
Marketing Analysis SmartMaster

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or a button to use a SmartMaster sheet.

Sheet	Description
>	Err:502 Use this SmartMaster to "run the numbers" on a direct marketing campaign.
> Information	Help, tips, and details on file sharing, conventions, and macros used in this SmartMaster.



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1



Marketing Analysis

Promotion

Date

Gross Margin per Unit	
Selling Price	
Add: Handling Charge	
Total Revenue per Unit	#VALUE!
Cost of Merchandise	
Shipping or Delivery	
Order Processing	
Cost of Returns	
Bad Debt	
Other	
Total Cost per Unit	
Gross Margin per Unit	#VALUE!

Direct Mail Cost per Unit
Circulars
Letters
Inserts
Lift Pieces
Envelopes
Order Forms
List Rental
Assembly
Addressing
Postage
Other
Direct Mail Cost per Unit

Profit and Break-even Point

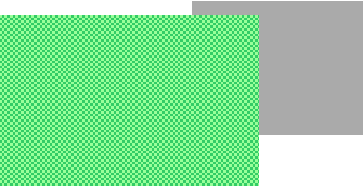
Units Mailed
Response Rate
Unit Sales
Gross Margin
Mailing Costs
Fixed Costs
Creative Development
Allocations, Other
Total Fixed Costs
Total Net Profit

Break-even Unit Sales
Break-even Unit Mailing

"Prepared by

#VALUE!
#VALUE!

Restore Zoom



SCREEN-ADJUST	CODE	DESCRIPTION
10	<pre>{ZOOM_TEST} {Let ZM_NRML;@Vlookup(ZM_SCRN;ZM_TABLE;1)} {Let ZM_ALL;@Vlookup(ZM_SCRN;ZM_TABLE;2)} {Set "Window-Custom-Zoom";ZM_NRML}{Quit}</pre>	; Senses screen re ; view preferences

ZOOM_TEST	<pre>{If @Info("Screen-Width")<=640}{Let ZM_SCRN;640}{Return} {If @Info("Screen-Width")<=800}{Let ZM_SCRN;800}{Return} {If @Info("Screen-Width")<=1024}{Let ZM_SCRN;1024}{Return} {Let ZM_SCRN;1280}{Return}</pre>
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ZM_SCRN 640

	NORMAL	FULL PAGE
ZM_TABLE 640	85	32
800	100	42
1024	110	46
1280	120	65

ZOOM FACTOR	CODE	DESCRIPTION
ZOOM_RTN	{Set "Window-Custom-Zoom";ZM_ALL}{Quit}	; Sets view to disp
ZM_NRML	85	; Preferred zoom s
ZM_ALL	32	; View entire sheet
ZM_RESTORE	{Set "Window-Custom-Zoom";ZM_NRML}{R}{L}{Quit}	; Resets view to n

PRINT SHEET	CODE	DESCRIPTION
SHT_PRINT	<pre>{Set "Print-Range";SHEET_RANGE}{Set "Print-Footer-Center-Text";""} ; Prints spreadshe {Set "Print-Orientation";"Portrait"}{Set "Print-Fit-Page";"Yes"} {Set "Print-Margin-Top";".75"} {Set "Print-Margin-Left";".75"}{Set "Print-Margin-Right";".75"} {Set "Print-Margin-Bottom";".25"} {BACKGRND 0}{Print?}{BACKGRND 2} {Quit}</pre>	

BACKGRND {Define BCK_COL:V} ; Sets / Resets ligh
{Let RNG_NUM;1}{BCK_LOOP}

BCK_LOOP

```
{Let RNG_NAME;"DATA_"&@Right(@String(RNG_NUM+100;0);2)}
{If 1-@Isrange(@@(RNG_NAME))}{Return}
{Style-Interior BCK_COL;;;+RNG_NAME}
{Let RNG_NUM;RNG_NUM+1}{Branch BCK_LOOP}
```

