

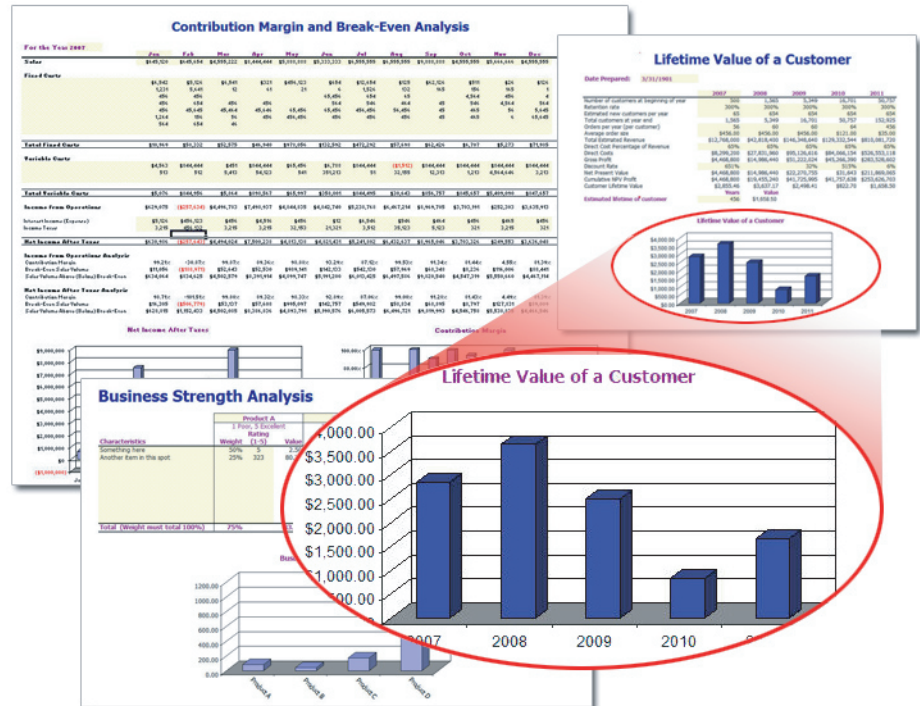
Ultimate Marketing Calculator

The Ultimate Marketing Calculator contains 74 essential marketing related metrics that you can review in order to analyze your own marketing strength.

With the Ultimate Marketing Calculator, you can become the go-to marketing person in your organization. In one integrated Excel workbook, you can easily select the 74 marketing worksheets from a main menu to make precise marketing calculations. From forecasting & budgeting to direct advertising, marketing, pricing, competitive analyses, and much more.

What's Included

- Acquisition Cost by Campaign
- Advertising Effectiveness
- All Commodity Volume Distribution
- Average Acquisition Cost
- Average Retention Cost
- Average Selling Price
- Business Strength Analysis
- Cannibalization Rate
- Clickthrough Rate
- CM and BreakEven Analysis
- Competitor Analysis
- Compound Annual Growth Rate
- Contribution Margin Percentage
- Cost of Coupon Promotion
- Cost of Incremental Sales
- Cost per Click
- Cost per Impression
- Cost per Order
- Cost per Thousand
- Coupon Redemption Rate
- Critical Success Factors
- Direct Advertising Effectiveness
- Direct Marketing Analysis
- Economic Value Added
- E-Mail List Development
- Gross Margin Return on Inventory
- Gross Rating Points
- Incremental Sales From Marketing
- Inventory Days
- Inventory Turns
- Lifetime Value Customers
- Lifetime Value with Initial Margin
- Lift from Promotion
- Markdown
- Market Attractiveness Analysis
- Marketing Budget
- Marketing Score Card
- Media Forecast
- Merchandise Plan
- Moving Average Sales Forecast
- Percentage On Time Deliveries
- Price Elasticity
- Price Estimate for Goods
- Price Estimate for Services
- Price Premium
- Price Waterfall Effect
- Product Category Volume
- Product Competitive Analysis
- Promotion Payback Analysis
- Prospective Lifetime Value
- Ratios and Measures
- Return on Investment
- Return on Marketing Investment
- Return on Sales
- Return on Time Invested
- Revenue Market Share
- Sales Analysis
- Sales Force Metrics
- Sales Forecast Based on Growth
- Sales Forecast by Market Share
- Sales Seasonality by Month
- Selling Metrics
- Store-to-Store Sales
- Summary Blended E-Mail ROI
- Summary E-Mail ROI
- Target Return Pricing
- Target Volume
- Trade Show Budget
- Traditional Mail Blended ROI
- Traditional Mail ROI Analysis
- Trial Rate
- Unit Market Share
- Unit Sales Forecast
- Web Site Traffic Forecast



74
essential
marketing
metrics

What's New

- Gross Rating Points
- Cost per Thousand
- Clickthrough Rate
- Cost per Impression
- Cost per Click
- Cost per Order
- Return on Sales
- Return on Investment
- Economic Value Added
- Return on Marketing Investment
- Contribution Margin per Unit
- Markdown Percentage
- Gross Margin Return Inventory
- Price Premium
- Price Elasticity
- Price Waterfall Effect
- Prospective Lifetime Value
- Average Acquisition Cost
- Average Retention Cost
- Target Volume
- CAGR
- Cannibalization Rate
- All Commodity Volume
- Product Category Volume
- Percentage On Time
- Inventory Turns
- Inventory Days
- Trial Rate
- Incremental Sales
- Lift from Promotion
- Cost of Incremental Sales
- Coupon Redemption Rate
- Percentage Sales with Coupons
- Unit Market Share
- Revenue Market Share