. Direct mailing has several advantages over email, such as increased delivery rates, higher readership percentages, and the fact that a physical direct mail piece will make a bigger impact than an

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email.

If you run an internet business, you may not want to use direct mail as an initial marketing piece. Initial contact is probably the strongest point of internet marketing. But follow-up is one of the strong points of direct mail. Use direct mail to follow up with your customers, to let them know about promotions, or to follow up with prospects who have not made a purchase yet.

For all businesses, direct mail allows you to contact precise markets with geographical and demographical targeting. For example, if you sold commercial bakery equipment, you could send your promotional mailing to a list of bakeries.

Direct mail is still an extremely viable marketing method that you don't want to miss out on.

For more Direct Mailing Information, visit

<http://direct-global-mailing.com/home.html>



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