BCK_COL 2

PRINT INFORMATION CODE	DESCRIPTION
------------------------	-------------

INFO_PRINT {Define INFO_TOPIC:V} ; Prints Topics from
 {Dialog DLG_INFOPRT}
 {If RES_INFOPRT=0}{Quit}
 {Set "Print-Footer-Center-Text";"^"}
 {Set "Print-Centered";"Horizontal"}
 {Set "Print-Orientation";"Portrait"}{Set "Print-Size";"Fit-All"}
 {Set "Print-Margin-Top";".5"}
 {Set "Print-Margin-Left";".5"}{Set "Print-Margin-Right";".5"}
 {Set "Print-Margin-Bottom";".25"}
 {Let UPPER_LEFT;@Info("Origin")}
 {If ANS_INFOPRT=0}{INFO_CURR_PRT}
 {If ANS_INFOPRT}{Select @Vlookup(INFO_TOPIC;INFO_LIST;1)}
 {Style-Interior 0}
 {Print?}
 {Style-Interior 2}
 {Edit-Goto +UPPER_LEFT}
 {Quit}

INFO_CURR_PRT {Select INF_OVER_RANGE}
 {Select-Append INF_STEP_RANGE}
 {Select-Append INF_TIPS_RANGE}
 {Select-Append INF_CONVENTION}
 {Select-Append INF_NOTE_RANGE}
 {Select-Append INF_ABOU_RANGE}
 {Return}

UPPER_LEFT **\$D:\$A\$320**

INFO_LIST 1INF_OVER_RANGE
 2INF_STEP_RANGE
 3INF_TIPS_RANGE
 4INF_CONVENTION
 5INF_NOTE_RANGE
 6INF_ABOU_RANGE

INFO_TOPIC 6

DLG_INFOPRT

DIALOG	InfoPrint				
-2134376400	4	63	62	152	
FONT	8"Helv"				
8	8	59	10	20	
8	21	56	10	21	
102	4	40	14	1	
102	22	40	14	2	
END DIALOG					

SAMPLE DATA	CODE	DESCRIPTION
-------------	------	-------------

SAMPDATA {Let CURR_SCEN;@Scenariolast(@Cellpointer("Filename"))} ; Displays Sample

```

{If @Iserr(CURR_SCEN)}{Let CURR_SCEN;"unnamed"}
{If @Exact(CURR_SCEN;"sample")}{Branch SAMP_RESTORE}
{Dialog DLG_SAMPLE1}
{If RES_SAMPLE1=0}{Quit}
{Let PREV_SCEN;CURR_SCEN}
{UPDATE}
{Scenario-Show "sample"}{Calc}{Quit}

```

SAMP_RESTORE

```

{Dialog DLG_SAMPLE2}
{If RES_SAMPLE2=0}{Quit}
{Scenario-Show PREV_SCEN}{Calc}{Quit}

```

**PREV_SCEN
CURR_SCEN**

unnamed
unnamed

DLG_SAMPLE1

DIALOG	Sample1				
-2134376400		4	51	60	176
FONT		8"Helv"			
	4	4	113	24	1000
	130	4	40	14	1
	130	22	40	14	2
	4	28	116	26	1001
END DIALOG					

DLG_SAMPLE2

DIALOG	Sample2				
-2134376400		3	50	60	176
FONT		8"Helv"			
	4	4	110	24	1000
	130	4	40	14	1
	130	22	40	14	2
END DIALOG					

KEEP DATA	CODE	DESCRIPTION
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KEEPDATA

```

{If @Count(SCENARIO_LIST)=@Rows(SCENARIO_LIST)-1}{Branch K_ Stores user-data}
{Dialog DLG_KEEPDATA}
{If RES_KEEPDATA=0}{Quit}
{If RES_KEEPDATA=3}{Branch K_UPDATE}
{If RES_KEEPDATA=4}{Branch K_HELP}
{If @Length(@S(ANS_KEEPDATA))<1}{Alert "To create a scenario, you must enter a scen."}
{If 1-@Iserr(@Scenarioinfo("Creator";@Lower(@Trim(ANS_KEEPDATA))))}{Branch K_EXI}
{Scenario-Create @Lower(@Trim(ANS_KEEPDATA))}
{Let RNG_NUM;1}{K_VERSIONS}
{Put SCENARIO_LIST;0:@Count(SCENARIO_LIST);ANS_KEEPDATA}
{Scenario-Show @Lower(@Trim(ANS_KEEPDATA))}
{Calc}{Return}

