

## **SAMPLE COST-PER-INQUIRY** **METHODOLOGY**

**Page 1 of 2**

All JPP grantees should be concerned about the effectiveness of their marketing/promotions expenditures. The following form should be utilized to display, calculate, and make comparisons among techniques used.

Methodology:

1. Obtain all expenditures related to *placement* of each ad or promotional piece.
2. You must determine the specific number of inquiries that have been generated by each ad or promotional piece; this may necessitate creating a set of ad-specific codes, the creation of separate ad-specific web site addresses, and/or training your central reservations staff to obtain information about the source of each inquiry.
3. For each ad/promotion, you will divide the cost to place the ad by the number of inquiries generated (e.g., if you spend \$100 and generate 500 inquiries, you would divide  $100/500 = \$0.20$ , or 20 cents per inquiry).

## COST-PER-INQUIRY FORM

Page 2 of 2

Describe your total inquiries and the costs-per-inquiry for advertising and promotions supported by JPP funds. All ads/promotions need a tracking mechanism in order for this measurement to be performed. You should assign a specific code to each print/electronic ad and your web site. For telephone inquiries, be certain to ask and record responses to the question, "Where did you hear about us?"

<u>specific ad/promotion</u>	<u>\$ cost</u>	<u>Total # of inquiries generated</u>	<u>cost per inquiry</u>
_____	\$ _____	_____	_____
_____	\$ _____	_____	_____
_____	\$ _____	_____	_____
_____	\$ _____	_____	_____
_____	\$ _____	_____	_____
_____	\$ _____	_____	_____
_____	\$ _____	_____	_____
_____	\$ _____	_____	_____

**Summary:**