
DMR103 Direct Mail Weekly Sales Report

Overview The Weekly Campaign Sales report shows campaign sales details on a weekly basis, up to and including a selected date.

Purpose This panel allows you to:
 Print direct mail weekly sales report

Examples

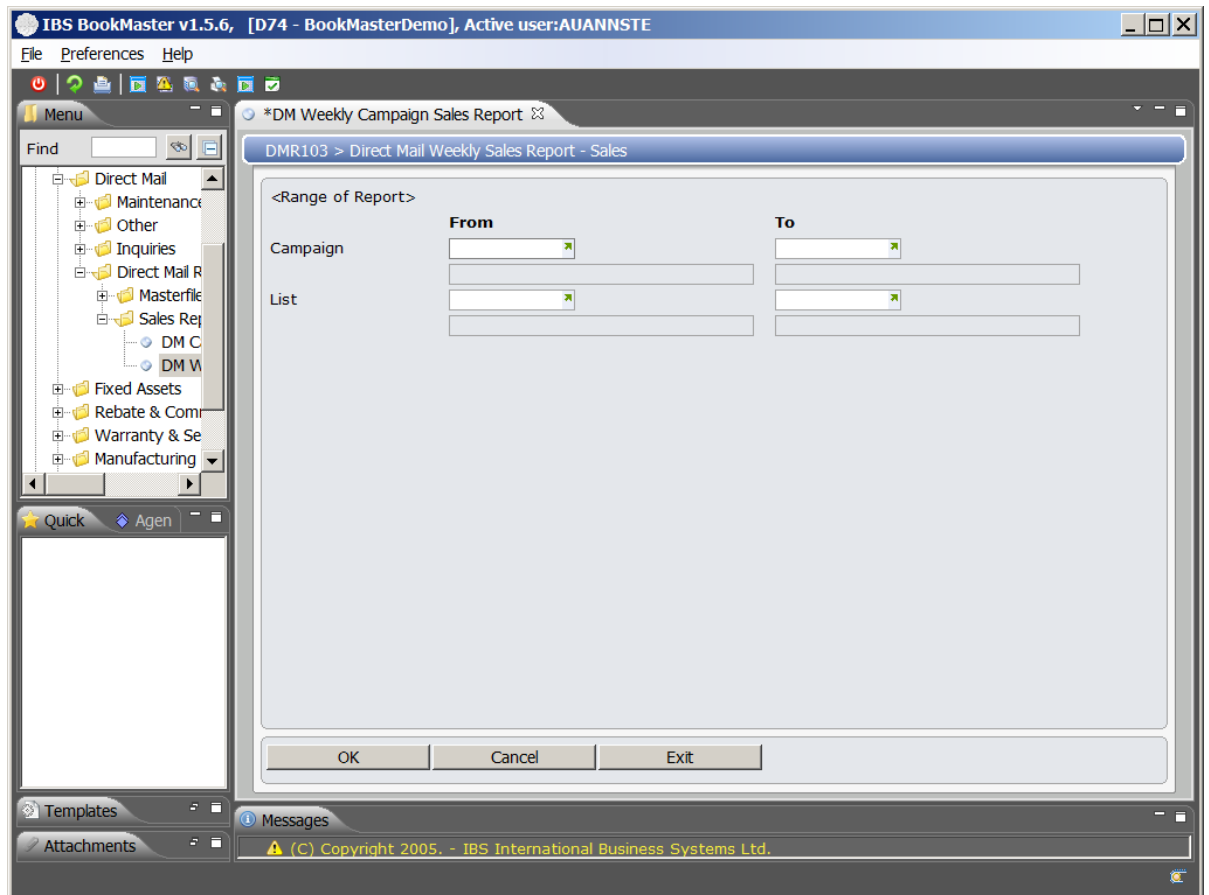
This section illustrates examples concerning:

[Example 1: Print Direct Mail Weekly Sales Report](#)

Example 1: Print Direct Mail Weekly Sales Report

1. Select option **DM Weekly Campaign Sales Report** from Other Modules>Direct Mail> Direct Mail Reports> Sales Reports menu.

DMR103 Direct Mail Weekly Sales Report - Sales panel is displayed.



2. Selection of the following can be made:

- Campaign
- List

3. Click OK.

Direct Mail weekly sales report gets generated.

This report displays following information:

- Campaign
- Mailing quantity
- Mailing date
- First order date
- Sales (estimated, value to date, percentage achieved, order to date, response date, average order value, books to date, average book order, average book value and cost per order.)
- Total expenses (Actual and CPU)
- Estimated and actual
- Ordinaries
- Revenue
- Returns

- Net revenue

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BOOKMASTER DEMO 7.4
 REPORT : DMR103
 RUN DATE : 29/03/11
 RUN TIME : 16:50:36

DIRECT MAIL WEEKLY SALES REPORT

 CAMPAIGN : MASS0299 MASS MARKET NEW RELEASES 2010
 * SUMMARY *

MAILING QTY : 0
 MAILING DATE : 1/01/99
 FIRST ORD DATE : 14/10/99

EXPENSES ACTUAL \$ CPU

 TOTAL : .00 .00

S A L E S

 ESTIMATED : .00
 VALUE TO DATE : 20519.66
 % ACHIEVED : .00
 ORDER TO DATE : 16
 RESPONSE RATE : .00
 AVG ORD VALUE : 1282.48
 BOOKS TO DATE : 901
 AVG BOOKS/ORD : 56.31
 AVG BOOK VAL : 22.77
 COST PER ORDER: .00

WEEK	*ESTIMATED	ORD	CUM ORD	BOOKS	CUM BKS	REVENUE	RETURNS	CUM RETNS	NET REVENUE
	*ACTUAL	ORD	CUM ORD	BOOKS	CUM BKS	REVENUE	RETURNS	CUM RETNS	NET REVENUE
1		0	0	0	0	.00	.00	.00	.00
		16	16	901	901	20519.66	7021.58-	7021.58-	13498.08