```

K_UPDATE

```

{CLEAN_LIST}{Dialog DLG_UPDDATA}
{If ANS_UPDDATA<0}{Quit}
{If RES_UPDDATA=0}{Quit}

```

```
{Scenario-Delete @Lower(@Trim(@Index(UPDATE_LIST;0;ANS_UPDDATA)))}
{Scenario-Create @Lower(@Trim(@Index(UPDATE_LIST;0;ANS_UPDDATA)))}
{Let RNG_NUM;1}{UP_EXISTING}
{Scenario-Show @Lower(@Trim(@Index(UPDATE_LIST;0;ANS_UPDDATA)))}{Quit}
```

**CLEAN_LIST
CLEAN_LOOP**

```
{Blank ANS_SWAPDATA}
{If ANS_SWAPDATA>@Count(UPDATE_LIST)}{Return}
{If 1-@Iserr(@Scenarioinfo("Creator";@Lower(@Trim(@Index(SCENARIO_LIST;0;ANS_S'
{Recalc LIST_RNG}{Edit-Copy +LIST_RNG}{Recalc LIST_ADDR}{Edit-Paste +LIST_ADDF
{Branch CLEAN_LOOP}
```

UP_EXISTING

```
{Let RNG_NAME;+"DATA_"&@Right(@String(RNG_NUM+100;0);2)}
{If 1-@Isrange(@@(RNG_NAME))}{Return}
{Version-Delete +RNG_NAME;@Lower(@Trim(@Index(UPDATE_LIST;0;ANS_UPDDATA
{Version-Create +RNG_NAME;@Lower(@Trim(@Index(UPDATE_LIST;0;ANS_UPDDATA
{Scenario-Add-Version @Lower(@Trim(@Index(UPDATE_LIST;0;ANS_UPDDATA));;+RN
{Let RNG_NUM;RNG_NUM+1}{Branch UP_EXISTING}
```

K_HELP

```
{Dialog DLG_KHELP}
{Branch KEEPDATA}
```

K_LIMIT

```
{Alert +"The maximum number of "&@String(@Count(SCENARIO_LIST);0)&" scenarios is
{Quit}
```

K_EXISTS

```
{Alert +""""&@Lower(@Trim(ANS_KEEPPDATA))&"""" already exists. Please use another sce
```

K_VERSIONS

```
{Let RNG_NAME;+"DATA_"&@Right(@String(RNG_NUM+100;0);2)}
{If 1-@Isrange(@@(RNG_NAME))}{Return}
{Version-Create +RNG_NAME;@Lower(@Trim(ANS_KEEPPDATA))}
{Scenario-Add-Version @Lower(@Trim(ANS_KEEPPDATA));;+RNG_NAME;@Lower(@Trin
{Let RNG_NUM;RNG_NUM+1}{Branch K_VERSIONS}
```

**RNG_NUM
RNG_NAME**

11
DATA_11

DLG_KEEPPDATA

DIALOG	KeepData				
-2134376400	8	20	32	196	
FONT	8"Helv"				
4	64	89	12	8001	
148	2	40	14	1	
148	34	40	14	2	
148	18	40	14	3	
148	52	40	14	4	
4	32	128	18	1000	
4	2	130	24	1001	
4	54	114	10	1002	
END DIALOG					

