

## ROI and Cost Calculator

**Address Logics** works with clients everyday helping to maximize their address data resources.

We realize that putting a price tag on your Return on Investment can be both difficult and daunting, so we've created two versions of calculators to help understand some of the basic impact an effective **Address Correction and Standardization** service can have towards both physical mailings and address dependant data services such as NCOA, phone append, or skip tracing.

### Postal Address Revenue / Cost Calculator: Example

Sample Record Size:	10,000	
Cost per letter or piece of mail:	\$ .48	(Catalogs average \$ 2.30)
Material cost of mailing:	<b>\$ 4,800</b>	
Average return mail:	760 letters	(7.6% return mail average)
Physical cost to handle Return Mail:	<b>\$ 1,330</b>	(\$1.75 ea)
*(Receive, open, process and record data average between \$1.75 to \$3.00 ea)		
NCOA:	\$ 50	(Industry minimum average)
Total cost of mailing:	<b>\$ 6,180</b>	(Cost of mailing + physical return mail + NCOA)

#### Indirect costs associated with a mailing:

2 <sup>nd</sup> mailing costs due to return mail:	<b>\$ 364.80</b>	(return mail x cost per letter)
Lost revenue between 2 <sup>nd</sup> mailing:	<b>\$ 2,280</b>	(\$3 ea)
*(Estimated revenue lost due to extended timing between first mailing and follow up successful mailing in 3-4 weeks often in financial interest or missed timing of mailing.)		

#### Without Address Logics

Average value per opportunity	\$ 60	(Industry average for mail order)
Loss of revenue	<b>-\$ 11,856</b>	(26% x return mail x cost per opportunity)

#### Savings: After Address Logics

Fewer 2 <sup>nd</sup> mailings:	<b>+\$ 248.16</b>	(Address Logics cuts physical return mail by 32%)
Added revenue between 2 <sup>nd</sup> mailings:	<b>+\$ 1,551</b>	
NCOA is standard with service:	<b>+\$ 50</b>	
Saved opportunity revenue:	<b>+\$ 3,790.80</b>	

### Data Append Revenue / Cost Calculator: Mobile and Residential Phone

Sample Record Size:	10,000	
Cost per record:	\$ .15	
Total processing cost:	<b>\$ 1,500</b>	(sample size x cost per record)
Est. revenue per phone lead:	\$ 38	(industry standard outbound marketing)

#### Without Address Logics

Match rate:	65%	(industry standard)
Records matched:	6,500	(sample size x match rate)
Revenue generated:	<b>+\$ 247,000</b>	

#### With Address Logics before using your data vendor. (Est. \$85)

Match Rate:	+14%	
Records Matched:	+1,400	
Revenue generated:	<b>+\$ 53,200</b>	

#### Address Logics NCOA Advantage averages 6% higher match rate than other Address Update services.

Additional records updated:	+ 600	(sample size x 6%)
Additional revenue generated:	<b>+\$ 22,800</b>	(records updated x Est. revenue per lead)



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Call us today and ask how we can help your business.