

ROI C4LCULATOR

*Find out what your leaflet campaign
could really be worth before you
spend your marketing budget.*

MrFlyer

ROI starts with a realistic campaign.

Leaflet marketing should not be judged by the number of leaflets delivered or the cheapest cost per thousand alone.

The useful question is whether the campaign can create enough valuable customer action to justify the investment.

THE FOUR NUMBERS

Campaign cost -> enquiries -> customers -> revenue.
This calculator helps you connect those numbers rather than looking at distribution cost in isolation.

YOUR CAMPAIGN OBJECTIVE

- ☐ Generate enquiries ☐ Bookings ☐ Sales ☐ Launch ☐ Awareness ☐ Recruitment
☐ Other _____

WHO ARE YOU TRYING TO REACH?

Ideal customer _____

Priority area / postcode _____

Estimated homes _____

MR FLYER PRINCIPLE

The strongest campaigns start with an objective and an audience. Mr Flyer describes its process as consultation, audience, design, print and delivery, then uses a repeat cycle to test, tweak and refine campaigns.

What will you actually invest?

Enter your expected costs. If you do not know a figure yet, leave it blank and complete the calculation once you have your quotes.

CAMPAIGN		CAMPAIGN COST YOUR FIGURE
Printing		£
Distribution		£
Design		£
Postage / direct mail		£
Landing page / digital		£
Other campaign costs		£

DON'T COMPARE PRICE ALONE

The strongest campaigns start with an objective and an audience. Mr Flyer describes its process as consultation, audience, design, print and delivery, then uses a repeat cycle to test, tweak and refine campaigns.

Leaflets / pieces: _____

Approximate cost per piece: _____

Approximate cost per 1,000 £ _____

How many people might respond?

No response rate is guaranteed. Use a range rather than pretending you know the exact outcome.

LEAFLETS

RESPONSE

ESTIMATED

THE CALCULATION

Leaflets distributed × response rate = estimated enquiries

Example: 10,000 leaflets × 0.5% = 50 enquiries.

An enquiry isn't the same as a sale.

Your campaign can generate strong interest but still underperform if the conversion process is weak.

METRIC		CAMPAIGN COST YOUR FIGURE
Estimated enquiries		£
Estimated conversion rate		£
Estimated customers		£
Average customer value		£
Average customer value		£
ESTIMATED REVENUE		£

THE CALCULATION

Enquiries × conversion rate = estimated customers

Customers × average customer value = estimated revenue

LOOK BEYOND THE LEAFLET

Your leaflet may create awareness and prompt a later website visit or search. Mr Flyer recommends viewing print and digital as parts of the same customer journey rather than expecting the leaflet to generate the entire sale itself.

What could the campaign return?

Now bring your campaign cost and estimated revenue together.

CALCULATION	YOUR FIGURE
Estimated revenue	£
Total campaign cost	£
Revenue ÷ campaign cost	£

YOUR ROI

Estimated revenue ÷ campaign cost = revenue generated per £1 invested

Example: £4,000 revenue ÷ £1,000 campaign cost = £4 revenue per £1 spent.

IMPORTANT DISTINCTION

Revenue is not profit. If your gross margin, fulfilment costs or other acquisition costs are significant, use contribution or gross profit instead of revenue for a more meaningful commercial calculation.

MY TARGET RETURN

I would consider this campaign commercially worthwhile if it generates at least:

£_____ / £_____ per £1 invested.

More leaflets aren't always the answer.

One of the easiest ways to improve a campaign is to test a variable rather than simply increasing volume.

SCENARIO A VS SCENARIO B

CALCULATION	BROAD TARGET	BETTER TARGET
Households		
Estimated response		
Enquiries		
Customers		
Campaign cost	£	£
Revenue	£	£
Revenue per £1		

ASK YOURSELF

Would you rather pay to reach 10,000 random households, or build a campaign designed to increase the likelihood of reaching the households most relevant to your business?

Don't let the calculation stay theoretical.

Your actual campaign results are more valuable than your assumptions. Build tracking into the campaign before distribution starts.

TRACKING CHECKLIST

- ☐ Unique promotional code
- ☐ Dedicated landing page
- ☐ QR code
- ☐ Campaign-specific phone number
- ☐ "How did you hear about us?"
- ☐ Matchback by postcode or area
- ☐ Control / holdout area where appropriate

MY TRACKING METHOD

MY CAMPAIGN CODE / URL

MEASURE MORE THAN CLICKS

Mr Flyer describes matchback reporting that connects responses to the postcodes selected for a campaign, alongside holdout reporting to compare targeted areas with a comparable control group.

What did your campaign actually achieve?

Complete this after your campaign has had enough time to generate responses.

METRIC	RESULT
Leaflets distributed	
Enquiries	
Customers	
Revenue	
Campaign cost	
Cost per enquiry	
Cost per customer	

- ☐ Targeting ☐ Creative ☐ Offer ☐ Quantity ☐ Frequency ☐ Distribution
☐ Follow-up ☐ Tracking

**PLAN. EXECUTE.
REPEAT.**

The value of a campaign is not just what it returns today.
It is also what you learn that can make the next campaign better.

NOW YOU
KNOW
WHAT YOUR
CAMP4IGN
COULD BE
WORTH.

*The next question is simple:
how do you give your
campaign the best possible
chance of achieving it?*

MrFlyer