DLG_UPDDATA

DIALOG	Update				
-2134376400	4	54	36	198	

FONT		8"Helv"			
	4	36	104	48	9001
	4	4	113	24	1000
	150	6	40	14	1
	150	22	40	14	2
END DIALOG					

DLG_KHELP

DIALOG	KHELP				
	-2134376400	2	21	32	196
FONT		8"Helv"			
	148	2	40	14	1
	4	2	139	42	1001
END DIALOG					

SWAP DATA	CODE	DESCRIPTION
SWAPDATA	<pre>{CLEAN_LIST}{Dialog DLG_SWAPDATA} {If ANS_SWAPDATA<0}{Quit} {If RES_SWAPDATA=0}{Quit} {If RES_SWAPDATA=3}{Branch DEL_SCENARIO} {Let CURR_SCEN;@Scenariolast(@Cellpointer("Filename"))} {If @Iserr(CURR_SCEN)}{Let CURR_SCEN;"unnamed"} {If CURR_SCEN<>"unnamed"}{UPDATE} {If CURR_SCEN="unnamed"}{UPDUN} {Scenario-Show @Lower(@Trim(@Index(SCENARIO_LIST;0;ANS_SWAPDATA)))} {If @Scenariolast(@Cellpointer("Filename"))<>"-blank-"}{Quit} {Scenario-Delete "unnamed"}{Scenario-Creat "unnamed"} {Let RNG_NUM;1}{UP_UNNAMED}{Scenario-Show "unnamed"}{Calc}{Quit}</pre>	; Switches to a sce

UPDUN

```
{Dialog DLG_UPDUN}
{If RES_UPDUN=3}{Quit}
{If RES_UPDUN=1}{KEEPDATA}
{Let RES;1}{Return}
```

UP_UNNAMED

```
{Let RNG_NAME;+"DATA_"&@Right(@String(RNG_NUM+100;0);2)}
{If 1-@Isrange(@@(RNG_NAME))}{Return}
{Version-Delete +RNG_NAME;"unnamed"}
{Version-Creat +RNG_NAME;"unnamed"}
{Scenario-Add-Version "unnamed";+RNG_NAME;"unnamed"}
{Let RNG_NUM;RNG_NUM+1}{Branch UP_UNNAMED}
```

LIST_RNG

#NAME?

LIST_ADDR

#NAME?

RES

1

DEL_SCENARIO

```
{If ANS_SWAPDATA<1}{Alert "The scenario named ""-Blank-"" cannot be deleted. This sce
{Alert +"Delete ""&@Index(SCENARIO_LIST;0;ANS_SWAPDATA)&"" scenario?";2;"Stop'
{Scenario-Delete @Lower(@Trim(@Index(SCENARIO_LIST;0;ANS_SWAPDATA)))}
{Let RNG_NUM;1}{D_VERSIONS}
{If ANS_SWAPDATA=@Count(SCENARIO_LIST)-1}{Recalc LIST_ADDR}{Blank +LIST_AI
```



```
{If RES_UPDSC=3}{Quit}
{If RES_UPDSC=1}{UPDATE_POST}
{Return}
```

UPDATE_TEST

```
{Let RNG_NAME;+"DATA_"&@Right(@String(RNG_NUM+100;0);2)}
{If 1-@Isrange(@@(RNG_NAME))}{Let NO_UPDATE;1}{Return}
{If @Iserr(@Versioncurrent(@@(RNG_NAME)))}{Return}
{Let RNG_NUM;RNG_NUM+1}{Branch UPDATE_TEST}
```

**UPDATE_POST
UPDATE_LOOP**

```
{Version-Update +RNG_NAME;CURR_SCEN}
{Let RNG_NUM;RNG_NUM+1}
{Let RNG_NAME;+"DATA_"&@Right(@String(RNG_NUM+100;0);2)}
{If 1-@Isrange(@@(RNG_NAME))}{Return}
{If @Iserr(@Versioncurrent(@@(RNG_NAME)))}{Branch UPDATE_POST}
{Branch UPDATE_LOOP}
```

NO_UPDATE

1

DLG_SWAPDATA

DIALOG	SwapData				
-2134376400		5	53	36	198
FONT		8"Helv"			
4		26	108	58	9001
4		4	124	18	1000
150		6	40	14	1
150		22	40	14	2
150		42	40	14	3
END DIALOG					

DLG_UPDSC

DIALOG	Update1				
-2134376400		4	69	49	180
FONT		8"Helv"			
4		5	126	44	1000
135		2	40	14	1
135		18	40	14	2
135		39	40	14	3
END DIALOG					

DLG_UPDUN

DIALOG	unnamed				
-2134376400		4	78	60	137
FONT		8"Helv"			
7		3	79	27	1000
92		2	40	14	1
92		18	40	14	2
92		39	40	14	3
END DIALOG					

