

## Direct Mail KPIs: 6 common campaign performance metrics



### COST PER ACQUISITION

Used to determine the cost of acquiring a new customer.

$$CPA = \frac{\text{Total Campaign Cost}}{\text{\# of Sales}}$$



### RESPONSE RATE

Represents the number of people who engage with a CTA.

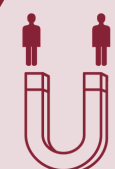
$$RR = \frac{\text{\# of Responses}}{\text{Quantity Mailed}}$$



### RETURN ON INVESTMENT

Measures the money your company spends on campaigns against the revenue those campaigns generate.

$$ROI = \frac{\text{Total Profit}}{\text{Total Campaign Cost}}$$



### CUSTOMER ACQUISITION COST

Financial investment required to acquire a new customer.

$$CAC = \frac{\text{Total Costs}}{\text{\# of New Customers}}$$



### CUSTOMER LIFETIME VALUE

Represents the total revenue a business expects to earn from a customer throughout their relationship.

$$LTV = \frac{\text{Total Customer Revenue} - \text{Spent Costs}}{\text{\# of Customers}}$$



### RETURN ON AD SPEND

Measures revenue earned for each dollar you spend on advertising.

$$ROAS = \frac{\text{Total Campaign Revenue}}{\text{Total Ad Spend}}$$