SHOW MACROS	CODE	DESCRIPTION
MACRO_SHOW	{Show-Sheets MACROS:A1} {Edit-Goto MACROS:A1}{Quit}	; Show / Hide this

MACRO_HIDE {Home}{Hide-Sheets MACROS:A1}
 {Edit-Goto INFORMATION:A1}{Quit}

SHOW NOTES FIELDS	CODE	DESCRIPTION
NOTES_SHOW	{Show-Sheets MACROS:A1} {Edit-Goto NOTES_FIELDS} {Edit-Goto "NOTES FIELDS"}{Quit}	; Navigate to the N

PRINT MACROS	CODE	DESCRIPTION
MACRO_PRINT	{DIALOG DLG_MACPRINT} {IF RES_MACROPRT=0}{Quit} {IF ANS_MACROPRT1}{Set "Print-Range";MACROS_RANGE}{Set "Print-Orientation";"Lar" {IF ANS_MACROPRT2}{Set "Print-Range";NOTES_FIELDS}{Set "Print-Orientation";"Portra" {IF ANS_MACROPRT3}{Set "Print-Range";RN_TABLE_RANGE}{Set "Print-Orientation";"P {SET "Print-Centered";"Horizontal"} {SET "Print-Footer-Center-Text";"^"} {SET "Print-Size";"Fit-Columns"} {SET "Print-Margin-Top";".5"} {SET "Print-Margin-Left";".5"}{SET "Print-Margin-Right";".5"} {SET "Print-Margin-Bottom";".25"} {Print?} {QUIT}	; Print sections of t

DLG_MACPRINT

DIALOG	MacPrint				
-2134376400		5	66	62	152
FONT		8"Helv"			
8		4	59	10	20
8		15	72	10	21
8		26	84	10	22
102		4	40	14	1
102		22	40	14	2
END DIALOG					

END OF MACROS

NOTES FIELDS

Information Print

Num_User_Scenarios	0
Current_Scenario	#NAME?
Promotion	0
Date	0
Revenue_Per_Unit	#VALUE!
COGS_Per_Unit	
DM_Cost_Per_Unit	
Units_Mailed	0
Response_Rate	0
BE_Unit_Sales	#VALUE!
BE_Unit_Mailing	#VALUE!

Information Print

ANS_INFOPRT	C:L89..C:L89
ANS_KEEPPDATA	C:L184..C:L184
ANS_MACROPRT1	C:L370..C:L370
ANS_MACROPRT2	C:L371..C:L371
ANS_MACROPRT3	C:L372..C:L372
ANS_SWAPDATA	C:L315..C:L315
ANS_UPDDATA	C:L197..C:L197
BACKGRND	C:B38..C:B38
BCK_COL	C:B46..C:B46
BCK_LOOP	C:B41..C:B41
CLEAN_LIST	C:B151..C:B151
CLEAN_LOOP	C:B152..C:B152
CURR_SCEN	C:B110..C:B110
DATA_01	B:C5..B:C5
DATA_02	B:H5..B:H5
DATA_03	B:D8..B:D9
DATA_04	B:D12..B:D17
DATA_05	B:C17..B:C17
DATA_06	B:H8..B:H18
DATA_07	B:H23..B:H24
DATA_08	B:H29..B:H30
DATA_09	B:G39..B:G39
DATA_10	B:G18..B:G18
DEL_SCENARIO	C:B240..C:B240
DIRECT	B:A1..B:A1
DLG_INFOPRT	C:B86..C:B86

DLG_KEEPPDATA	C:B181..C:B181
DLG_KHELP	C:B203..C:B203
DLG_MACPRINT	C:B367..C:B367
DLG_PERSONAL	C:B380..C:B380
DLG_SAMPLE1	C:B112..C:B112
DLG_SAMPLE2	C:B121..C:B121
DLG_SWAPDATA	C:B312..C:B312
DLG_UPDDATA	C:B194..C:B194
DLG_UPDSC	C:B322..C:B322
DLG_UPDUN	C:B331..C:B331
D_VERSIONS	C:B249..C:B249
FRM_UPDSC	C:I325..C:I325
INFORMATION	D:A1..D:A1
INFO_ABOUT	D:A320..D:A320
INFO_CONVENTION	D:A213..D:A213
INFO_CURR_PRT	C:B67..C:B67
INFO_LIST	C:B77..C:C82
INFO_NOTESFX	D:A272..D:A272
INFO_OVERVIEW	D:A60..D:A60
INFO_PRINT	C:B49..C:B49
INFO_STEPS	D:A110..D:A110
INFO_TIPS	D:A161..D:A161
INFO_TOPIC	C:B84..C:B84
INF_ABOU_RANGE	D:B322..D:H333
INF_CONVENTION	D:B219..D:H230
INF_NOTE_RANGE	D:B274..D:H284
INF_OVER_RANGE	D:B62..D:H70
INF_STEP_RANGE	D:B112..D:H122
INF_TIPS_RANGE	D:B163..D:H174
KEEPPDATA	C:B130..C:B130
K_EXISTS	C:B170..C:B170
K_HELP	C:B164..C:B164
K_LIMIT	C:B167..C:B167
K_UPDATE	C:B143..C:B143
K_VERSIONS	C:B172..C:B172
LIST_ADDR	C:B237..C:B237
LIST_RNG	C:B236..C:B236
MACROS	C:A1..C:A1
MACROS_RANGE	C:A3..C:L397
MACRO_HIDE	C:B344..C:B344
MACRO_PRINT	C:B353..C:B353
MACRO_SHOW	C:B341..C:B341
NOTES_FIELDS	C:A435..C:B445
NOTES_FIELDS	C:A433..C:A433
NOTES_SHOW	C:B348..C:B348
NO_UPDATE	C:B310..C:B310
PERSONALIZE	C:B378..C:B378
PREV_SCEN	C:B109..C:B109
RES	C:B238..C:B238
RES_INFOPRT	C:L87..C:L87
RES_KEEPPDATA	C:L182..C:L182
RES_MACROPRT	C:L368..C:L368
RES_SAMPLE1	C:L113..C:L113
RES_SAMPLE2	C:L122..C:L122
RES_SWAPDATA	C:L313..C:L313
RES_UPDDATA	C:L195..C:L195
RES_UPDSC	C:L323..C:L323
RES_UPDUN	C:L332..C:L332
RNG_NAME	C:B179..C:B179

RNG_NUM	C:B178..C:B178
RN_TABLE	C:A480..C:A480
RN_TABLE_RANGE	C:A481..C:B572
SAMPDATA	C:B96..C:B96
SAMP_RESTORE	C:B105..C:B105
SCENARIO_LIST	C:B254..C:B287
SHEET_RANGE	B:B2..B:H39
SHT_PRINT	C:B30..C:B30
SWAPDATA	C:B211..C:B211
TABLE_CONTENTS	A:A1..A:A1
UPDATE	C:B289..C:B289
UPDATE_LIST	C:B255..C:B287
UPDATE_LOOP	C:B304..C:B304
UPDATE_POST	C:B303..C:B303
UPDATE_TEST	C:B298..C:B298
UPDUN	C:B224..C:B224
UPPER_LEFT	C:B75..C:B75
UP_EXISTING	C:B157..C:B157
UP_UNNAMED	C:B229..C:B229
ZM_ALL	C:B25..C:B25
ZM_NRML	C:B24..C:B24
ZM_RESTORE	C:B27..C:B27
ZM_SCRN	C:B14..C:B14
ZM_TABLE	C:B16..C:D19
ZOOM_RTN	C:B22..C:B22
ZOOM_TEST	C:B9..C:B9
\0	C:B4..C:B4

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Notes
Fields



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n the Information sheet

42"	"	"Select Information to Print"			1
1342242800"button"	"Current topic"		0		1
1342242800"button"	"All topics"		0		0
1342373900"button"	"OK"		0		
1342373900"button"	"Cancel"		0		



data, preserving existing entries

58	""	""	"Sample Data"		1
1342177300	"static"	"You can use a se		0	
1342373900	"button"	"OK"		0	
1342373900	"button"	"Cancel"		0	
1342177300	"static"	"currently in this S		0	

42	""	""	"Sample Data"		1
1342177300	"static"	"Restore the data		0	
1342373900	"button"	"OK"		0	
1342373900	"button"	"Cancel"		0	



in a scenario

ario name. Press OK to return to the Keep Data dialog box.">{Branch KEEPDATA}
 ISTS}

```
WAPDATA)))))){{Let ANS_SWAPDATA;ANS_SWAPDATA+1}{Branch CLEAN_LOOP}
}}
```

```
}})
}})
IG_NAME:@Lower(@Trim(@Index(UPDATE_LIST;0;ANS_UPDDATA))))
```

in use. You must delete a scenario before creating a new one.}}

scenario name.}}{Branch KEEPDATA}

```
n(ANS_KEEPPDATA))}
```

82			"Keep Data"		0
1350762600	"edit"			0	
1342373900	"button"	"OK"		0	
1342373900	"button"	"Cancel"		0	
1342373900	"button"	"Update..."		0	
1342373900	"button"	"Help"		0	
1342177300	"static"	"You can create a		0	
1342177300	"static"	"This SmartMaste		0	
1342177300	"static"	"Enter a name for		0	

88			"Update"		0

1352728600	"listbox"	""		0	UPDATE_LIST
1342177300	"static"	"Select the scenar		0	
1342373900	"button"	"OK"		0	
1342373900	"button"	"Cancel"		0	

50	""	""	"Keep Data Help"		1
1342373900	"button"	"OK"		0	
1342177300	"static"	For more informat		0	

↓

scenario selected by the user

scenario is used to clear data from the SmartMaster and create a blank, unnamed scenario."}{Branch SWAPDATA}
 ;RES}{If 1-RES}{Quit}

DDR}{Quit}

{ATA}}}

insert as many rows as you like.

88	""	""	"Swap Data"		1
1352728600	"listbox"	""		0	SCENARIO_LIST
1342177300	"static"	"Select the scenar		0	
1342373900	"button"	"OK"		0	
1342373900	"button"	"Cancel"		0	
1342373900	"button"	"Delete"		0	

58	""	""	"Update Scenario"		0
1342177300	"static"	"The scenario nam		0	
1342373900	"button"	"Yes"		0	
1342373900	"button"	"No"		0	
1342373900	"button"	"Cancel"		0	

58	""	""	"Update Scenario"		0
1342177300	"static"	"The current scen		0	
1342373900	"button"	"Yes"		0	
1342373900	"button"	"No"		0	
1342373900	"button"	"Cancel"		0	





Notes/FX fields



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	42"	"	"Select Information to Print"		1
	1342242800	"button"	"Macros"	0	1
	1342242800	"button"	"Notes Fields"	0	0
	1342242800	"button"	"Range Name Tab"	0	0
	1342373900	"button"	"OK"	0	
	1342373900	"button"	"Cancel"	0	



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Macros

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Information

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Analysis

Click a button to go to a subject.

Subject	Description
> Overview	General information about this SmartMaster.
> Steps	Procedures to use this SmartMaster.
> Tips	Helpful hints for using this SmartMaster.
> Conventions	Details on conventions used in this SmartMaster.
> Notes/FX Enabling	Description of Notes/FX and available fields.
> Macros	<i>Individual macro commands and their descriptions used in this SmartMaster.</i>
> About	Information about the developer of this SmartMaster

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Marketing Analysis SmartMaster

The Direct Marketing SmartMaster provides you with the necessary tools to assess your direct mail campaign. This SmartMaster automatically calculates the financial scenario of a direct mail campaign. In the "mailing more for less," this SmartMaster will help you to manage your expense line, track the revenue, and provide you with a break-even analysis.

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Marketing Analysis SmartMaster

1. Enter all of the information about the product and its sales (e.g., cost, handling charge, bad c
2. Enter the costs for all of the direct marketing materials.
Change labels where necessary.
3. Enter the response rate. You can either enter it as a percentage for example 1.8% or a as a
for instance .018.

[Return to Direct Analysis](#) [Information Print Index](#)

Tips

If you don't know the breakdown of each individual item, enter the total item mailing cost in the calculation cell and label it "Total Cost."

Fixed costs are the basis for break-even calculations, and 1-2-3 does a break-even analysis only if you have entered fixed-cost data.

Run the model several times to measure projected profitability by using a different response rate, cost, and so on.



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Conventions

Cell Types

Shaded cells are data entry areas. Outlined cells contain formulas that are automatically

Printing

All forms print in portrait orientation.

Dates

Enter dates as MM/DD/YY.

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SmartMaster with Notes/FX

Notes/FX lets you exchange data between applications by embedding the data as an object. In 1-2-3, the range called "Notes Fields" can be made available to Notes for exchanging data and the spreadsheet.

This SmartMaster contains fields that can be used for Notes/FX applications. To see the "Notes Fields," click on the Notes Fields button. For more information about using Notes/FX, see the Notes/FX documentation.

Return to Direct Analysis Client

his SmartMaster

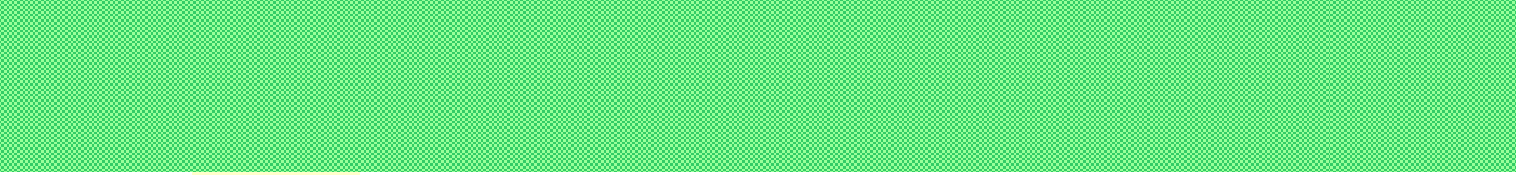
This SmartMaster was developed by KMT Software, Inc. KMT Software is the developer of many add-on products that are marketed under the Lotus name through Lotus Selects. KMT Software worked closely with Lotus to develop the Lotus SmartMaster Collection for 1-2-3 Release 5, a collection of dozens of additional SmartMaster templates. The Lotus SmartMaster Collection for 1-2-3 Release 5 includes SmartMaster templates to help you manage your business as well as personal planning and finances.

To order or learn more about the Lotus SmartMaster Collection for 1-2-3 Release 5, in the US, call Lotus Selects at 1-800-635-6887. In Canada, call 1-800-GO-LOTUS.

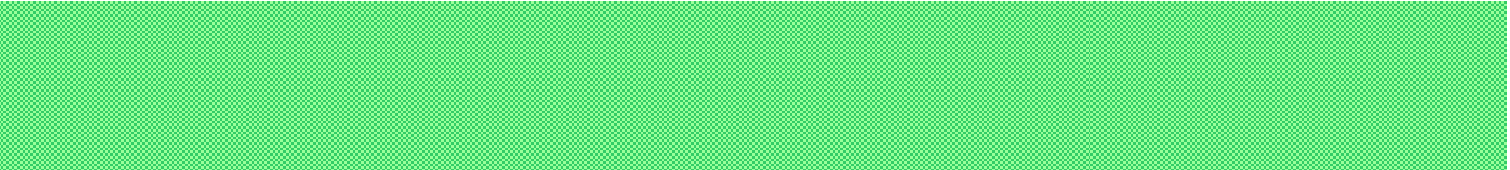
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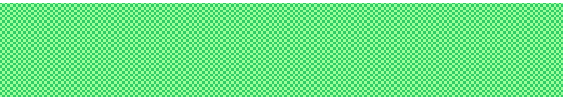


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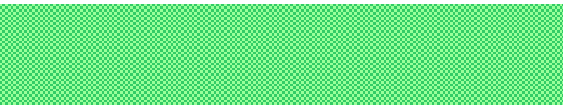
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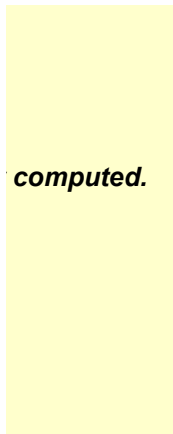
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